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CREATIVITY AND MOTIVATIONS  
ECONOMIC RESEARCH CENTER

## CALL FOR PAPERS

Interdisciplinary Workshop on:

### Technology, Employment, Change Management and Human Well-Being (TECH)

Where:  
The Angevin-Aragonese Castle  
Gaeta (Italy)

When:  
September 18-20, 2024

Abstract Submission Deadline:  
May 15, 2024

Paper Draft Submission Deadline:  
August 15, 2024

#### Publication Opportunity

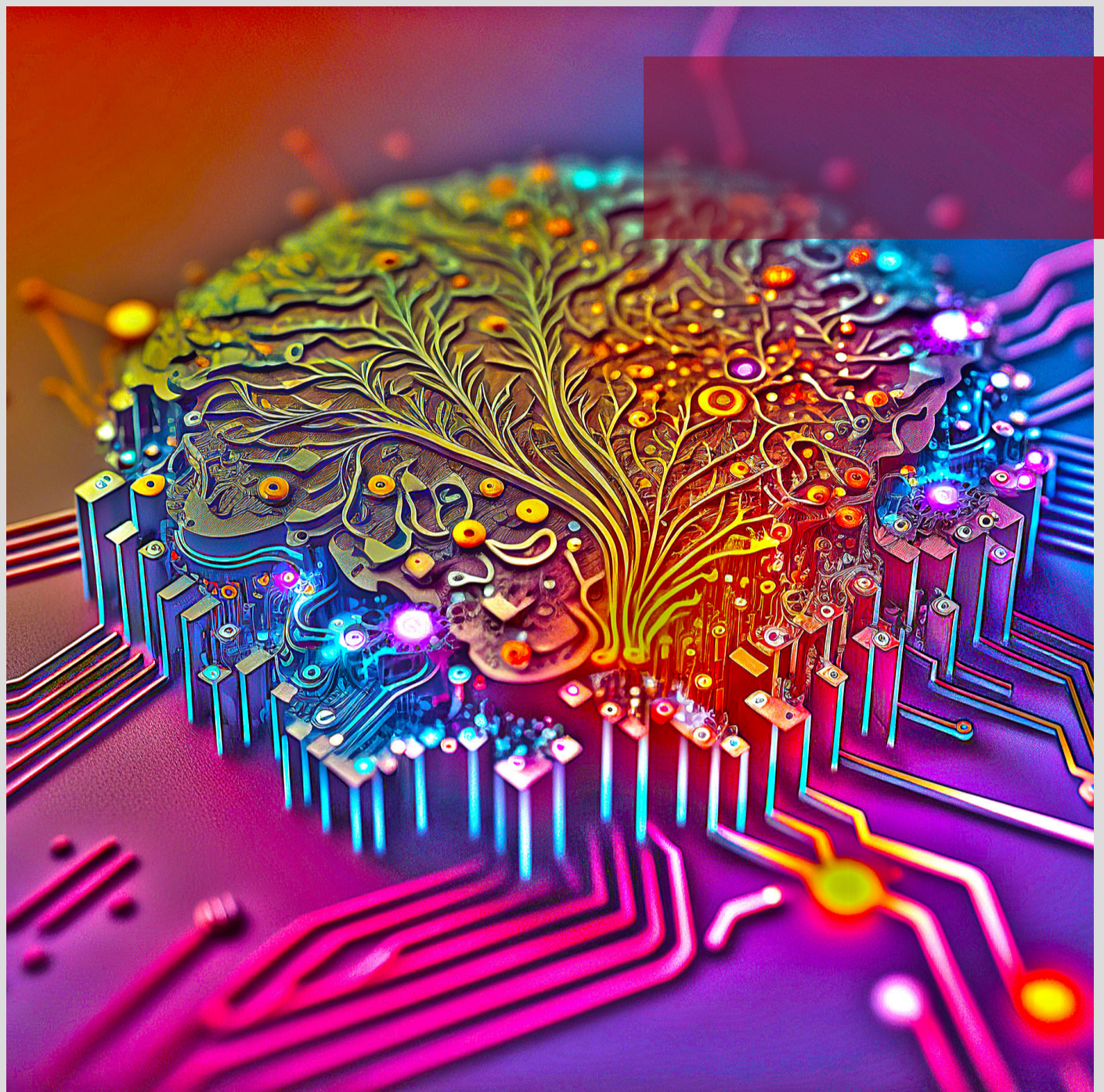
Selected papers will be considered for publication in peer-reviewed journals and for inclusion in a volume to be published by Routledge.

#### Contact

Inquiries should be addressed to:  
[cream.tech@unicas.it](mailto:cream.tech@unicas.it)

#### Organization

The workshop is sponsored and organized by the Creativity and Motivations Economic Research Center (CreaM) at the University of Cassino and Southern Lazio.



## The Workshop

The Working Group on Technology, Employment, Change Management and Human Well-Being (TECH) at the University of Cassino and Southern Lazio (UNICAS), member of the European University of Technology (EUt+) invites scholars and researchers to submit papers or session proposals at an interdisciplinary workshop scheduled for September 2024. The venue for this enlightening gathering is the UNICAS Conference Center in the picturesque seaside town of Gaeta, Italy.

The workshop's primary focus is to delve into the intricate impact of contemporary technological advancements, particularly integrating robotics and Artificial Intelligence (AI) into production processes and daily life. Our exploration will encompass the multifaceted implications on employment dynamics, management and business practices, and human well-being.

