
Call for Papers 2/2023

Special Issue Editors 2/2023:

Prof. Dr. Klaus Moeller, Prof. Dr. Maël Schnegg, Prof. Dr. Wolfgang Schulz

Promises and Challenges of Artificial Intelligence

Artificial Intelligence (AI) has seen a strong grow in importance and use in the last decade. Such technology performs tasks normally requiring human intelligence, such as visual perception, speech recognition, or decision-making. AI can help organizations to become more efficient or faster on core or supportive processes like validation of credit demands, or sending out bills reminders. It can also help offering better products and services by making them more precise, or by discovering new patterns through the analysis of data (e.g., cross-selling of products, identification of new markets, etc.). These potentials and changes do not come without their challenges: AI for example generates biases favoring male over female candidates or ethnical groups, when used to assist human resources in their hiring decisions. Also, around self-driving cars it must be decided who (programmer, algorithm, law...) decides on what (preserve pedestrians, animals, infrastructure...) based on what (information, code, preferences...). All these challenges have multiple implications, with regards to the effective design of the algorithms, the man-machine interaction, the ethicality embedded in the algorithms, the trust that users can have in a machine, and the way the designers and owners of AI are sharing responsibilities over the potential flows of the machines. As such, the questions are relevant for individuals, managers, organizations and society.

This special issue provides a forum for original theories, methods, cases, and concepts that contribute to a better understanding of the use and specifically the implications of AI on business, organization, individuals, ethics and society at large. The impact can be analyzed through a legal, governing, organizational, behavioral or management lens. We invite qualitative, quantitative, analytical, data-science, conceptual, and design science-oriented submissions that leverage the multiple perspectives of management research.

Questions of interest include, but are not limited to:

- Which are the business areas where AI can support or complement human judgement? Which decision should not be transferred to machines upon ethical concerns?
- How should the human-machine interaction be designed?
- Can ethical behavior and decision-making be taught/implemented in AI? Within which limits?
- What can companies, customers, and AI users deploy to increase trust in AI?
- What role should governing bodies play to ensure ethical use of AI and increase trust in technology?
- How should companies organize themselves to ensure control and responsibilities over AI decisions?
- Is there a limit to the personal and organizational responsibility upon AI decisions they created and deployed?

We look for contributions from all disciplines of management and related areas, e.g., psychology, sociology, law, information or computer science, that may advance our understanding of digital work and may help organizations navigate through these upcoming developments.

Manuscripts can be submitted either in English or German. Please submit your paper by email (doc or PDF-file) to one of the guest editors of the special issue, which you can also contact for further information and questions. Prior to submission, please visit the author guidelines on www.dieunternehmung.ch and follow the instructions provided.

Timeline

Submission of contributions	August 31, 2022
Feedback on initial submission	October 31, 2022
Submission of revised manuscript	January 10, 2023
Submission of final manuscript	March 14, 2023
Publication of special issue	May 2023

Contact Details of Special Issue Editors

Prof. Dr. Klaus Moeller
Professor for Controlling / Performance
Management
Institute of Accounting, Control and
Auditing (ACA-HSG)
University of St. Gallen
Tigerbergstrasse 9
CH-9000 St. Gallen
Phone +41 71 224 7406
E-Mail klaus.moeller@unisg.ch

Prof. Dr. Maël Schnegg
Assistant Professor for Digital Performance
Management
Institute of Accounting, Control and
Auditing (ACA-HSG)
University of St. Gallen
Tigerbergstrasse 9
CH-9000 St. Gallen
Phone +41 71 224 7423
E-Mail mael.schnegg@unisg.ch

Prof. Dr. Wolfgang Schulz
Direktor
Leibniz-Institut für Medienforschung
Hans-Bredow-Institut (HBI)
Rothenbaumchaussee 36
DE-20148 Hamburg
Phone +49 40 450217-0
E-Mail w.schulz@leibniz-hbi.de

Die Unternehmung

Swiss Journal of Business Research and Practice

Organ of the Swiss Association for
Business Administration
www.dieunternehmung.ch
founded 1947

Editors

Prof. Dr. Frauke von Bieberstein, University of Bern
Prof. Dr. Dr. h.c. mult. Manfred Bruhn, University of Basel
Prof. Dr. Peter Fiechter, University of Neuchatel
Prof. Dr. Pascal Gantenbein, University of Basel
Prof. Dr. Markus Gmür, University of Fribourg
Prof. Dr. Christine Legner, University of Lausanne
Prof. Dr. Klaus Möller, University of St.Gallen
Prof. Dr. Günter Müller-Stewens, University of St.Gallen
Prof. Dr. Margit Osterloh, University of Zürich
Prof. Dr. Dieter Pfaff, University of Zürich
Prof. Dr. Martin Wallmeier, University of Fribourg

Chief Editor

Prof. Dr. Klaus Möller
University of St.Gallen
Professor for Controlling /
Performance Management
Tigerbergstrasse 9
CH-9000 St. Gallen
Tel. +41 71 224 7406
E-Mail: klaus.moeller@unisg.ch

„Die Unternehmung“ pursues the goal of spreading new insights from business management research, drawing attention to important challenges in business practices, introducing scientifically based practical solution approaches as well as promoting the exchange between science and practice.

„Die Unternehmung“ addresses scientists, university students and professors as well as decision makers in business. With its concept of combining theoretical standards and practical relevance in high-quality contributions, it ranks among the leading management journals in German.

All submitted contributions are subject to a Double-Blind-Review.

Relevant authors information and guidelines can be found on: www.dieunternehmung.ch