SIG 03 - ENT - Entrepreneurship

We invite you to submit your research to explore the theme of ***The Business of Now: the future starts here*** for the EURAM 20th Conference.
We look forward to receiving your submissions.

T03_07/T06_14/T09_07 - Artificial Intelligence as an Enabler for Venture Creation, Innovation, and Organizational Change

Proponents:

Yann Truong, Burgundy School of Business; Dirk Schneckenberg, Rennes School of Business; Hélia Pereira, ISCTE-IUL (Lisbon University Institute); Christoph Keding, ESCP Europe; Monika Streuer, RMIT; Thomas Gittler, ETH Zurich; Rachid Jabbouri, Rennes School of Business.

Short description:

Artificial Intelligence is perhaps the most promising architectural innovation in the 21st Century and will impact all aspects of society and businesses in far greater magnitude than any previous digital revolution (Makridakis, 2017). Given its powerful technological capabilities, AI is a promising enabler for organizations: It facilitates new venture creation processes (Nambisan, 2016), reshapes the nature of the innovation process and organization of R&D (Cockburn, Henderson, & Stern, 2018), augment management work (Kolbjørnsrud, Amico, & Thomas, 2016). Therefore, this track invites both conceptual and empirical research that examines the question of how AI can enable venture creation, innovation, and organizational change.

Long description:

AI holds an immense potential to disrupt current practices in organizations. From the opportunities perspective, AI and its sub-category technologies (machine learning, deep learning, big data, predictive analytics, and process automation) can enable the pursuit of entrepreneurial activities (Nambisan, 2016; von Briel et al., 2017), reshape an organization's innovation process by serving as a general purpose "method of invention" (Cockburn, Henderson, & Stern, 2018), and augment the added-value work of managers while freeing them from routinized tasks (Kolbjørnsrud t al., 2016). In terms of challenges, AI is bound to impact organization design, which begs the question of what decision making authority can or cannot be delegated to machines (Von Krogh, 2018). Indeed, once AI systems reach sufficient prediction power (Agrawal et al., 2018), they might substitute humans in increasingly more tasks (Brynjolfsson and McAfee, 2014). Such a substitution will lead to many implications for an organization's business model, strategic implementation, leadership, work, design, structure (Agrawal et al., 2018, Jarrahi, 2018). As of today, it is unclear how and to what extent AI will constitute a threat to organizations and the society. Such a concerns resonates well with the UN's SDGs. The use and management of AI by organizations must be ethically-framed to enable the pursuit of business opportunities without compromising the prospect of better societies. In this call, we are particularly interested in conceptual and empirical work that examines the enabling role of AI for organizations and its associated challenges across three major disciplines. The list is

non-exhaustive as we welcome novel perspectives on this topic.

Entrepreneurship:

- How AI can help startups create new business models?
- How AI may enable the entrepreneurial process of opportunity creation and exploitation?
- How AI affects the possibilities of venture growth and scaling?
- When do empowerment of individuals clash at the aggregate level

Innovation:

- How AI impacts creative and innovative tasks in teams?
- How AI can serve as a general purpose “method of invention” for both small and large organizations?
- How AI reshape innovation process and management of R&D?
- How can organizations leverage AI to improve innovative performance?

Organizational Behavior:

- How AI improves decision making at all levels of an organization?
- How AI impacts organization design and structure?
- How does AI impact human resource management, leadership roles, and management roles?
- How does AI shape organizational boundaries?

Ethics:

- How AI is perceived by employees who are in substitutable functions?
- What types of task involving moral judgment can be delegated to AI?
- How should organizations manage ethical issues in AI? By whom?

The authors of best papers submitted to the track T03_07/T06_14/T09_07 – "Artificial Intelligence as an Enabler for Venture Creation, Innovation, and Organizational Change" will be invited to submit a new version of the paper to one of the two Special Issues in:
Technological Forecasting and Social Change "Artificial Intelligence as an Enabler for Innovation"
https://www.journals.elsevier.com/technological-forecasting-and-social-change/call-for-papers/artificial-intelligence-as-an-enabler-for-innovation
and International Journal of Entrepreneurial Behavior & Research
"Artificial Intelligence as an enabler for entrepreneurs"
https://www.emeraldgrouppublishing.com/products/journals/call_for_papers.htm?id=8852

Keywords:
Artificial intelligence
Machine learning
Intelligent systems
AI Startups
Deep learning

UN Sustainable Development Goals (SDG):
Goal 3: Good health and well-being for people,Goal 8: Decent work and economic growth,Goal 9: Industry, Innovation, and Infrastructure,Goal 11: Sustainable cities and communities.

Publication Outlet:
Technological Forecasting and Social Change "Artificial Intelligence as an Enabler for Innovation"
International Journal of Entrepreneurial Behavior & Research "Artificial Intelligence as an enabler for entrepreneurs"

For more information contact:
Yann Truong - yann.truong@bsb-education.com

AUTHORS GUIDELINES
http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html