Knowledge Futures: AI, Technology, and the New Business Paradigm

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**IFKAD 2025
2-4 JULY 2025
NAPLES, ITALY**

CALL FOR ABSTRACTS – IFKAD 2025

Special Track n.: 01

Thematic Area: Industry, AI, Digital Technology

Navigating AI Adoption in the Service Industry: A Focus on Organizational Dynamics

Description

In recent years, technological advancements have become integral to human life and, notably, the integration of artificial intelligence (AI) has emerged as a prevalent trend in this technological era (Özen and Özgül Katlav, 2023). AI technology has permeated diverse sectors including engineering, banking, medical treatment, and hospitality, where it collaborates with or supplants human roles (Wong et al., 2023). Particularly, AI adoption within the services sector, particularly in the labor-intensive hospitality industry, has witnessed rapid growth, marked by continuous advancements (Huang and Zheng, 2023). The advent of AI applications is reshaping prevailing business paradigms, prompting novel opportunities and challenges for the service domain. Hence, in the contemporary landscape, the integration of Artificial Intelligence (AI) technologies has emerged as a pivotal strategy to enhance operational efficiency, elevate guest experiences, and drive competitive advantage (Rasheed et al., 2024). However, the adoption of AI is not short of challenges, as it necessitates navigating multifaceted barriers to achieve user acceptance (Morosan and Dursun-Cengizci, 2024). Scholarly attention has predominantly focused on evaluating the costs and benefits associated with AI implementation. For instance in the hospitality sector, AI streamlines tasks such as self-check-in/out, room services, housekeeping, concierge services, and chatbot interactions, enhancing efficiency while reducing human costs (Ersoy and Ehtiyar, 2023; Zhu et al., 2023). A distinct research avenue examines costumer acceptance or rejection of AI technology, with findings indicating varying levels of convenience and efficiency perception among costumers due to technological complexity and lack of knowledge (Rasheet et al., 2023; Vorobeva et al., 2023). Although current studies primarily analyze the impacts of AI from the standpoint of customers, there is a justified need for additional exploration into its effects on employees (Rasheed et al., 2024; Li et al., 2022). Thus, it is imperative to explore the implications of AI technologies on employees, shedding light on emerging opportunities and threats in order to guide competency development aligned to evolving technology. This track would delve into the challenges and opportunities of AI adoption in the service sector, with a particular focus on overcoming organizational resistance. Contributions could explore how hierarchical positions influence the adoption process, addressing topics like employee concerns, strategic benefits perceived by top management and the need for tailored communication strategies across different

roles. The track would also welcome contributions on the potential for AI to enhance operational efficiency and customer experiences, while exploring the human factors that either facilitate or hinder successful AI implementation.

Keywords

Artificial Intelligence (AI), service industry, perceptions, drivers, barriers, employees, stakeholders

Organizers

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Guidelines

Researchers wishing to contribute are invited to submit an **EXTENDED ABSTRACT** (in editable format) of **min 500 and max 1000 words** not later than **31 JANUARY 2025**, using the submission procedure available on the website. The abstract should address theoretical background, research objective, methodology, and results in terms of expected contribution to Knowledge Management theory and practice. Authors are required to follow the guidelines for both extended abstracts as well as full papers available on IFKAD site: www.ifkad.org

Important dates

31 January 2025	*Extended Abstract submission deadline*
24 February 2025	*Acceptance notification to authors*
20 April 2025	*Early-Bird registration cut off*
02 May 2025	*Full paper submission deadline*
31 May 2025	*Registration deadline*
2-4 July 2025	*Conference sessions*

For further information

For any information related to the event, please see the event website at www.ifkad.org or contact the conference manager at info@ifkad.org