



CALL FOR PAPERS

Special Issue of the Journal of Management & Organization

Artificial Intelligence and Corporate Social Responsibility

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Significant advancements in Artificial Intelligence (AI), defined as ‘the frontier of computational advancements that references human intelligence in addressing ever more complex decision-making problems’ (Berente, Gu, Recker, & Santhanam, 2021: 1435), have a profound effect on business and society (Chalmers, MacKenzie, & Carter, 2020; Davenport, Guha, Grewal, & Bressgott, 2020; Huang & Rust, 2018; Tóth, Caruana, Gruber, & Loebbecke, 2022). Incorporating AI technologies, such as robots, facial recognition, algorithms, and natural language processing into business, not only provides corporate benefits (e.g., helping employees make better decisions, providing novel offerings to customers), but also yields potential challenges to the different stakeholders in terms of privacy, discrimination, bias, surveillance, etc. (e.g., Davenport et al., 2020; Du & Xie, 2021; Martin, 2019b; Russell, Hauert, Altman, & Velsoso, 2015).

‘How to do business responsibly in the era of AI’ is a timely and important research question. The literature on corporate social responsibility (CSR), defined as context-specific organizational actions and policies that take into account stakeholders’ expectations and the triple bottom line of economic, social, and environmental performance (Aguinis, 2011; Liu, Dai, Liao, & Wei, 2021), has long focused on the factors affecting corporate decisionmakers to act in socially responsible ways towards various stakeholders such as customers, employees, suppliers, communities, and the environment (Dmytriiev, Freeman, & Hörisch, 2021; Wang, 2016). Adoption of AI technologies in business is changing almost all aspects of doing business in socially responsible ways, since AI technologies have three distinct and interrelated facets namely autonomy, learning, and inscrutability (Berente et al., 2021). For example, AI technologies themselves have no moral standards, the unexplainable ‘black box’ of algorithmic decision making process is scrutinized as being unfair and causing harm (Martin, 2019a; Du & Xie, 2021). The extant literature on AI mainly focuses on how AI development influences firms’ market-based strategies and decisions (e.g., Berente, Gu, Recker, & Santhanam, 2021; Wielgos, Homburg, & Christina Kuehnl, 2021). AI adoption may lead to many potential unethical behaviors. Recent studies began to examine relevant concerns, such as information privacy threat, security and ethical concerns (Quach et al., 2022). Further, AI development makes firms re-engineer their internal processes and blur organizational boundaries, which significantly changes the relationships between the firm and various stakeholders. AI technologies can also give rise to novel ways of engaging in CSR. In this circumstance, effectively managing firms’ stakeholder relationships and CSR behaviors becomes critical for their sustained competitive advantage in the digital era.

However, despite the heavy call for attention to be paid to responsible AI in business¹, relatively little theoretical and empirical studies have examined how AI technologies affect CSR (e.g., Tóth, Caruana, Gruber, & Loebbecke, 2022; Sullivan & Fosso Wamba, 2022). Therefore, this Special Issue aims to focus on AI and CSR. Investigating the relationships between AI and CSR could not only advance our understanding of the role of AI in organizations, but also provide opportunities to advance the literature on CSR. The aim of the Special Issue is to assemble high quality papers that contribute towards both theoretical and practical development in the context of AI and CSR. Submissions with a strong connection between theory and practice are particularly welcomed.

Possible Research Topics

We invite works on the following topics, but are not limited to:

- What is the evolving role of AI in framing and driving CSR?
- How does AI change the nature of stakeholder engagement in CSR?
- How does the interaction of institutions and AI development shape the nature of CSR?
- How to alleviate the irresponsible business decisions and behaviors caused by AI adoption?
- How can employees push back against ethical issues that they encounter with AI management?
- How can firms balance the need for increased AI based data collection with consumers' right to privacy?

More generally, we welcome contributions investigating issues related to the sustainable behaviors with AI. The editors are keen to bring significant value to the fields of CSR, AI, organizational behaviors and IS management. We are seeking high-quality empirical and conceptual papers, and welcome diverse methods, including qualitative, field, survey, archival, and laboratory.

Submission Details

Completed papers must comply with the Journal of Management & Organization (JMO) paper guidelines, and they must be submitted through the [JMO Manuscript Central system](https://mc.manuscriptcentral.com/jmo) (<https://mc.manuscriptcentral.com/jmo>).

- 30 June 2023: Paper submission deadline
- 30 September 2023: Completion of first-round review
- 30 March 2024: Completion of second-round review
- 30 June 2024: Final manuscripts due
- 30 September 2024: Tentative publication date

About the guest editors

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¹ OECD has set standards for using AI in responsible ways. See: Principles on Artificial Intelligence, <https://www.oecd.org/digital/artificial-intelligence/>, accessed on March 16, 2022.

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