

Proceedings of the

**23rd European Conference on
Knowledge Management
ECKM 2022**

Hosted By
**University of Naples Parthenope and
University of Naples Federico II, Italy**

1–2 September 2022

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ECKM Preface

These proceedings represent the work of contributors to the 23rd European Conference on Knowledge Management (ECKM 2022), hosted by University of Naples Parthenope and University of Naples Federico II, Italy on 1-2 September 2022. The Conference Co-Chairs are Prof. Piera Centobelli from University of Naples Federico II and Prof. Roberto Cerchione, from University of Naples Parthenope, Italy.

ECKM is now a well-established event on the academic research calendar and now in its 23rd year the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research.

The opening keynote presentation is given jointly by Prof. Manlio Del Giudice, Linked Campus University in Rome, Italy and Prof Armando Papa, the University of Teramo, Italy. The second day of the conference will open with an address by Dr Omid Haass, RMIT University, Australia, who will talk about *Exploring the application of digital twin as an enabler in knowledge management*.

With an initial submission of 263 abstracts, after the double blind, peer review process there are 149 Academic research papers, 12 PhD research papers, 2 Masters Research papers, 3 Non-Academic papers and 7 work-in-progress papers published in these Conference Proceedings. These papers represent research from Australia; Austria; Brazil; Canada; Chile; China; Colombia; Czech Republic; Denmark; Egypt; Estonia; Finland; France; Germany; Hungary; Iceland; India; Ireland; Italy; Japan; Jordan; Latvia; Lithuania; Malta; Morocco; Netherlands; New Zealand; North Macedonia; Northern Cyprus; Norway; Poland; Portugal; Republic of South Africa; Romania; Singapore; Slovenia; South Africa; Spain; Switzerland; Taiwan; Thailand; Turkey; UAE; Uganda; UK; USA; Vietnam;

We hope you enjoy the conference.

Prof Piera Centobelli

University of Naples Federico II

Prof. Roberto Cerchione

University of Naples Parthenope

Italy

September 2022

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Biographies

Conference and Programme Chairs



Piera Centobelli teaches Business Economics and Organization at the Department of Industrial Engineering of the University of Naples Federico II. From 2013 until 2016 she joined the Fraunhofer Joint Laboratory of Excellence on Advanced Production Technology (J-LEAPT) in partnership with Fh-IWU of Chemnitz. She published more than fifty papers in top journals and conference proceedings. She acts as editorial board member, guest editor and reviewer for several peer-reviewed journals. Her research interests focus on blockchain and Industry 4.0, knowledge and technology management, Industry 4.0, digital transformation, operations management, logistics and supply chain management, corporate social responsibility, circular economy, environmental, economic, financial and social sustainability.

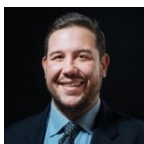


Roberto Cerchione is Chair of IEEE Blockchain Italy, Delegate of Engineering Management Committee and Director of SGU at the University of Naples Parthenope and Professor of Technology, Innovation and Management Faculty at the University of Bergamo and the University of Naples Federico II. He is Professor of 'Advanced Logistics Systems and Sustainable Supply Chain Management' at the Aerotech Academy. He serves as Co-Editor-in-Chief the Journal of Entrepreneurship Education and the Academy of Strategic Management Journal, and acts as managing guest editor, section editor, and editorial board member for many international journals. He has co-authored more than 100 publications including articles published in peer-reviewed journals, book chapters, conference proceedings, research reports.

Keynote Speakers



Prof. Manlio Del Giudice is Full Professor of Management at the University of Rome "Link Campus". He holds a PhD in Management at the University of Milano-Bicocca and he built up his academic and scientific career outside of Italy for more than 12 years, in a wide number of worldwide-renewed universities, prior to coming back to Italy on 2014. In 2018 he had a role as a full professor making him *one of the 20 youngest professors in Italy, in every scientific field*. For 4 years, he has been serving as the Editor in Chief of the top tier *Journal of Knowledge Management* and he holds key editorial positions in several international mainstream scientific journals on management (like *Journal of Business Research*, *Journal of International Management*, *International Entrepreneurship and Management Journal*, *IEEE Transactions on Engineering Management*, *Technological Forecasting and Social Change*, etc.).



