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SPECIAL ISSUE
CALL FOR PAPERS

Gen AI in Management: Applications, Impact and Prospects

Guest Editors

Maria Colurcio; Giovanni Battista Dagnino; Nadia Di Paola; Giulio Ferrigno

Deadlines	
Submission of extended abstract	**March 13, 2026**
Notification of first round decision	**April 3, 2026**
PDW	
Paper development workshop for invited papers (hosted by Scuola Superiore Sant'Anna, Pisa)	**April 28, 2026**
Research Briefs	
Submission of Research Briefs	**May 15, 2026**
Notification of peer review results (RB)	**June 30, 2026**
Full papers	
Submission of full papers (FP)	**May 31, 2026**
Notification of peer review results (FP)	**July 15, 2026**
FP+RB	
Submission of revised papers	**October 15, 2026**
Publication	**Issue September-December 2026**

Aim of the special issue

Generative Artificial Intelligence (GenAI) employs deep learning and large language models (LLMs) to generate unique content, such as text, images, audio, code, and videos, based on human prompts (Doshi et al. 2025; Dwivedi et al. 2023). It also encompasses a range of more specific agentic AI applications in several industries and ecosystems tailored for significantly enabling and impacting a range of firms' activities, systems and processes, such as operations and maintenance management, logistics and supply chain management, marketing and distribution management, virtual customer interfaces and organizational structures and roles, strategic decision-making and governance and so on.

The evolution of GenAI stems from the initial work of Alan Turing in 1950s and has swiftly progressed with the launch of OpenAI GPT-2 and ChatGPT -Generative Pre-Trained Transformer—reaching 1 million users in just five days (Ferraro et al., 2024; Kumar et al., 2025). Following the introduction of ChatGPT, companies like Google, Microsoft, and Meta have developed their own generative AI chatbots and massive language models, whilst OpenAI has continuously improved ChatGPT, achieving 26 substantial changes within a single year (Feng et al., 2024).

GenAI models have rapidly gained traction because of their intuitive interfaces and effectiveness, thereby facilitating applications in translation, summarisation, classification, and several other fields (Cimino et al., 2025; Feng et al., 2024). As such, GenAI is considered a "revolutionary general-purpose technology" that may significantly impact business operations, productivity, and competition across the economy, something akin to previous innovations like electricity and the internet (Kumar et al., 2025). Recent projections indicate that GenAI might augment global GDP by 7% during the next decade (Goldman Sachs, 2023) and, by 2028, the market worth will be of $51.8 billion (Markets & Markets, 2023).

GenAI is employed across several domains, with applications proliferating swiftly over time (Khizar et al., 2025; Mariani and Dwivedi, 2024). In the professional sphere, GenAI optimizes operations with applications including chatbots, intelligent digital assistants, and predictive analytics tools (Doshi et al. 2025). GenAI chatbots are revolutionising customer service engagements through the personalisation and optimisation of conversations, as shown by the combination of Salesforce Einstein GPT and Google's Bard (Ferraro et al., 2024). In healthcare, GenAI enhances the analysis of diagnostic imaging and the development of treatment protocols, as seen by Epic's use of ChatGPT. The banking sector benefits from GenAI in fraud detection and personalised financial advice (Kanbach et al., 2023). GenAI is also transforming content creation, education, and marketing by generating content, enhancing learning experiences, enriching gaming interactions, and innovating business models and processes across various sectors (France, 2024; Kumar et al., 2025; Ramaul et al., 2024). The use of GenAI in many industries is closely related to the performance of B2B firms (Chatterjee et al., 2021).

However, the implementation of GenAI also presents several limitations and hinders, especially regarding its accuracy and reliability due to AI hallucinations and confabulations (Bechky and Davis, 2025; Sundberg and Holmström, 2024). Concerns about data security and privacy are also relevant, including risks of privacy violations (Pasca and Arcese, 2025). GenAI rapid diffusion poses challenges in integration and adaptation, requiring employee retraining and skill transformation (Robertson et al., 2024). Ethical and legal risks, such as copyright infringements and the lack of standardised regulations, highlight the need for suitable law and policy (Bechky and Davis, 2025; Feng et al., 2024; Kanbach et al., 2023).

As such, the prospective benefits and risks of GenAI require urgent scholarly investigation to address the challenges and consequences linked to this exponential technology. Researchers may explore real-world cases and theoretical principles of GenAI applications across various industries, analyzing its impacts and implications at the individual, team, firm, platform, ecosystem economic and societal levels. Furthermore, investigation on GenAI's medium and long-term impacts is crucial to understand possible pathways, structures and strategies for its effective implementation.

