Call for Chapters*

The below, including number of volumes, title and contents, process and dates, are preliminary and may change depending on the quality and scope of submissions, publisher demands and/or other factors.

Book Series

Palgrave Intersections of Business and the Sciences,
in Association with Gnosis Mediterranean Institute for Management Science

Book Title

Vol. I
Advanced Technologies in Business:
Strategic, Managerial and Marketing Impacts

Vol. II
Advanced Technologies in Business:
the Art and Fiction of their Societal Impact

Book Editors
(Details at end of document)

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Book Scope and Context

This book will explore how advanced, technologically oriented business research aims to foster sustainable progress with enduring societal implications. Technology-driven digital business progression has the potential to yield a 16% average net revenue increase compared to traditional firms, thereby contributing approximately 1.25 trillion Euros to Europe's industrial value creation, a trend applicable to businesses worldwide (Akter et al., 2022). Amidst the backdrop of challenges posed by the pandemic, wars, and environmental shifts, the imperative for researchers to engage stakeholders creatively—spanning businesses, policymakers, and the public—becomes apparent. Effective communication and translating advanced technological findings into actionable insights are pivotal in addressing these multifaceted challenges.

Yet the narrative exponents for exploring alternative futures, embracing diverse perspectives, and questioning assumptions about technological advancement (Burt t al., 2021; Harwood and Eaves, 2020). Integrating art and fiction into societal impact research allows researchers to examine potential risks and opportunities linked to advanced technologies, thereby facilitating critical reflection and proactive decision-making regarding societal implications.

Under the thematic umbrella of "Advanced Technologies in Business", the book aims to investigate, on the one hand (Vol. 1) their wider Strategic, Managerial and Marketing Impacts, and on the other (Vol. 2) the intersection of art and fiction with the societal repercussions of research, which assumes heightened significance. As businesses increasingly embrace advanced technologies such as AI, blockchain, cloud technology, IoT, and quantum

computing, the profound and far-reaching societal consequences necessitate an artistic and imaginative lens (Akter et., 2022, Ceipek et al., 2021; Rietsche et al., 2022). Researchers must navigate the intricate web of impacts on employment, privacy, inequality, and sustainability through innovative methodologies.

This book aspires to furnish a comprehensive understanding of policies and strategies to nurture a technology-oriented innovative business ecosystem conducive to sustainability, particularly in the realm of advanced technologies in business. Against the backdrop of revolutionary shifts such as the advent of digital twins and metaverse, the discourse on sustainable business environments assumes paramount importance (Dwivedi et al., 2022; Hennig-Thurau et al., 2023; Zheng and Kiritsis, 2022). The elucidation of such topics can catalyse sustainable business landscapes across nations, regions, and local communities worldwide.

Specific Areas Addressed

The below topics are of particular focus of this book, and aimed to be investigated as independent subjects and/or within specific business contexts, such as business perspectives (strategy, management, human resource, marketing, consumer relations/research etc.), or typological ones (MNEs, SMEs, NGOs, Industries/Sectors etc.)

AI Augmentation Paradox: In the realm of AI, while automation involves machines replacing human tasks, augmentation entails humans working closely with machines. Despite advocating for augmentation in organizational strategies for enhanced performance, scholars suggest a paradoxical relationship between augmentation and automation (Raisch and Krakowski, 2021). Recognizing their interdependence over time and space, embracing both concepts holistically could mitigate negative outcomes, fostering synergies beneficial for both businesses and society.

Blockchain Revolution Impact: Gartner estimates blockchain technology is accelerating at a fast pace which will deliver business value of over $3 trillion by 2030 (Akter et al., 2022). Blockchain functions as a decentralized database, eliminating the need for intermediaries in transaction authentication and settlement. It reduces costs by streamlining verification processes and removing intermediary fees. With recognized attributes like persistency, anonymity, and auditability, it operates on principles such as irreversibility of records, computational logic, transparency with pseudonymity, distributed databases, and peer-to-peer networks, enhancing traceability and data transparency.

Cloud Computing Transformation: Cloud computing serves as both a technology and business model, offering IT infrastructure, components, and applications. Its services include Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS), enabling scalable and flexible solutions (Akter et al., 2022). Businesses globally are embracing cloud technology for reduced infrastructure costs, increased innovation, and extensive digitization opportunities, driving transformative changes across industries.

Data-Driven Innovation Era: Big data analytics surpasses traditional analytics in volume, variety, velocity, and accessibility, enabling faster and more effective decision-making. Companies like Google, eBay, Amazon, and Facebook leverage big data analytics to generate additional revenue and innovate through evidence-based decisions (Akter et al., 2020). Harnessing information from large datasets transforms business models, enhances innovation, productivity, and expands markets, facilitating a data-driven approach to operations.

