

AI-IM Research Network
in partnership with 3 AOM divisions: MED, MC and OCIS

AI in Management Conference

August 8, 2019 at Harvard University, USA

The purpose of this first conference on AI in Management is to deliberate on the theme: "What are the key research issues in management in the coming age of AI?" Artificial Intelligence (AI) often creates divides between humans and technology, therefore acting against inclusiveness. Although most of the technology providers and high-tech entrepreneurs are overly optimistic about AI and its prospects, researchers in economics, sociology, statistics and often management warn us against this optimism, and caution us about the many challenges related to the widespread dependency on AI. Research in this area often point to the lack of demonstrable business benefits from (and many concerns such as biases, and lack of fairness and inclusiveness of) AI as the reason behind the "implementation lag". Consequently, more applied research is required on how to better manage the implementation of AI. As AI has the potential for automation and substitution, a management perspective to AI implementation goes beyond affordances, and raises questions about the consequences AI on organizational structure, hiring, training, and retention.

The organizational transformation perspective also offers avenues for management consulting. What is the relevance of organizational development (OD), socio-technical systems (STS) or socio-economic approach to the management (SEAM) of AI implementation? The unintended consequences of AI implementation including the secondary design by users may hinder the expected benefits of these technologies. Thus, even if AI provides opportunities for all forms of digital commerce and contribute to online platforms and communities of practices, suitable design and development of AI, and the desirable characteristics of AI-based systems should be at the center of the debates.

Questions about AI's role as a boundary spanner and as a facilitator of collaborations across academic disciplines can foster valuable dialogue within the areas of management education. For example, can AI be used to bridge and foster the integration of academia and practice, thereby creating more opportunities for different types of engaged scholarship? Will AI enable effective practices of management education? How may AI solve the legitimacy crisis of business schools, and contribute to the training of ethical leaders?

Other questions related to AI in management that cut across areas and domains include questions about risk, power, governance, opportunity, and scope. How will AI affect power and control in and between organizations? Will it foster the dominance of the so called "big" players? How will AI change governance of intellectual property inside organizations? What new risks will AI create for firms and how will they manage them? Is there an AI "killer app" for entrepreneurship – AI for opportunity recognition? How will AI reshape other forms of organization and organizing such as labor organizing, global supply chains, markets and universities?

This one-day conference will explore these questions and hopefully plant the seeds for future research on AI in Management. Note that this session will be held in Boston, the day before the Academy of Management Annual Meeting. Please join us!