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ECIAIR 2022

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Mini Track on Artificial Intelligence for Behaviour Change and Transformation

Mini Track Chair: Prof. Agnis Stibe, EM Normandie Business School
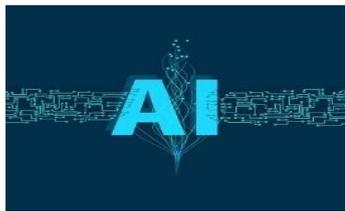
While artificial intelligence can foster fundamental transformations, people are still at the core of achieving profound organizational and societal changes. Why? Because, human factors, such as decision making and behavioral choices, continuously influence and determine the level of success and results for most organizations and societies. Therefore, artificial intelligence should be well prepared to manage and leverage the peculiarities of human psychology.

Artificial intelligence is already helping organizations and institutions to manage increasing loads of exponentially growing data volumes, thus enabling rapid behavioral pattern recognition. That helps to narrow down and locate groups of people with distinct behavioral deviations, which highlights a possibility of having a common attitudinal barrier behind their underperformance. Applications of machine learning, deep learning, neural networks, computer vision, image and speech recognition, robotic process automation, as well as other emerging technologies can help steering human behaviors in more favorable and beneficial directions (Khan et al., 2021).

From the very inception of new data points up to the final human-computer interaction, artificial intelligence can help greatly with supporting and sustaining envisioned behavior changes and transformations. For example, creative technology designs that enable employees observing instant behavioral feedback are fundamental for sustaining any genuine organizational transformation (Stibe, 2020). Suggested topics include but are not limited to:

- Artificial intelligence applications for human behavior change, organizational transformations, business acceleration, policy making, sustainable development goals, and solving global challenges
- Advancements of artificial intelligence for change management, organizational behavior, digital transformation, leadership, corporate governance, executive decision-making and strategic repositioning
- Project implementations, case studies, perspectives, conceptual developments, tendencies, and philosophical positioning of artificial intelligence towards fostering behavior change
- Artificial intelligence theories, frameworks, methodologies, algorithms, and designs aimed at supporting behavior change and transformation initiatives in organizations and societies
- Potential of blending human and artificial intelligence for driving sustainable changes towards hyper-performance in teams, organizations, communities, and cities
- Ethics of artificial intelligence related to behavior change and transformative technologies, including dark patterns, human bias, social media challenges, and more

Prof. Agnis Stibe is 4x TEDx speaker, MIT alum, YouTube creator. Artificial Intelligence Program Director and Professor of Transformation at EM Normandie Business School. Globally recognized corporate consultant and scientific advisor at AgnisStibe.com. Provides an authentic science-driven STIBE method and practical tools for hyper-performance. At the renowned Massachusetts Institute of Technology, he established research on persuasive cities for sustainable wellbeing. His change method is helping millions to gain confidence and build resilience against everyday circumstances. Within this vision, business acceleration and societal wellbeing can be achieved through purposefully designed innovations that successfully blend technological advancements with human nature.

Submission details
In the first instance a 300 word abstract is required, to be received by **11 May 2022.** 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 Prof. Agnis Stibe agnis@agnisstibe.com
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