

IFKAD
International Forum on Knowledge Asset Dynamics

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IFKAD 2027

22nd International Forum on Knowedge Asset Dynamics

University of Basilicata, Matera, Italy

The Ecology of Knowledge in the AI Era

CALL FOR EXTENDED ABSTRACTS - IFKAD 2027
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Special Track n.: 17

AI and Human Agency: Behaviour, Governance and Economics of Human-Centred Adoption

Description

Organisations are moving from experimenting with generative AI to embedding it in everyday work, and in doing so they are reshaping the knowledge ecosystems on which value creation depends (Leoni et al., 2024; Sestino & De Mauro, 2021). Much of the managerial debate still frames adoption as a problem of technological and organisational implementation (Agrawal, 2023), reducing human involvement to a formal "human-in-the-loop" safeguard. Yet a growing body of evidence from behavioural economics, cognitive psychology and the neurosciences shows that interacting with AI systems alters how individuals attend, judge, trust, learn and decide. These effects are mediated by cognitive biases, such as automation bias, algorithm aversion and anthropomorphic attribution, that neither users nor designers fully control (Dietvorst et al., 2015, 2018; Logg et al., 2019). Management research similarly suggests that the relationship between humans and AI cannot be reduced to a choice between automation and augmentation, since the two are deeply interdependent and reshape roles, routines and organisational decision-making (Raisch & Krakowski, 2020; Einola & Khoreva, 2022). Understanding adoption therefore requires treating humans not as a control point but as the central, and evolving, component of the socio-technical system.

This track invites contributions that examine AI adoption from a human-centred perspective along three interrelated dimensions. The behavioural dimension concerns how individuals and teams work with AI: changes in work practices and professional identities (Einola & Khoreva, 2022), emerging practices such as conversational and "vibe" coding, trust calibration, over-reliance and deskilling, and the experience of users of human-intensive services, while remaining deliberately broad and open to other behavioural dynamics through which individuals, groups and organisations interact with, respond to, and shape AI systems. This perspective is consistent with research showing that organisational actors do not merely "use" AI technologies but actively make sense of them and renegotiate ownership, roles and work practices around them (Einola & Khoreva, 2022). Attention is also devoted to AI-driven cultural experiences and to the ways in which human-centred AI can reshape knowledge creation, engagement, accessibility, and wellbeing in cultural and creative ecosystems. More broadly, research in knowledge management increasingly positions AI adoption as intertwined with organisational knowledge processes and decision-making rather than as a stand-alone technological intervention (Leoni et al., 2024).

The economic dimension concerns the costs, returns and incentives of adoption, from the rising and often opaque costs of compute, integration and oversight to the measurement of value and productivity, and the behavioural drivers of adoption decisions. This dimension connects with the broader business and management literature examining how AI creates value through different applications, methods and organisational implications (Sestino & De Mauro, 2021), as well as with research on the data economy linking technological capabilities, knowledge and digital transformation to economic value creation (Sestino et al., 2023). Organisational capabilities also matter: evidence from business analytics suggests that analytical technologies translate into strategic decision value only when firms possess the capabilities required to absorb and exploit the knowledge they generate (Patrucco et al., 2023).

The governance dimension concerns the rules, roles and competencies through which organisations steer AI use, including human oversight in practice, regulatory compliance, the bottom-up diffusion of AI tools and managerial capabilities for the AI era (Leoni et al., 2024; Sestino & De Mauro, 2021; Agrawal, 2023; Raisch & Krakowski, 2020). Recent organisational research further suggests that successful GenAI adoption depends not only on technological characteristics but also on

organisational readiness, institutional conditions and the capacity to integrate AI into existing structures and practices (Agrawal, 2023).
We welcome conceptual, empirical and experimental studies, including neuroscientific and psychophysiological approaches, as well as systematic and bibliometric literature reviews that consolidate this fragmented field and set agendas for future research.

Indicative Topics

The Behaviour dimension: working with AI

- Cognitive biases in AI-assisted judgement and decision-making: automation bias, algorithm aversion, anchoring, confirmation bias
- Trust calibration, over-reliance and anthropomorphism in human–AI interaction
- Interplay between human and algorithmic biases: amplification, mitigation and debiasing strategies
- Neuroscientific and psychophysiological approaches to the study of human–AI interaction
- Human-intensive AI applications in customer experience, training, healthcare and creative work
- Generative AI in cultural and museum services: visitor experience, engagement, and aesthetic and emotional value

Governance of human-centred AI adoption

- Corporate governance of AI: policies, accountability and the role of boards
- Human oversight in practice: beyond "human-in-the-loop" as a formal safeguard
- Bias auditing, fairness and accountability mechanisms in organisational AI
- Governing the bottom-up diffusion of AI: shadow AI, citizen developers and self-built agents
- Organisational implementation of the EU AI Act and other regulatory frameworks
- Managerial competencies and leadership for the AI era
- Change management and organisational learning in human-centred AI transformation
- Transformation of work practices, roles and professional identities in human–AI collaboration
- Conversational, no-code and "vibe" coding: the democratisation of software development and its organisational consequences
- Skills, deskilling and reskilling in AI-augmented work
- Cultural institutions and the public sector as settings for trustworthy, citizen-facing AI
- AI-driven cultural experiences, human–AI interaction, and new forms of knowledge engagement in cultural and creative ecosystems
- Human-centred and responsible AI for accessibility, neurodiversity, wellbeing, and impact creation in museums and cultural institutions

Economics of AI adoption

- Business cases and value measurement of AI initiatives in different organisations and sectors, from pilot to scale
- Cost structures of AI adoption: compute, licensing, integration, oversight and reskilling
- Business models, pricing and value capture in AI-enabled products and services
- Behavioural drivers of adoption decisions: expectations, overconfidence, loss aversion and resistance
- Productivity effects of AI at individual, team and organisational level: evidence and paradoxes

Cross-cutting

- Systematic, bibliometric and integrative literature reviews on the behavioural, economic and governance dimensions of AI adoption, with research agendas for management scholarship

Keywords

Artificial Intelligence; Value Creation; Human–AI Interaction; Human-Centred AI; Cognitive and Behavioural Science; AI Governance

Organizers

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Follow this link to see the Special Track details on IFKAD website ››

Guidelines and Requirements

Researchers wishing to contribute are invited to submit an EXTENDED ABSTRACT (in MS Word format) of min 500 and max 1000 words, not later than **22 JANUARY 2027**. All submission must be done via dedicated form on our 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 and templates available on IFKAD website: www.ifkad.org

Important Dates

22 January 2027 – Extended Abstract Submission Deadline
19 February 2027 – Acceptance Notification to Authors
16 April 2027 – Early-Bird Registration & Payment Deadline
23 April 2027 – Full Paper Submission Deadline
28 May 2027 – Regular and PhD Students Registration & Payment Deadline
12 June 2027 – Conference Program Release
28-30 June 2027 – Conference sessions *(to be considered as 3 full working days)*

Please note that all above indicated dates are **CUT-OFF** deadlines. There will not be an extention to any of these.

Further Information

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