

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

## CALL FOR ABSTRACTS – IFKAD 2025

Special Track n.: 43

Thematic Area: ESG, AI and Organizational Systems

### Social Sustainability and AI in the Framework of Knowledge Management

#### Description

There are many definitions of social sustainability and each highlights process aspects, or more reporting aspects, or institutional aspects, or relationships with stakeholders or connections with the other pillars, environmental and economic.

In any case, there is an internal dimension which mainly concerns socially responsible practice with repercussions on employees and an external dimension towards commercial partners and suppliers, customers, public authorities and nonprofit's representing the local community. It is important for the company to create a positive image both as an employer and producer but also as a protagonist of local life.

According to a more typically economic-business approach, social sustainability can be defined as the pro-active and dynamic result of the social strategy understood as that aimed at obtaining a lasting consensus on the part of the various categories of stakeholders who make available to the company the resources and support it needs. Furthermore, considering that the roots of social strategy and therefore of socially responsible behavior are found in the underlying strategic orientation of a company, in the time horizon of management, in the conception of corporate purpose, in the underlying attitude of greater or lesser respect and attention towards the various stakeholders.

On the other hand we use Artificial intelligence (AI) as technology that enables computers and machines to simulate human learning, comprehension, problem solving, decision making, creativity and autonomy.

Mainly the studies have compared the relationship between AI and economic sustainability and between AI and environmental sustainability.

The frontier of social sustainability, however, has been little explored due to some well-known difficulties: very broad perimeter, difficulty in measurement, very high correlations between social factors, as McKinsey notes in its latest report entitled "AI for social good: Improving lives and protecting the planet", the application of AI can have high potential for at least three SDGs of a social nature: health and well-being (SDG 3), Quality Education (SDG 4) and Sustainable Cities and Communities (SDG 11).

So, we want to draw research attention to the relationship between Social Sustainability and AI.

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## Keywords

*AI, Social sustainability, SDGs, Knowledge management*

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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](http://www.ifkad.org)

## Important dates

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

## For further information

For any information related to the event, please see the event website at [www.ifkad.org](http://www.ifkad.org) or contact the conference manager at [info@ifkad.org](mailto:info@ifkad.org)