Association for Information Systems

The 15th Mediterranean Conference on Information Systems (MCIS) and The 6th MENA Conference on Information Systems (MENACIS) 2023
"Bridging Communities in a Digital World"
September 6–9th, 2023

ie BUSINESS SCHOOL

Track #03

AI and Emerging Technologies in Practice

Track Description

Artificial Intelligence and emerging technologies have received significant attention in organisations and society. They include conversational AI, robotics, machine vision powered by different feedback loops and learning techniques. It grappled the imagination of technology enthusiasts as much as technology phobic. Like any new technology, the thinking and adoption of AI and emerging technologies is surrounded by polarised excitement and aversion. We want to go beyond the enthusiastic 'technomagical' thinking (Wastell, 2011) that focuses on the technology and assume that it unproblematically delivers straightforward and unquestionable positive or negative effect to thinking that examines the sociotechnical achievements of producing such an effect and recognise the sociotechnical aspects that makes technology works (or not) in context. The sociotechnical perspective includes investigation of users, the context of use, the quality of data, the nature of the market and competition and the context of design, the environmental factors that influence the design and operation of technological system (Ramdani et al., 2022; Fayoumi and Williams, 2021; Fayoumi and Loucopoulous, 2016, Elbanna and Linderoth, 2015; Elbanna 2008).

A number of non-empirical studies emerged to hypothetically and conceptually examine the ways AI and emerging technologies might be used in organisations, the consequence of such use and impact on the future of work. Few studies have empirically examined these hypotheses and theoretical expectations. The existing few empirical studies highlighted the changing nature of trust in AI technology (Gkinko and Elbanna, 2023) and new categories of emotions users experience (Gkinko and Elbanna, 2022). Other studies suggest that AI management play a role in its outcomes and the reinforcement loop of adaptation between technologies and users placing use at the heart of this process (Williams and Fayoumi, 2020).

In this call, we invite empirical work following any of the research traditions using qualitative, quantitative, and mixed methods. We welcome case study, survey, ethnography, modelling, experimentation, action and policy research methods. In this track, we are interested in going beyond the assumptions of "the existence of a 'neutral context' where technology moves freely as it were in a contextual vacuum to produce expected results" [2, p. 276]. The track is a forum to exchange knowledge on how AI and emerging technologies are being designed, implemented, and used in organisations. Organisations could be in the private, not-for profit, public and government sectors.

References

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Track Main Topics

Topics include and not limited to the following:
- AI adoption and diffusion
- Machine learning algorithm design, modelling and development
- AI systems and the future of work
- Opportunities and challenges of AI adoption, implementation and use
- AI use in organisations for prediction and prescription
- AI for good in the public sector, government and society
- Modelling enterprise context and business processes for human-AI hybrid automation
- AI Management and policies

Track Co-Chairs

Track Co-Chairs are linked to four different countries covered by MCIS and MENACIS

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