



## Session theme – Forum Innovation 2025

### Collaborative Artificial Intelligence in learning, operation, and decision-making processes

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#### Description of the theme:

AI is rapidly gaining popularity and importance across a wide range of industries, transforming how businesses and institutions operate (Taktak-Kallel, 2024). More specifically, collaborative AI—AI systems designed to work alongside humans to enhance decision-making, productivity, and innovation (Huang et al., 2024)—is revolutionizing diverse fields with the emergence of generative AI (Cillo & Rubera, 2024).

In marketing and commerce, collaborative AI supports customer service through AI-powered virtual assistants and chatbots, while big data analytics assist human decision-makers in optimizing pricing, demand forecasting, and strategic planning (Shen & Jin, 2024). AI-driven recommender systems enhance personalized customer experiences, and natural language processing improves team collaboration, automating routine tasks while enabling human employees to focus on complex problem-solving.

In education, AI-powered learning assistants and intelligent tutoring systems complement human educators and enhance remote learning platforms, making education more accessible and adaptive (Weber et al., 2021). In healthcare, collaborative AI assists doctors in diagnosing diseases, interpreting medical images, and predicting patient risks. This improves treatment precision while keeping human expertise at the core and augmenting the sustainability of the healthcare system (Ammi et al., 2024).

In manufacturing and supply chain management, AI-powered robotics collaborate with human workers on the production line, optimizing efficiency while ensuring quality control (You & Robert, 2023). In human resources and workforce management, AI-powered collaboration tools enhance communication and team productivity, enabling more seamless remote and hybrid work environments (Bordot, 2022).

AI applications give rise to two opposing visions: fearful and positive. Positive vision focuses on the positive outcomes of human-AI collaboration and the creation of jobs and potential solutions to existing problems (Huang et al., 2024). In contrast, the fearful vision emphasizes a potential robot apocalypse in which jobs are lost to automation, leading to negative consequences for behavior and lifestyle (Bordot, 2022). It is therefore crucial to consider ethical dilemmas and the potential liability of actions undertaken by AI. Moreover, theoretical and empirical research on the association of AI in economic activity and its contribution to the renewal of managerial and decision-making processes is incomplete. From this perspective, understanding the logic of human collaboration within innovation spaces (fablabs, coworking spaces, living labs, etc.) constitutes an essential basis for thinking about the modes of integration of collaborative AI in these environments. Aubouin and Capdevila (2019) identify three logics—economic, utilitarian, and altruistic—structuring cooperation in knowledge communities, which can shed light on the conditions for collective human-machine learning.

Building on these debates, we invite interdisciplinary submissions on collaborative AI innovative processes of training, production, distribution, and decision-making in education, healthcare, marketing, management, finance, and more. We are interested in discussions, but not limited to, the following topics:

- Collaborative AI and the automation of human interactions: challenges and opportunities.
- The ethics of human-AI collaboration: trust, transparency, and accountability in shared algorithmic decisions.
- The impact of generative AI on the development of collaborative AI and human interaction.
- Collaborative AI and human interaction in the learning process in higher education.
- Collaborative AI and human interaction in healthcare related to diagnosis by healthcare professionals and self-diagnosis by patients.
- Collaborative AI and human interaction in operations: marketing and supply chain.
- Collaborative AI and knowledge community management: towards new forms of augmented collective intelligence.
- Collaborative AI in hybrid work environments: between human agency and algorithmic delegation.
- Collaborative AI in open innovation projects: what synergies between human creativity and computational intelligence?
- Collaborative AI and the transformation of managerial practices: towards augmented or disembodied management?

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