

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

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CALL FOR ABSTRACTS – IFKAD 2025

Special Track n.: 48

Thematic Area: KM, Organizational Systems and Innovation

AI and Knowledge Management: A Challenge for Competitive Business Environment

Description

Knowledge management is crucial to business success in today's complex and highly competitive business environment. The rapid advancement of digital technologies, artificial intelligence and intelligent machines presents new challenges for the creation and management of knowledge within companies. The current phenomenon of automation, associated with the intensive use of AI and robotics, involves all workers regardless of their skill level. While it was initially assumed that new technologies would have a negative impact on low-skilled workers by replacing them, studies show that the current advancement of automation could impact all workers regardless of their skill level. However, rather than witnessing a simple replacement, we observe a transformation of working practices, which require the creation and management of new skills aimed at integrating with emerging automation models. It is therefore essential to train workers, especially the youngest, providing them with increasingly qualified skills and allowing them to become complementary to AI. This can avoid the skill mismatch that makes it difficult to enter the world of work, thus contributing to increasing the productivity and wealth of the country. It is important for companies to prepare for technological change and the new generation of specialized workers, thus becoming attractive for talent and easier knowledge management. Companies that delay in implementing change will have greater difficulty remaining competitive on the market by failing to attract workers. If we combine this with an aging population, a declining birth rate, a lack of skills and greater sensitivity to welfare and work-life balance, the challenges for companies become increasingly complex. If we consider that the pandemic period has seen the spread of the phenomenon of large resignations, following which a significant number of people have chosen to leave their jobs with a significant impact on employment. Workers show a growing preference for a balance between professional and personal life and for a work environment that reflects their values. This inevitably leads to an excess of demand for labor, increasing the difficulty for companies that cannot find the workers they need due to a difficulty in finding and managing skills. We can say that the best performing sectors will be those linked to new technologies even if this may seem counterintuitive because many people say that automation will destroy new jobs. In reality we must see automation and AI as a process innovation. That is, human labor is replaced with robots or artificial intelligence, continuing to produce the same type of goods

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or services. Specifically, to implement and make the most of process innovations, it is necessary to produce the technologies themselves such as robots for car assembly or software for online banking. This implies the creation of new companies that see software, mechanical equipment and artificial intelligence as their products. What we can expect is a generational change with the entry into the labor market of young people trained to interface in a complementary way with the use of AI. The track aims to stimulate and contribute to the scientific debate to deepen the relationship that exists between Knowledge management, AI and Corporate Competitiveness to reflect on the new paradigms that are imposing themselves on the market.

Keywords

Knowledge Management, AI, Work Life Balance

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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	<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 or contact the conference manager at info@ifkad.org