

IFKAD 2026

21st International Forum on Knowledge Asset Dynamics
Corvinus University of Budapest, Hungary

Intelligent Knowledge For Sustainable Organizations

CALL FOR EXTENDED ABSTRACTS - IFKAD 2026
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Special Track n.: 30

Artificial Intelligence and Knowledge as a Common Good: Towards Sustainable and Regenerative Societies

Description

How many times in recent months have you heard AI referred to as a technology destined to “replace” human labor? This statement conceals a much more complex reality and, above all, an extraordinary opportunity that organizations can seize. This topic aims to spark scientific debate and explore how AI is redefining the boundaries of corporate organization and, above all, what valuable opportunities emerge from cooperation between human and artificial intelligence for better knowledge management.

However, to fully understand the collaborative potential, we must also consider how AI is narrated, represented, and perceived: media, audiovisual, and corporate narratives shape the collective imagination of AI, influencing trust, acceptance, and organizational strategies.

Corporate storytelling, in particular, can become a crucial lever for building a shared language between humans and machines, facilitating learning processes, engagement, and digital culture.

AI and human intelligence do not compete on the same terrain, but rather represent two complementary cognitive modalities. AI dominates in Type A tasks (processing vast datasets, complex calculations, and rapid pattern recognition); human intelligence, on the other hand, excels in Type B tasks (critical reasoning, contextual understanding, creativity, and empathy).

But it is in Type C tasks, where A and B combine, that the true potential of collaboration emerges. In these cases, neither humans nor AI individually prevail, but their integration generates superior value.

Storytelling and corporate narratives can help make these synergies visible and understandable, translating technical processes into human language and fostering a shared sense of innovation.

The central question is not whether AI will replace humans, but how humans and AI can collaborate to create business value.

Wilson and Daugherty's (2018) research shows that companies that integrate AI collaboratively achieve sustainable and scalable performance improvements, while those that focus solely on replacement automation experience limited short-term gains. Organizational and communication design—including the narrative of innovation—thus becomes a strategic lever for transforming collaboration into a lasting competitive advantage.

However, human-AI cooperation is not without risks:

1. Excessive trust, when the human decision-maker delegates too much to AI.
2. Lack of trust, which frustrates technological investment.
3. Unclear reliability, when it's difficult to know in which situations to trust one or the other.

In this context, narratives and audiovisual languages can play a fundamental role in building an informed organizational culture, capable of understanding and managing the limits and potential of AI.

The debate this track aims to explore encompasses three main focuses:

1. Current and future scenarios for human-machine collaboration, exploring opportunities, risks, and resistances, including from a narrative and media perspective;
2. The impacts on the micro-design of workflows and internal communication processes;
3. How storytelling, narratives, and audiovisual representations of AI can facilitate decision-making and organizational learning processes.

Keywords

AI, human-machine collaboration, Knowledge, decision-making and organizational learning processes, internal communication processes

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Guidelines and Requirements

Researchers wishing to contribute are invited to submit an EXTENDED ABSTRACT (in doc/docx format) of min 500 and max 1000 words, not later than **31 JANUARY 2026**. 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

31 January 2026 – Extended Abstract Submission Deadline
24 February 2026 – Acceptance Notification to Authors
20 April 2026 – Early-Bird Registration & Payment Deadline
02 May 2026 – Full Paper Submission Deadline
31 May 2026 – Regular and PhD Students Registration & Payment Deadline
15 June 2026 – Conference Program Release
1-3 July 2026 – 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 extension 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