

AI & Organizing

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Software tools using artificial intelligence (AI) methods are now being used within a variety of organizational routines and practices, creating new types of human-machine configurations and playing an increasingly important role in the context of contemporary organizing [4, 5]. Examples can be found across areas such as management decision making, manufacturing, and even design and creative applications [e.g., 1, 2]. These tools can be described as rational agents that based on certain input parameters autonomously—with little or no user intervention—perform tasks in guided by their underlying model and associated function. In short—they constitute a new type of material agency in the context of contemporary organizing.

But what are the consequences of using AI tools—both at the level of structures and organizational activities? Since such agents often rely on complex internal processing, their behavior is less predictable than the types of IT artifacts we are used to dealing with [6]. This opens up a number of problem areas with regards to organizing [3]. For example: how does coordination shift as AI tools are used, and what new types of organizational hierarchies and structures emerge? How do power relations change, and how do different organizational actors use these new technologies to reshape power relations? What is the impact of using AI on those processes that have traditionally been seen as being entirely driven and controlled by humans?

In this track, three papers will be presented, each covering different aspects of AI & organizing. The first paper, “Algorithmic Food – How ‘Software is Eating the World’”, draws on a practice lens to explore how algorithms and big data changes the ways in which food retailers and customers organize the production, sale, and consumption of food. The second paper, “Assessing the business impact of Artificial Intelligence”, develops a “periodic table” to explore

the complex ways in which various AI-related technologies can be combined and applied. Last, the third paper, “Conversational Agents - Exploring Generative Mechanisms and Second-hand Effects of Actualized Technology Affordances“, examines how users engage with the affordances of conversational agents as well as the first and secondhand effects of such engagements.

References

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