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| Nota di contenuto       | Business Entrepreneurship and Innovation: The advocacy for a Tech-Corporate Ecosystem -- Fostering Innovation Ecosystems through Academia: A Strategic Approach to Business Entrepreneurship and Knowledge Transfer -- Intrapreneurs: a hidden potential within companies -- The International Cooperative Alliance and the dilemma between Cooperative Societies and Commercial Companies in relation to the principle of cooperation among cooperatives, a need for Corporate Ecosystem -- Networks and Convergences in Innovative Ecosystems -- Rethinking Product Disadoption: Unmasking Disposal, Dispossession, Eco-Friendly Behavior, Innovativeness, and Discontinuousness -- Achieving Circularity Through Novel Product-Service Systems in the Mining Industry: An Opportunity for Circularity -- The Role of Technology in Sustainable Project Management -- Lead with Confidence: key success for resilient organizations and business transformation -- The AI revolution in SMEs: Intelligent personalization |

and segmentation in digital marketing -- Analysis of Hyperpersonalization in Digital Marketing through Artificial Intelligence -- The Fit for 55 Policy Impact the Liquidity of the European Union Financial Market -- Investment Efficiency in Education and R&D: A Comparative Analysis of Patent and Publication Outcomes in Mexico and Colombia (2013–2020) -- Visa Inc. and the Future of B2B Payments: A Blockchain-Based Strategy within the EU MiCA Compliance -- Preliminary insolvency proceedings following the latest reform of insolvency law -- Process Innovation and Circularity through Social Entrepreneurship: The Case of AERESS -- The role of the Sustainable Development Goals (SDGs) in shaping institutional identity and disseminating messages for the corporate ecosystem, the case of the Football Club Barcelona.

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## Sommario/riassunto

This volume presents a comprehensive exploration of how innovation ecosystems, driven by business entrepreneurship and digital transformation, can reshape institutions and industries toward sustainability and resilience. Through diverse case studies and empirical research, it examines strategic knowledge transfer, inclusive talent acquisition, crowdfunding dynamics, and the role of academia in fostering innovation. The book also focuses on sustainable project management, circular economy practices, and eco-innovation in water and waste systems. It highlights the importance of tech-driven ecosystems supported by education, developer communities, and startups. Offering insights into financial systems, policy impacts, and urban innovation, this work equips leaders, scholars, and policymakers with the tools to navigate technological change and build balanced, knowledge-based economies.

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