

# Knowledge Futures: AI, Technology, and the New Business Paradigm

IFKAD 2025  
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## CALL FOR ABSTRACTS – IFKAD 2025

Special Track n.: 31

Thematic Area: Value Creation, AI, Innovation

### Stakeholder Collaboration as a Driver of Knowledge Diffusion and Sustainable Value Creation in Ecosystems

#### Description

In today's increasingly interconnected and complex business landscape, organizations are compelled to navigate a multitude of societal and environmental challenges while simultaneously striving for competitive advantage. This track challenges the notion of stakeholder engagement (*Kujala et al., 2022*) as a mere procedural obligation or a box to be ticked on a corporate social responsibility checklist. Instead, we propose that authentic and strategically-driven stakeholder engagement, particularly when leveraged for robust knowledge management, serves as a potent catalyst for driving knowledge diffusion, fostering innovation, and ultimately, creating enduring, sustainable value for both the business and its ecosystem as a whole (*Leonidou et al., 2020; Hollebeek et al., 2022; Hughes et al., 2022*).

As businesses seek to secure their "Social License to Operate" (SLO), recognizing and effectively managing the web of interdependent relationships they are embedded within becomes paramount (*Black, 2013; Demuijnck & Festerling, 2016*). This echoes Freeman's (1984) seminal work on stakeholder theory, which emphasizes the critical role of stakeholder engagement in achieving long-term organizational success as it is the only way for companies to really know what their stakeholders need.

This track invites scholars to investigate the multifaceted dynamics of stakeholder engagement, exploring how organizations can cultivate meaningful collaboration to move beyond superficial gestures and achieve tangible impacts. How can businesses cultivate the necessary organizational structures, processes, and cultures that enable them to effectively identify, prioritize, and build relationships with their diverse stakeholder groups (*Harrison et al., 2019; Freeman et al., 2020*)? How can they facilitate an ongoing and transparent dialogue that not only addresses the fears and needs of these stakeholders but also actively seeks out and values their unique knowledge and perspectives (*Sachs & Maurer, 2009; Chaudhuri et al., 2023*)?

Crucially, we encourage exploration of how organizations can implement robust knowledge management practices alongside stakeholder engagement to maximize the creation, capture, sharing, and application of collective knowledge (*Harrison et al., 2010; Aarikka-Stenroos et al., 2017*). This involves moving beyond simply gathering information from stakeholders to actively integrating their diverse knowledge bases into organizational

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learning processes (Bacq & Aguilera, 2020). By fostering a culture of knowledge sharing and collaboration, in a similar way to the Open Innovation Approach (Chesbrough, 2003; Grama-Vigouroux et al., 2020), big and small organizations can tap into the collective intelligence of their stakeholders to drive innovation and solve complex problems.

Furthermore, this track encourages explorations of how stakeholder engagement, coupled with effective knowledge management, can go beyond mere profit motivation and catalyze a broader value-oriented process (Freeman et al., 2007; Harrison & Wicks, 2012). By fostering open dialogue and knowledge sharing, organizations can identify and align with a broader set of economic, social, and environmental needs, co-creating a shared purpose that resonates with stakeholders (Donaldson & Dunfee, 1999; Burchell & Cook, 2006). This process of collaborative knowledge creation can lead to more innovative and sustainable solutions that address the complex challenges facing businesses and society today (Albats et al., 2020).

This shared understanding can lay the foundation to encourage a long-term vision and intergenerational concern (Perrini & Tencati, 2006). It can also facilitate the transition from traditional, bilateral stakeholder relationships to a more dynamic, ecosystem-based model (Adner, 2017; Barile & Polese, 2010), where collaboration and knowledge sharing lead to a collective benefit (Thomson & Perry, 2006; Troshani & Doolin, 2007).

Tentative Key Themes:

- Building Effective Stakeholder Engagement for Knowledge Diffusion: Exploring best practices, challenges, and innovative approaches for designing and implementing stakeholder engagement strategies that effectively facilitate knowledge sharing and co-creation.
- Integrating Knowledge Management with Stakeholder Engagement: Investigating practical strategies for capturing, sharing, and applying the collective knowledge of stakeholders to inform strategic decision-making and drive innovation.
- Aligning Values and Co-Creating Purpose: Investigating how organizations can leverage stakeholder engagement to align their purpose and values with societal expectations, fostering a shared understanding and commitment to sustainable value creation.
- Measuring the Impact of Stakeholder Collaboration: Examining methodologies and frameworks for assessing the effectiveness of stakeholder engagement in driving knowledge diffusion, innovation, and sustainable outcomes.
- Stakeholder Engagement in the Context of Open Innovation: Exploring how organizations can effectively engage stakeholders in open innovation processes to access external knowledge, co-create solutions, and accelerate innovation for sustainability.

## Keywords

*Stakeholder Engagement, Ecosystems, Sustainability, Knowledge Diffusion, Open Innovation*

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## Guidelines

Researchers wishing to contribute are invited to submit an **EXTENDED ABSTRACT** (in editable format) of **min 500 and max 1000 words** not later than **31 JANUARY 2025**, using the submission procedure available on the website. The abstract should address theoretical background, research objective, methodology, and results in terms of expected contribution to Knowledge Management theory and practice. Authors are required to follow the guidelines for both extended abstracts as well as full papers available on IFKAD site: [www.ifkad.org](http://www.ifkad.org)

## Important dates

31 January 2025	<i>Extended Abstract submission deadline</i>
24 February 2025	<i>Acceptance notification to authors</i>
20 April 2025	<i>Early-Bird registration cut off</i>
02 May 2025	<i>Full paper submission deadline</i>
31 May 2025	<i>Registration deadline</i>
2-4 July 2025	<i>Conference sessions</i>

## For further information

For any information related to the event, please see the event website at [www.ifkad.org](http://www.ifkad.org) or contact the conference manager at [info@ifkad.org](mailto:info@ifkad.org)