

***“Handbook of Human-Centric AI in Organizations”***

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**Overview:**

The increasing integration of Artificial Intelligence (AI) into organizational practices marks a profound shift in the way businesses, public institutions and non-profits operate (Schiff et al., 2021; Chiriatti, 2021). As AI continues to permeate sectors ranging from manufacturing and banking to healthcare and education, it is redefining the boundaries of innovation, strategy and competition (Lansiti and Lakhani, 2020). But with its transformative potential comes an urgent need for thoughtful design and governance to ensure that AI systems not only improve efficiency and decision-making, but also respect and prioritize human values (Gabriel, 2020).

The emergence of human-centered AI is a critical step in this direction. Unlike traditional AI, which often prioritizes technical optimization and efficiency, human-centric AI places people at the centre of its design and application (Rozanec et al., 2023; Chiriatti et al., 2024). This paradigm recognises the complex interplay of ethical, social and psychological factors in the adoption and use of AI, and emphasizes fairness, inclusivity and accountability (Laviola et al., 2024).

By integrating human-centered principles, AI can become a tool not only for organizational growth but also for societal progress, aligning technological progress with the broader goal of enhancing human well-being.

The transformative potential of AI manifests itself in three key dimensions: strategy, competition and organizational structure (Haefner et al., 2023; Cucari et al., 2024). Strategically, AI enables organizations to derive insights from large data sets, predict market trends and optimize resource allocation, revolutionizing decision-making in complex and dynamic environments (Benbya et al., 2020). However, the strategic integration of AI requires careful attention to transparency and the risks associated with over-reliance on machine-driven insights. In terms of competition, AI has catalyzed the emergence of innovative business models, reshaping value creation through the use of advanced analytics and predictive tools (Cucari et al., 2023). However, sustaining competitive advantage in a landscape where data is increasingly commoditized requires fostering creativity and adaptability by integrating AI to augment rather than replace human ingenuity. From an organizational structure perspective, AI streamlines processes and increases productivity through automation and machine learning (Ratten et al., 2024). However, this requires new approaches to task division, integration and management. Addressing inherent biases in AI systems and ensuring fairness are critical to ensuring that AI complements, rather than undermines, organizational justice.

These changes require organizations to reassess management practices, governance structures and innovation strategies to fully realize the potential of AI while addressing its challenges. Leaders must balance optimizing organizational performance through AI with the responsibility to safeguard societal interests such as privacy, transparency, and equitable access (Dignum, 2019). By addressing systemic issues such as algorithmic bias, the digital divide and economic inequality, human-centric AI can be integrated into strategic frameworks, ensuring that the technology serves as a tool for inclusion and empowerment.

The emergence of human-centered AI provides a critical framework for navigating this complex landscape. By placing human values, ethics and societal needs at the heart of AI design and implementation, human-centric AI departs from traditional paradigms that prioritize efficiency and optimization.

The *Handbook of Human-Centric AI in Organizations* provides a multidisciplinary framework to critically examine these pressing issues. By bridging the gap between rapid technological advances and fundamental *Human-Centric* principles, the Handbook aims to promote the innovative yet ethically responsible use of AI. It draws on insights from fields such as management, sociology, psychology and ethics to explore how organizations across sectors can integrate human-centered AI into their practices. This comprehensive resource aims to empower leaders, researchers and practitioners to design and implement AI systems that are aligned with societal values, ultimately shaping a future where technology serves as a catalyst for both organizational growth and social progress. It also emphasizes the ethical and social impacts of AI and its impact on leadership development in different organizational sectors, focusing on emerging trends with a future-

oriented vision.

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### **Scope and Themes of the Handbook**

We invite submissions of high quality, original papers that address the theoretical, empirical and practical dimensions of human-centered AI in organizational settings. Papers may address the following topics, although related topics are also welcome:

#### **Foundations of Human-Centric AI**

This section seeks to establish the conceptual and theoretical foundations of human-centric AI. Contributions may explore the principles and characteristics of human-centric AI, compare traditional and human-centered design approaches, and address ethical considerations such as fairness, accountability, and bias mitigation.

#### **Applications of AI across sectors**

Chapters in this section will investigate the role of human-centric AI in different organizational contexts. Topics include the use of AI in the public sector (e.g., citizen services, governance), private sector (e.g., HR, customer engagement, innovation), and non-profits (e.g., social innovation, resource allocation), along with associated ethical challenges and case studies.

#### **Designing and Implementing Human-Centric AI**

This section focuses on the practicalities of designing and deploying AI systems that prioritize human values. Potential contributions include discussions on user experience (UX) design, interdisciplinary collaboration, inclusivity, and frameworks for assessing AI's impact on human factors.

#### **Governance and Regulation**

As AI adoption accelerates, robust governance frameworks and compliance strategies become crucial. Chapters may address organizational policies, global regulatory frameworks (e.g., GDPR, EU AI Act), and the development of internal ethics boards to oversee responsible AI usage.

#### **Future Directions and Challenges**

The concluding section of the handbook will explore emerging trends and challenges in human-centric AI, such as evolving human-AI collaboration models, strategies for organizational transformation, and techniques for addressing biases. Contributions may also focus on AI literacy and its role in preparing organizations for the future.

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### **Submission Guidelines**

We seek contributions that are theoretically robust, empirically grounded, and practically relevant. Authors are encouraged to submit proposals that:

- Explore novel perspectives or frameworks.
- Provide empirical evidence or case studies.
- Offer practical guidance for organizations integrating human-centric AI.

**Abstracts:** Authors should submit an abstract (300–500 words) outlining the proposed chapter's objectives, methodology, and key contributions, along with 3–5 key references.

**Chapters:** Selected authors will be invited to submit full chapters (6,000–8,000 words), which will undergo a double-blind peer-review process.

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### **Target Audience:**

This handbook will be a valuable resource for academics, industry professionals, policymakers, and students interested in understanding and implementing human-centric AI within organizations. Due to its interdisciplinary approach this book also has the potential to be used as a text-book for teaching undergraduate and postgraduate students on many different fields of study.

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### **Important Dates / Timeline:**

- Abstract Submission Deadline: July 1, 2025
- Notification of Abstract Decision: July 25, 2025
- Full Paper Submission Deadline: September 30, 2025
- Reviewer Feedback / Initial Decisions: November 30, 2025
- Revised Paper Re-submission: December 18, 2025
- Publication: Mid-2026

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### **Chapter Submission Procedure**

- Abstracts and manuscripts should be submitted via email address: [Yashar.Salamzadeh@sunderland.ac.uk](mailto:Yashar.Salamzadeh@sunderland.ac.uk) and [Nicola.cucari@uniroma1.it](mailto:Nicola.cucari@uniroma1.it)

- In preparing of chapters, authors are expected to follow the Edward Elgar Publishing guidelines, that can be found here: As you write your book or chapter: <https://www.eelgar.com/author-hub/as-you-write-your-book-or-chapter/>
- All submissions will be screened by the guest editors, and if they fit to the topics and have sufficient quality, they will be sent out to a team of reviewers to undergo the usual doubleblind peer review process. Contributors may also be requested to serve as reviewers for this project. Final acceptance of approved papers will be contingent on incorporating reviewers' feedback to the satisfaction of the Guest Editors
- There are no submission or acceptance fees for manuscripts submitted to this book publication
- Submitted chapters should not have been previously published nor be currently under consideration for publication else where
- All chapters should be submitted in English

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