

ECMLG 2024

20th European Conference on Management Leadership and Governance
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Mini Track on Artificial Intelligence Applied to Management, Leadership and Governance

Mini Track Chair: Associate Professor Joao Alexandre Lobo Marques, University of Saint Joseph, Macau, SAR, China



The adoption of Artificial Intelligence as a tool to support managerial decisions and business operations has been increasing substantially in the last few years. The effective use of AI tools and techniques can potentially enable leaders to make informed decisions by analyzing large amounts of data. The generation of insights, recognition of hidden pattern, and predictive analysis provide a valuable tool for managers to allocate resources effectively and focus on the improvement of the organizational performance, customer needs and satisfaction. From a leadership perspective, AI can be used to workforce skill development and workplace

satisfaction, using tools to identify gaps and recommend targeted career development programmes with intelligent reporting and follow-ups. Other areas such as strategic management and project management can benefit from techniques such as scenario simulation, risk assessment, and predictive analysis, addressing and anticipating operational issues that will target cost reduction and performance optimization. This track aims to provide a forum focused on the application of Artificial Intelligence in a broad variety of areas such as business analytics tools and applications, including marketing, HR and sales, amongst others. In addition, financial time series analysis, decision-making support systems should also be considered. Finally, the popularization of LLM (Large Language Models) with ChatGPT and other similar tools with a vast number of applications are also encouraged to submit contributions.

We are inviting submissions of abstracts for presentations on the following topics:

- Artificial Intelligence
- Machine Learning
- Business Analytics
- Predictive Analytics
- Computer Aided Decision-Making Systems



Associate Professor Joao Alexandre Lobo Marques Associate Professor, Research Coordinator, Head of the Laboratory of Applied Neurosciences, Head of the Department of Business Administration - University of Saint Joseph/USJ Macau SAR, China. Visiting Associate Professor Chinese Academy of Sciences (CAS) - Shenzhen Institutes of Advanced Technologies (SIAT). Member of the Board of Advisors - Master in Global Marketing Management - Boston University Metropolitan College. Author of 9 books. Research interests: Artificial Intelligence, Data Science, Big Data, Business Analytics, Linear and Nonlinear Time Series Analysis, Signal and Image Processing, Applied Neurosciences.

Submission details

In the first instance a 300 word abstract is required, to be received by **24th April 2024**. Submissions must be made using the online submission form at <http://www.academic-conferences.org/conferences/ecmlg/ecmlg-call-for-papers/>

If you have any questions about this track, please email the mini track chair: alexandre.lobo@usj.edu.mo

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