The debate surrounding the impact of technological progress on dismantling established economic structures while concurrently establishing new ones and the associated investigation of the societal consequences of this evolution has been fervent in the history of economic and managerial thought. The linchpin of this ongoing discussion consistently harks back to Schumpeter's concept

of "creative destruction". In his analysis, Schumpeter emphasizes the constructive aspect of the process, highlighting its positive role in fostering growth and development. However, he allocates comparatively scant attention to the inevitable negative consequences of the destructive facet, which may be transient but impactful on the well-being of too many individuals.

Schumpeter's optimism aligned with the rapid progress and improvement in living conditions of the mid-20th century, particularly in Europe and the United States. Nevertheless, the Information and Communication Technology (ICT) revolution in the 1980s failed to reverse the declining trend in productivity growth that had already set in during the 1970s. The lower demand and wages for low-skill workers or those engaged in routine tasks led to increased wage polarization and income inequality. This shift was further accompanied by noteworthy increases in consumer bankruptcy filing rates and disparities in profit performance across diverse business sectors and varying firm sizes.

The current wave of industrial revolution with robots and AI presents a new frontier, prompting critical investigations into its potential to drive the global digital and green transitions needed to re-



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ach the United Nations Sustainable Development Goals (UN SDGs), e.g. by supporting the adoption of circular-economy-production processes aiming to decouple economic growth from resource depletion. This transformative phase, marked by the dual potential of enhancing productivity while displacing human workers, necessitates creative, managerial solutions and public intervention policies. Furthermore, it calls for rethinking the legal-institutional framework governing capitalist systems to address ethical and normative concerns of AI and Robot-based technologies (exemplified by the emerging field of Roboethics).

Significant shifts in accounting, logistics, management, marketing and finance practices are underway within firms. The same role of the entrepreneur may soon undergo important changes. Innovation activities are closely linked, involving interactions among diverse participants. The exchange of knowledge and technology is a key focus in research and development (R&D) and innovation management discussions. Embracing a strategy driven by leveraging

external knowledge allows organizations to broaden their knowledge base and elevate their performance in innovation. To channel those shifts to enhance human well-being, it is crucial to monitor and comprehend these innovations. Drawing inspiration from the rich history of economic and managerial thought and the foundations of Philosophy and Law, our workshop seeks to scrutinize the ongoing, evolving landscape shaped by the “creative destruction” process that the AI-based technological progress is setting in place. With a specific focus on the imperative of creative change management within firms, households, and institutions, the workshop aims to serve as a unique laboratory fostering cross-fertilization between STEMS, ARTS, HUMAN, and SOCIAL SCIENCES in research and education.

We look forward to welcoming you in the wonderful atmosphere of the Gaeta Castle for a stimulating and creative exchange of ideas and insights at the forefront of technological change, employment dynamics, and innovative management practices.

### Key, but not exclusive, Research Areas

- Economic Theory on technological unemployment at the dawn of Artificial Intelligence.
- Innovative policies to foster human well-being during the ongoing technological transition.
- Data Science for assessing the ongoing impact of Robots and AI on employment and business landscape.
- Wage polarization and income inequality in the XXI century technological transition.
- Technology-induced geographical reshaping of developed, emerging and less developed countries.
- UN SDG and economic growth: the possible role of a new, human-centred technological education.
- UN SDG, creative choices and policies for firms and households.
- Change and innovation management: human-AI collaboration in business practice.
- The evolving role of managers in the age of AI.
- Accounting, Finance, Logistics, Marketing and Procurement in the age of AI.
- The influence of firm types, management styles, and market-level forces in determining AI and robotics adoption.
- Does regulation of AI to prevent biases and discrimination reduce the economic potential of AI?
- The role of Corporate Social Responsibility in shaping ethical and fair AI practices.
- Strategies for effective education and training in the age of AI and robotics.
- Roboethics, engineering and AI alignment with human well-being.
- Economic models, business strategies and policy implications for the circular economy.

According to the contributions' number and content, the workshop could feature a few parallel sessions. The closing plenary session will discuss the prospects of an EUT+ European Research Institute (ERI) related to the workshop.

#### Submission Guidelines

Prospective participants are invited to submit abstracts or session proposals of no more than 500 words. Submissions must be sent to: [cream.tech@unicas.it](mailto:cream.tech@unicas.it). When submitting your abstract, please specify whether you volunteer as a discussant and/or session chair. If you submit a session proposal, please specify the discussants and session chair.

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Southern Lazio.

**Scientific Committee:** Roberto Bruni, Benedetta Cuozzo, Fabio D'Orlando, Piero Esposito, Maria Fedele, Raffaele Giammetti, Anna Paola Micheli, Sergio Nisticò, Maria Chiara Pagliarella, Simone Tedeschi.

**Contact:** Inquiries should be addressed to: [cream.tech@unicas.it](mailto:cream.tech@unicas.it)

#### The Venue

The UNICAS Conference center is located in the Angevine building. Information about the Castle's structure and history can be found at:

<https://lifeinitaly.com/angevin-aragonese-castle-gaeta/>

#### Registration and fees

There is a non-refundable fee for all the attendants of EUR 130€. The fee covers a welcome aperitif, coffee breaks, two lunches, a gala dinner, and full access to all activities of the workshop.