IoT Economic Transformation: IoT, a disruptive innovation, expands internet networks by enabling interaction among physical objects, projected to yield an $11.1 trillion annual economic impact by 2025 (Ceipek et al., 2021). It drives digital transformation, fuelling Industry 4.0 and prompting revaluation of core business models, facilitating the commercialization of smart products and enhancing supply-demand processes with added digital services.

Quantum Tech Breakthrough: Quantum computing emerges as a disruptive technology with potential applications across industries, projected to reach a market value of USD 1 trillion by 2035 (Rietsche et al., 2022). Leading tech giants like Google, IBM, Microsoft, Amazon, and Alibaba are heavily investing in research and development, offering partial access to quantum computers via cloud infrastructure. Its capabilities in search, graph, algebraic, and simulation computing promise transformative solutions for sectors including finance, chemistry, manufacturing, energy, and cybersecurity.

Metaverse Future Interaction: The metaverse garners investment from major tech firms like Meta (formerly Facebook) and Microsoft, shaping up as a new computer-mediated environment where users interact via avatars. Virtual-reality headsets, while not the sole interface, are pivotal for accessing the metaverse, offering immersive social interactions termed Real-Time Multisensory Social Interactions (RMSIs) (Hennig-Thurau et al., 2023). Executives anticipate RMSIs in the metaverse to provide greater value over traditional 2D computer-mediated environments, reflecting its potential as a transformative platform for social interaction and business.

Digital Twin Dynamics: Digital Twin (DT) has gained traction since 2003, serving as a crucial technology for smart manufacturing and Industry 4.0. It encompasses a physical and virtual description of a component, product, or system, crucial for understanding complex industrial systems. Comprising physical and virtual entities along with their interactions, DT models are essential digital assets throughout a system's lifecycle, necessitating comprehensive integration for effective management (Zheng and Kiritsis, 2022).

Data Breach and Cyber Security: these threats exploit vulnerabilities in technology to gain unauthorized access to sensitive information, leading to financial losses, reputational damage, and legal consequences. Addressing the evolving threat demands a collective effort from businesses, governments, cybersecurity professionals, regulatory bodies and end-users. It entails investing in advanced technologies to detect and thwart cyber threats in real-time, as well as fostering a culture of cybersecurity awareness and education.

Invited Chapter Topics

Given the above discussions on emerging topics, examples of possible questions that are worthy of exploration are (but are not limited to):

- How has the integration of AI impacted traditional business models, and what societal implications arise from this shift?
- In what ways does blockchain technology influence trust and transparency within business operations, and how does this impact managerial decision-making?
- How does cloud computing contribute to the scalability and flexibility of business infrastructures, and what societal challenges emerge regarding data privacy and security?
- What are the potential business applications of Quantum computing, and how might its emergence reshape research methodologies and societal paradigms?
- How does IoT enhance operational efficiency and customer experience in various industries, and what ethical considerations arise from the extensive data collection it entails?
- What role does data analytics play in shaping strategic decision-making processes within organizations, and how does it contribute to the evolution of business intelligence?
- How does the concept of the Metaverse challenge traditional notions of business/social interaction and commerce, and what are the ethical implications of creating virtual environments?
- What are the practical applications of Digital Twins in optimizing supply chain management and product development processes, and how do they contribute to sustainability efforts?
- How do advancements in AI, blockchain, and cloud computing collectively influence the trajectory of technological innovation within the business landscape?

- Are Data Breach and Cyber security a permanent threat to business and society, and how can, individually or collectively, businesses, governments, professionals, regulatory bodies and end-users combat these?
- In what ways can the fictional exploration of societal impacts of emerging technologies inform real-world research and policy decisions, and what role does speculative fiction play in shaping public perceptions of technological progress?

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Chapter Acceptance/Selection Criteria

We invite proposal/chapter submissions in the afore-described topics. The collection of selected chapters shall comprise descriptive and prescriptive research that will contribute to knowledge through solid empirical and/or conceptual scholarly scientific accounts. It shall be scientific in nature, style and standard, and shall present works utilizing varied methodologies leading to both theoretical (pure) and practicable (executive/industry) elucidations. Conceptual (theoretical) submissions utilizing advanced systematic or bibliographic literature reviews are welcome, but the large majority of chapters selected shall be empirical.