This special issue of *Sinergie-Italian Journal of Management* is fostered by two topical groups within SIMA - the Italian Society of Management: the Group on Artificial Intelligence in Management and the Group on Innovation and Technology Management.

The special issue will be partitioned into three main sections, as outlined below:

1. Position paper (Editorial as a collaborative writing product) on the topic of GenAI, by the thematic groups involved
2. Research briefs
3. Regular papers

The special issue will encompass fresh and novel research stemming from applying a variety of empirical and applied methods, theoretical stances and disciplinary perspectives, as well as opportunities for networking with fellow scholars, firms, and organisations.

Research Briefs

Research briefs are shorter, more focused scholarly contributions designed to *rapidly* disseminate timely insights on emerging or topical issues. For this special issue on GenAI, they would be compact scholarly articles that address pressing questions, novel findings, or important perspectives that do not require the full length of a traditional research paper. The briefs typically serve several purposes. They allow researchers to quickly share preliminary findings, novel theoretical insights, or provocative ideas about rapidly evolving topics, like generative AI, where the field is moving faster than traditional publishing timelines. They are particularly valuable for emerging phenomena where comprehensive empirical studies might not yet be feasible, but there is urgent need for scholarly input.

The 2500-3000 word format requires authors to be highly selective and focused. Unlike full research articles that run 7,000-10,000 words, briefs typically include a tight literature review (positioning the contribution within existing scholarship), a clear statement of the research question or phenomenon being addressed, concise methodology or conceptual framework, key findings or arguments, and implications for theory and practice. They omit extensive background and detailed methodological discussions found in longer papers.

For this special issue, research briefs might tentatively explore stuff such as early organizational adoption patterns, new theoretical frameworks needed to understand AI-augmented work, ethical dilemmas managers are facing or comparative analyses of how different industries are responding to GenAI tools. The format encourages scholarly rigor while enabling faster dissemination of knowledge on time-sensitive topics.

Regular Papers

These are papers designed and written according to the usual specific requirements of the Journal.

Developmental Workshop

The guests editors aim to organize a dedicated Special Issue paper development workshop (PDW) on April 28, 2026 that is going to be hosted by Scuola Superiore Sant'Anna in Pisa. Prospective authors of regular papers will be invited to present their extended abstracts and their planned submission to this dedicated Special Issue PDW. The PDW is expressly intended to involve prospective authors in discussion and engagement with the Special Issue editorial team. Although attendance to the PDW will not prevent authors from submitting papers to the Special Issue, they are encouraged to submit their extended abstracts to the PDW so that they will receive appropriate feedback to improve their works. Announcement of this PDW will be widely disseminated through the SIMA website, newsletter, and editorial team members' social networks posts.

Keywords: GenAI, Management, Strategic decision-making, Sustainability, Innovation, Entrepreneurship

Topics

The objective of the special issue is to promote the production, advancement and dissemination of scientific knowledge pertaining to GenAI and its ramifications for firms, stakeholders, the economy, and society as a whole.

Submissions are particularly welcome on (but are not limited to) the following topics

1. Adoption and deployment of GenAI models
2. Generative AI and strategic decision-making in top management teams
3. Applications for specific supply chains
4. Cybersecurity challenges and data and intellectual property protection

5. Dark side of GenAI
6. Ethics and responsible use of GenAI tools
7. GenAI in family business
8. GenAI-related business opportunities
9. GenAI Impact for companies: processes, performance, resources, innovative capacity, sustainability of activities, creation and co-creation of value
10. GenAI Impact for society
11. Personalization through GenAI
12. Policy evolution and repercussions for companies
13. Prompt economy
14. Skills and capabilities in the era of GenAI

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Paper submission (deadline 20th April 2026)

To submit papers to the special issue please follow instructions described at the following link: https://www.sijm.it/author-guidelines/

You have to indicate the type of submission you are proposing, please in SECTION indicate "Gen AI in Management: Applications, Impact and Prospect"

On the same page guidelines and template to layout extended abstract, papers and research brief are indicated.

Peer review process

The peer review process is described here: https://www.sijm.it/peer-review-procedures/

Publication in Sinergie Italian Journal of Management

This special issue is proposed by SIMA special interest group in Artificial Intelligence in Business Management and SIMA special interest group in Innovation and Technology Management

Papers for the special issue, to be included in the sections of full paper and research brief will be selected after a peer review process.

Accepted papers will be included in the *Sinergie Italian Journal of Management* Special Issue to appear in Autumn 2026.

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SINERGIE - Fondazione CUEIM
Via Interrato dell'Acqua Morta 26, 37129 Verona - tel. 045 597655
Email redazione@sinergieweb.it

www.sijm.it