

ECIAIR 2021

3rd European Conference on the Impact of Artificial Intelligence and Robotics

18 - 19 November 2021, Lisbon, Portugal

Mini Track on Artificial Intelligence in the Emergent Economy and Their Impact on People, Organization, and Society

Mini Track Chair: Elena Serova, HSE University, St. Petersburg Branch, Russia



Today, a key component in improving organizational performance and increasing competitiveness can be seen as utilising the latest advancements in the field of intelligent information systems and technologies, including contemporary systems of artificial intelligence (AI). AI systems and technologies can govern the ability of companies to generate sustainable business models in a global environment. When solving business problems, AI and intelligent technologies can ensure mutual understanding at all organizational levels and bridge the gap between strategic vision and its implementation.

In emerging markets, artificial intelligence and intelligent technologies are in fact an integral part of cutting-edge management systems. They add to the globalization of business by providing quick access to employees, customers, and partners worldwide, as well as coordinating global interaction between companies at different stages of the value chain. It does not mean that intelligent technologies and systems simply increase the efficiency of a company's operations; they can be considered as key intangible assets. But it is obvious, that there are some significant constraints in the domains of successfully using artificial intelligence.

This mini-track provides evidence of the importance of AI and considers the main domains of AI implementation as well as ethical and technological challenges. Both theoretical and empirical contributions are welcomed.

Suggested topics include but are not limited to:

- Emerging Market Multinational Enterprises (EMNEs) AI Strategies
- Technological challenges and Ethical considerations in the use of AI. Societal impacts
- The impact of AI on managers and organizations: advantages and constraints
- Core AI Applications for Business Solutions (deep machine learning, reinforcement learning, computer vision, natural language processing, speech recognition and synthesis, intelligent support for decision-making)
- Predictive Analytics and Intelligent Data Analysis for Decision Making



As an academic **Elena Serova** is working in National Research University Higher School of Economics St. Petersburg Branch, Russia. Her role combines teaching and research in equal measures. Her research interests are related to Artificial Intelligent, Intelligent Data Analysis, Business Analysis, Strategic Management, Marketing, and Information Management. She has co-authored the books and contributed chapters to several books and collections of essays, regular key presenter at national and international conferences and workshops.

Submission details

In the first instance a 300 word abstract is required, to be received by **28 April 2021**. Please read the guidelines at <http://www.academic-conferences.org/policies/abstract-guidelines-for-papers/>

Submissions must be made using the online submission form at <https://www.academic-conferences.org/conferences/eciair/eciair-abstract-submission/>

If you have any questions about this track please email the mini track chair: egserova@hse.ru

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