

UNIVERSITÀ LUM GIUSEPPE DEGENNARO

3RD A&F LUM CONFERENCE

3–4 June 2027 · Villa Romanazzi Carducci · Bari, IT

ON ACCOUNTING, BANKING, AND FINANCE RESEARCH

TWIN TRANSITION

and Sustainable **Value Creation**

Reimagining Accounting, Banking, and Finance in the Digital and Green Era

SPECIAL TRACK **13**

DEEPENING THE TWIN TRANSITION IN THE SERVICE SECTOR

TRACK CHAIRS

Francesco Saverio Massari
LUM Giuseppe Degennaro University

Manuela Massari
University of Bari Aldo Moro

Nica Mastronardi
ARET – Puglia Regional Tourism Agency

TRACK DESCRIPTION

This track welcomes contributions on how the twin digital and green transition can be successfully implemented in service companies, a sector that has received less attention than manufacturing. This track encourages studies on the governance and management of value co-creation interactions among managers, staff, users, partner companies, local stakeholders, universities, communities, and public administrations, and with smart artifacts and interfaces (e.g., AI, IoT). This track particularly welcomes research on the motivations driving firms to undertake the twin transition and on its implementation in specific organizations, such as family firms. This track also invites work on innovation ecosystems, the commitment and competencies of managers and professionals, and the intentions and behaviors of users and collaborators. Critical evaluations of enabling technologies, including their competitive opportunities and dark sides, are of specific interest. Theoretical, empirical, and interdisciplinary approaches are all in scope.

KEYWORDS

Twin Transition · Service Sector · Service Industry · Value Co-creation · Interaction

IMPORTANT DATES

14 Feb 2027	28 Feb 2027	31 Mar 2027	30 Apr 2027	3–4 Jun 2027
Extended abstract and full paper submission	Notification of acceptance	Early registration deadline	Late registration deadline	Conference in Bari

Information and submission guidelines: afconference.lum.it · aflumconference@lum.it

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