



## **SIG 09 - OB&HRM - Organisational Behaviour and Human Resource Management**

We invite you to submit your research to explore the theme of

### **MANAGING WITH PURPOSE**

for the EURAM 25<sup>th</sup> Conference.

We look forward to receiving your submissions.

## **T09\_04 - AI, Big Data, Algorithmic Management and Emerging Tech in Human Resources Management, Employment Relations and Organizational Behaviour**

### **Proponents:**

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### **Short description:**

Artificial Intelligence (AI), such as robotic technology, algorithmic management software, and AI-based organizational tools, is transforming the way work is allocated, performed and managed. Many firms have introduced analytics based on big data and emerging technologies to create efficiencies and enhance their agility; they have also adopted hybrid working to provide flexibility to their employees' working locations. While many of these technologies and the new way of working are performance-enhancing at the firm level, the impacts on employees, managers and workplace interactions have not been well explored yet. The consequences for the health and well-being of employees, their willingness to embrace change, job quality, and other work-relevant employee and organizational-level outcomes, are largely unknown. The track aims to study these relationships with respect to core constructs in the OB, HRM and ER domains.

### **Long description:**

Artificial Intelligence (AI), such as robotic technology, algorithmic management software, and AI-based organizational tools, is transforming work and workplaces (Shamim, 2023; Vrontis et al., 2022). These technologies are no longer simply replacing human workers but are increasingly working alongside them. For instance, collaborative robots (cobots) now perform repetitive or unsafe tasks, enhancing production output while enabling workers to focus on more complex activities. Similarly, AI and algorithms are rapidly being adopted to manage dispersed and flexible workforces, automating many aspects of people management within organizations (Baicco et al., 2022). This trend is especially pronounced in the gig economy, where digital platforms rely on algorithmic management to optimize service delivery and maximize profits (Duggan et al., 2020; Wood et al., 2019). This approach is expanding into conventional employer-employee relationships as well, where technology is increasingly used to allocate tasks, monitor performance, and automate decisions traditionally made by human managers (De Stefano, 2020, Kellogg et al., 2020, Wood, 2021).

### **AUTHORS GUIDELINES**

<https://conferences.euram.academy/2025conference/authors-guidelines-for-full-papers/>

While these advancements are often touted as performance-enhancing at the firm level; improving knowledge creation (Olan et al., 2022; Pauleen & Wang, 2017), decision-making (Choudhary et al., 2023), and organizational performance (Korherr & Kanbach, 2021) their impact on employees remains under-explored. Critical questions arise about whether the workforce has received adequate training to use these technologies responsibly and what the consequences are for employee health, well-being, and readiness to embrace change. Additionally, we must consider the broader implications of these changes for work-relevant outcomes at both the employee and organizational levels.

Starting from these premises and from the more recent approaches to the study of work the track aims at exploring the relationship of big data driven work practices, the increased use of data analytics in different organizational functions (e.g. HR, marketing, operations) with new forms of (technology-facilitated) work and its implications for individual and organizational level behaviour, attitudes and value creation. A particular focus should be given to individual level attitudes, behaviours and values and organizational level outcomes that shape day-to-day working life.

The track also welcomes papers aimed at:

- Analysing the connection between technology-driven employee decision-making and its impact on both individual and organizational performance.
- Exploring the institutional, contextual, and organizational factors that influence the development or hindrance of new forms of work and data-driven work practices.
- Assessing the implications of algorithmic management for HR practices, including the evolving role of HR departments in an automated world and
- Reconsidering existing theories in Organizational Behavior (OB), Human Resource (HR), and Employment Relations (ER) in light of these technological changes.

The track welcomes papers from scholars with diverse disciplinary backgrounds who are eager to contribute to the development of an interdisciplinary research agenda.

#### **Keywords:**

- Artificial Intelligence
- Big Data
- Emerging Technologies
- Employee Behaviour
- Organisational behaviour
- Algorithmic Management

#### **UN Sustainable Development Goals (SDG):**

Goal 3: Good health and well-being for people; Goal 8: Decent work and economic growth

#### **Publication Outlet:**

- International Journal of Organizational Theory and Behaviour
- Evidence-based HRM
- International Journal of Human Resource Management
- Organizational Psychology Review

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