Armando Papa Ph.D., is currently Associate Professor of Management at the Faculty of Communication Sciences of the University of Teramo. He obtained the Italian national qualification as Full Professor in 2020. Previously, he joined the University of Rome Universitas Mercatorum; he is also a lecturer at the Link Campus University of Rome and the Catholic University of the Sacred Heart in Rome. Previously he was Research Fellow at the University of Turin. He received his PhD from the Department of Economics, Management, Institutions of the Federico II of Naples. Currently, he is involved in research studies on Technology Transfer in Business Networks; previously his

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Dr Omid Haass is a Lecturer at the RMIT University, School of Property, Construction and Project Management based in Melbourne, Australia. Omid obtained his doctoral degree on Project Management in the department of International Business and Asian Studies (IBAS), Griffith Business School (GBS), Griffith University. His research interests entails Project, Knowledge and Risk management. He also worked at GBS, Griffith School of Engineering and Griffith School of Information and Communication technology as a sessional academics and delivers a variety of courses such as project management, managerial problem solving, introduction to international business, comparative management and business processes to the postgraduate and undergraduate students. He also holds over 16 years work experience (since 2002) as a practitioner and worked in various project based, management consulting and manufacturing companies in Iran. His professional career includes project management office (PMO) director, quality management representative, quality manager, quality lead auditor, chief of knowledge executive (CKO), systems and training manager and project planner.

Mini Track Chairs



Prof Ali Hessami is the Chair and Technical Editor of IEEE's first global standard "Model Process for addressing Ethical Concerns in System Design", referred to as P7000. This generic process standard that's been published in September 2021 is aimed at identification, evaluation and protection of ethical human values in products, services and systems. Ali is also VC of IEEE Ethics Certification Programme (ECPAIS)



Joana Martinho Costa (Ph.D) is a researcher at ISTAR and invited assistant professor at ISCTE. She is certified by the Scientific and Pedagogical Council for Continuous Training, Portugal, and has been publishing her works in several journals indexed in Scopus and ISI Web of Knowledge in Educational Technology, Technology-enhanced learning, and Learning Environments. Currently, she participates in ATHENA, an Erasmus+ funded project created to improve university teachers' digital skills.



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Paulo Gonçalves Pinheiro is a Professor of Beira Interior University (UBI), Business & Economics Department, and a researcher at the NECE, Research Center in Business Sciences (UBI). His teaching activities are mainly on knowledge management and comprehend undergraduate, master, and doctoral students. He is a Ph.D. in management and author of several publications. His main research areas are information management, organizational spirituality, organizational practical wisdom, and knowledge management. <https://orcid.org/0000-0003-2397-6463>



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Marta Pérez-Pérez, PhD, is a full-time assistant professor of Operations Management at University of Cantabria (UC). Her research interest lies in knowledge management, strategic management of manufacturing and supply chain flexibilities, innovation management, entrepreneurship and family firms. Her work has been published in leading international journals such as those appeared in International Journal of Production Research, Journal of Small Business Management, Journal of Manufacturing Systems, Technology Analysis & Strategic Management, Journal of Further and Higher Education, Revista Española de Documentación Científica or Global Journal of Flexible Systems Management.



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Dr. Changiz Valmohammadi is Associate Professor at, Islamic Azad University, South Tehran Branch and visiting professor of Universidad de las Américas Puebla (UDLAP). His areas of interest are knowledge management, quality management, strategic management, operations management and application of IT in business operations. For more than 24 years he has taught undergraduate and graduate courses and offered consulting services to the Iranian public and private organizations. He has published research papers in journals such as Information & Management, International Journal of Production Economics, Resources Policy, Total Quality Management & Business Excellence and Journal of Enterprise Information Management, to name a few. He is on editorial board of Journals such as the International Journal for Quality Research, Industrial and Commercial Training.



Yong Wang is Professor in Family Business & Entrepreneurship at Wolverhampton Business School and Fellow of the International Family Enterprise Research Academy (IFERA). Prof. Wang's research focus on family business and entrepreneurship. His publications have appeared in the Journal of Small Business Management, Journal of Strategic Information System, Journal of Family Business Strategy, International Journal of Entrepreneurial Behaviour and Research, as well as others.



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