Further to the individual submission's scientific quality, focus and contribution, the selection shall be made considering the book's aim to provide a balanced presentation of works across disciplines, geographic regions, organizational types and industries, and business field foci applications.

Review Process

The review process is quite efficient and effective, and it shall be completed, from full submission to final acceptance, within approximately 2-3 months. The process is nonetheless thorough, with the reviews being made by at least two of the guest, permanent or board editors, who have evident relevant expertise. Additional reviewers are maybe needed, depending on the knowledge required for the specific chapter/topic submitted.

The review process itself, comprises (minimum) three rounds, with the first (desk review) determining the submissions' provisional suitability in terms of topic/industry/typology focus, but also in terms of general scientific standard. Once the submission is desk-approved it then proceeds to a (minimum) two-round normal reviewing process, as afore-described.

If you are interested in submitting a chapter, please send to Dr. Leonidas Efthymiou (Efthymiou.L@unic.ac.cy) a very short proposal of your planned submission, for preliminary approval, including:

- Author(s)
- Title
- Type of work (primary, conceptual, case study etc.)
- Country and industry focus
- A 200-word abstract

Important Dates & Contact Person

- *Abstract/Proposal submission:* by September 30, 2024 to Dr. Leonidas Efthymiou (Efthymiou.L@unic.ac.cy)
- *Full chapter submission:* by January 14th, 2025, to Dr. Leonidas Efthymiou (Efthymiou.L@unic.ac.cy)
- *Estimated official publication*: February 2026

Please contact Dr. Leonidas Efthymiou (Efthymiou.L@unic.ac.cy) regarding any additional information you may need.

Meet the Editors Session
17th Annual Euromed Academy of Business (EMAB) Conference

At least two of the editors shall present the book on September 12th, 2024, at the 17th Annual Euromed Academy of Business (EMAB) Conference, on "Global Business Transformation in a Turbulent Era", that will take place on September 11th-13th, 2024 at the Department of Economics and Management, University of Pisa, Pisa, Italy (emrbi2024.com).

Participation in this session is NOT a requirement for consideration of chapters in the book. However, all interested contributors will have there an opportunity to present their work (at any stage of its development) for discussion, and receive developmental feedback and guidance, aimed at strengthening and improving their work towards publication.

Author Guidelines / Checklist

- Chapter length: 6,000 (min.) to 7,000 (max.) words, including reference list etc.

- Chapter to be as close to the book/volume theme as possible

- An abstract of max. 125 words, single paragraph, to be provided separately

- English (UK English, for consistency) to be of high level and of appropriate scientific style; and the document must be proof-read and corrected for grammar, syntax and spelling by the authors.

- Referencing style: American Psychological Association (APA). Both in-text citations (Name, Year), and a reference list at the end of each chapter (APA style) are expected.

- Authors to highlight in yellow, within their document, 15-25 terms to be included in the book's index at the end (don't write these, just highlight them within).

- Callouts to be placed in the text: e.g. <FIGURE 6.3 ABOUT HERE>. Also, In the text, please direct readers to "see Table 1.1" (or Figure 2.3) rather than giving page numbers or using general terms such as "above" or "below."

- Images you have created in Word, Excel, or PowerPoint should be submitted in that format. JPG and TIFF images should be at least 3x5 inches or 5x3 inches at 300 dpi; send us your largest available version.

- Maximum number of illustrations per chapter: TWO, unless absolutely necessary, in which case three (including all figures, tables, diagrams etc.) – Sorry, I know this is strict, but Palgrave stipulates this.

- Try to have just a chapter title and a single level of subtitles (two levels max.)

- Please restrict the use of footnotes and endnotes as much as possible, but if you do use them we prefer endnotes.

- Use A4 size with Normal margins (1in/2.54cm) in Times New Roman 11pt, double spaced, including references.

- The work may contain or link to media, social or functional enhancements. If such enhancements are included in or linked to the Work they are an integral part of the Work and all rights, licences and obligations agreed to shall apply to such enhancements.

Author Forms & Permits
(Publisher Requirements)

- We need the 'Consent to Publish Form' (attached) completed and submitted with your chapter

- Wherever this is applicable, permission is required for material used that is copyrighted etc., including figures, photos, tables etc. you take from other publications. These CANNOT be simply cited/referenced. You need to either reproduce them differently, based on (and referencing) the original, but presenting them in your own elaboration, OR you need to get formal permit from the copyright owners (i.e. usually the publishers, not the authors).

- If your research includes interviews, then interview request forms (attached) should normally be completed by all interviewees. If this is not possible, then, in any case, the 'Terms for Interview Release Request' form needs to be completed by the authors

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