CALL FOR PAPERS – TRACK
Application of Artificial Intelligence in Business

#IRMBAM2023

WHO AND WHERE

We warmly invite you to submit your paper for presentation in Special TRACK "**Applications of Artificial Intelligence in Business**" at the 12th International Research Meeting in Business and Management that will take place on **July 6-8, 2023,** at IPAG Business School, Nice Campus (France).

Track chairs: **Samuel FOSSO WAMBA,** Toulouse Business School, **Manal EL ABBOUBI**, FSJES Rabat Agdal, Université Mohamed V, Maroc, **Faranak FARZANEH, André BOYER, Maria-Giuseppina BRUNA,** IPAG Business School, Nice.

WHAT IS THE FOCUS

We welcome both theoretical and empirical contributions on the Artificial Intelligence (Algorithms, Artificial Neural Networks, Big Data, Blockchain, Chatbots, Computer Vision, Data Science, Deep Learning, Expert system, IIOT, Machine learning, Metaverse, Natural Language Processing) that will make a difference in Business (Education, Finance, Healthcare, Human Resource management, General Management, Marketing and Sales, Supply Chain, Production, Purchasing, Public Relations, Travel and Hospitality).

Possible themes for submissions:
- The impact (positive, negative, neutral) of AI on business efficiency
- The impact of Chat GPT and Bard on business, education, and society
- How will companies create their world within Metaverse?
- Artificial Intelligence and customer relationship management (AI in service, customer value creation, AI in tourism, and society well-being)
- Ethical issues and potential development in Business
- Artificial intelligence and Supply chain management (Transparency of Data, AI techniques (Potential and current) used in SCM
- Artificial intelligence and Human resource management (talent management, compensation and employee benefits, training and development, compliance, and workplace safety)
- Artificial intelligence and Finance (Personal Finance, Consumer Finance, Corporate Finance, insurance)

WHAT IS SPECIAL THIS YEAR

This year's Track is carried out in partnership with Toulouse Business School, Université Mohamed 5 Rabat-Maroc, IPAG's Inclusive company chair. This will involve the participation of the following speakers: Professor **Samuel FOSSO WAMBA** (Toulouse Business School), Professor **Manal EL ABBOUBI**, FSJES Rabat Agdal, Université Mohamed V. In addition, we are organizing a thematic round-table discussion involving Institutes of Artificial Intelligence (MIA, EUROPIA, etc.) and AI leading companies of French Riveria.

OPPORTUNITIES FOR PUBLICATIONS

Under the leadership of the track chairs, special issues (connected to the track) will be managed. The following opportunities are available:
" **Question(s) de management journal** " welcomes best papers convergent with its editorial line for fast reviewing process.
" **Revue internationale de psychosociologie** " welcomes best papers convergent with its editorial line for reviewing process.
All paper submissions in the special issues will be peer reviewed and evaluated according to the journal's requirements.

HOW TO SUBMIT YOUR PAPERS

Authors are invited to submit their full papers in English* in PDF file, no later than **April 11, 2023**, by midnight Paris time, via the conference website; please choose Special Topic when you submit your paper: https://irmbam2023.sciencesconf.org/submission/submit

IMPORTANT DATES

Submission deadline (full paper): **April 11, 2023**
Notification of review results: May 03, 2023
Registration deadline (early bird): June 06, 2023
Conference event: July 6-8, 2023

CONFERENCE VENUE

IPAG Business School - Nice Campus
4, boulevard Carabacel, 06000 Nice, France

FURTHER INFORMATION

Please visit our website for detailed information: https://irmbam2023.sciencesconf.org/
For queries, please contact the organizers at ipag-irm@sciencesconf.org

CONTACTS

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