

Project Title: Innovation and Organisational Change in the advent of Artificial Intelligence

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Project Description:

This call invites proposals that explore the role of artificial intelligence (AI) in innovation. Existing research in business and management focuses on efficiency improvements from AI, such as achieving cost reductions and production efficiencies (e.g. Wu, Hitt, & Lou, 2020). A parallel stream of research looks at how AI shapes opportunities for co-production and personalisation of services in platforms, to create new sources of value for consumers and producers; accessing, processing and ownership of data underpin competitive advantage in such settings (Gregory, Henfridsson, Kaganer, & Kyriakou, 2021).

Literature in business and management argues that the use of AI in decision making imputes rationality in organisations and in strategic thinking, which call for more research on the ways that the technology is implemented during the innovation process and/or in exploratory research and how it may influence employee creativity (Amabile, 2020; Verganti, Vendraminelli, & Iansiti, 2020). The links between AI and innovation become clearer if one considers that AI can influence the way that complex problems are perceived, by shedding more light on dimensions that are newly understood. It can also influence the ways individuals manage their work and allocate their time between mundane and creative aspects of their job (Jia, Luo, Fang, & Liao, 2024).

The limitations of AI in informing decision making are being more widely acknowledged with literature exploring how the properties and interpretative abilities of the technology could be improved (see Ntoutsis et al., 2020). One limitation is the potential of skewed outcomes from AI-informed decision making, due to limitations in both the representativeness of the data and the procedures underpinning AI (specifically ML).

Doctoral research proposals in this area are encouraged to explore how organisations perceive the benefits and drawbacks of AI adoption. The latter can include how existing perceptions of AI in the broader external environment are shaping organisational perceptions and attitudes; how challenges around job security and professional identity are revealed and addressed (Lebovitz, Lifshitz-Assaf, & Levina, 2022). Proposals can in parallel explore how AI and its applications will influence organisational practices and processes and lead to broader organisational changes and new forms of organisation design (Jia et al., 2024; Puranam, 2018; Puranam, 2021). Proposals are encouraged to focus on organisations that already adopt AI or that are beginning to adopt AI in their innovation processes and to incorporate the insights it generates in their decision-making processes. Proposals can focus on both private and public sector organisations and could also consider the context of organisations that are experimenting with the technology in contemplation of its adoption. Specifically in the latter cases, proposals could explore how organisational communication approaches are

shaping narratives around the technology and how these are impacting the process of organisational adoption.

Methods:

The doctoral project can use a range of methods to suit its research questions and specific context(s). Indicatively, the doctoral research could employ case study research, comparative and longitudinal case study research (Eisenhardt, 1989; Gioia, Corley, & Hamilton, 2013) or mixed methods as appropriate and explained in the proposal. Access to relevant organisations and data sources will be an advantage. Access to higher education institutions can be facilitated.

About the Supervisors:

Despoina Filou: Research Interests: innovation, open innovation, organisational innovations, strategic alliances, digitalisation, artificial intelligence

Haider Ali: Research Interests: entrepreneurship, marketing, social marketing

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