

EDITORIAL: DIGITALIZATION & ARTIFICIAL INTELLIGENCE: CATALYST OR BARRIER TO INNOVATION?

The eighth edition of ICIEMC took place on June 27 and June 28, 2024, in virtual format, and it was dedicated to digitalization & artificial intelligence, as catalyst or barrier to innovation.

In the context of the big changes we have been witnessing due to ChatGPT (and not only), the pivotal question that arises is: Is the seemingly unavoidable path towards digitalization in all kind of organizations, combined with the potential use of artificial intelligence for the most diverse roles, a catalyst or a barrier to innovation?

“Time will tell”, as the saying goes. But what says the science?

We know from recent studies (e.g. Luo, 2022), we know that innovation processes are increasingly becoming data-driven, due to higher access to data, machine learning progress and artificial intelligence, which act as catalysts for innovation, and that employees tend to react positively to the implementation of these tools (e.g Wu, Zhu, & Zhao, 2022).

However, as Rupeika-Apoga & Petrovska (2022) nicely point out, this is a rather challenging process for smaller companies, which face a shortage of qualified human resources to duly leverage the potential of this new digital revolution.

Taking into account these two perspectives over the theme, as well as others that may be found useful, we invited participants to explore how digitalization and artificial intelligence could shape the future of innovation.

In the following pages, you may find the submissions presented at ICIEMC 2024. They are ordered alphabetically, using the surname of the first author.

A special track linked to an European Project, called VirtuEU, was also held at ICIEMC 2024. The six papers presented within that track were managed by our colleague Manuel Au-Yong-Oliveira, Project coordinator and Special track editor. These papers are presented at the end of these proceedings, also ordered alphabetically, using the surname of the first author.

Irina Saur-Amaral, Sandra Filipe & Teresa Aragonez (ICIEMC 2024 Conference Chairs)