

Call for Papers for a Special Issue (SI): “The Changing Nature of Creativity in the Era of GenAI”

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Submission Deadline: 30 April 2025



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Rationale for the study - The emergence of GenAI

- GenAI (short for Generative Artificial Intelligence) has been defined as “*computational models capable of generating novel content such as text, images, or audio by learning from existing data*” (Li and Goel 2024, p1).
- Bloomberg Intelligence (2024) estimates that the GenAI market is expected to reach \$1.3 trillion by 2032.
- Rapid advancements in GenAI, and AI in general, have brought about substantial changes in various industries and sectors (Charles *et al.*, 2024).
- GenAI constitutes an emblematic illustration of how Information Systems (IS) may influence the world in truly unprecedented (positive or negative) ways (Susarlet *et al.*, 2023).

GenAI and Creativity

- Creativity is what sets us (humans) apart from technological artifacts (computers); human creativity has been seen as something that cannot be replaced by computers.
- Existing literature on creativity has sought to explore how digital technologies may influence human creativity and how leadership and management can be practiced so as to have a positive impact on human creativity (e.g., Chamakiotis and Panteli 2017).
- GenAI may be better than humans in a number of ways, including creativity, through the generation of original content (Kshetri *et al.*, 2023).
- Although creativity has traditionally been seen and studied as something positive, the emergence of GenAI has revealed negative facets of creativity, with tech companies acknowledging algorithmic problems that may promote discrimination (Small 2023).

Literature on creativity

- Creativity is a widely researched topic across multiple disciplines (e.g., psychology, management, engineering, arts).
- In different disciplines, there are different models that academics have developed to study creativity.
- Creativity in the management literature has been studied at three levels:
 - Individual (e.g., cognitive abilities, motivation, knowledge)
 - Team (e.g., composition, leadership, diversity)
 - Organizational (e.g., organizational culture and climate)
- IS scholars have studied technology-related factors that influence creativity in an organizational context, e.g., virtual teams (Abi Saad and Agogu e, 2023; Chamakiotis *et al.*, 2013).

Driving Question:

How does GenAI
change what we
know about
creativity?



Our driving question expanded

- How does GenAI change what we know about creativity?
- Is GenAI a threat to human and organizational creativity?
- Does GenAI “compete” with humans, or could it complement human creativity and what is the role of organizations and managers in this era?



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Example topics

- How GenAI systems influence human creativity.
- What GenAI creativity looks like and the opportunities it can provide.
- Organizations' role in ensuring human creativity.
- The effects of GenAI on team and/or organizational creativity.
- Facilitating/hindering factors in the use of GenAI for human creativity.
- The intersection between human and organizational creativity in the era of GenAI.
- The role of GenAI developers in promoting creativity.
- The role of leadership/management in enhancing human creativity in the era of GenAI.
- Ethical issues in developing GenAI for creativity in organizations.
- Impact of GenAI on creativity within IS education.
- Impact of GenAI on specific professions and how these may need to be adapted
- How GenAI enables specific types of professionals (e.g., content creators, educators) to become more creative.
- How professionals across different sectors may be able to work alongside GenAI in order to promote creativity.
- The effect of GenAI on the creative industries, including how it values or devalues art.
- How can human creativity be safeguarded and regulated to avoid unethical use and copyright infringement.

Paper Development Workshop (PDW)

- Prospective authors are encouraged to submit a 1,000-word abstract for evaluation and feedback by email to the lead guest editor (see next slide on this). The deadline for this will be on 30th September 2024.
- Authors of selected abstract submissions will be invited to a PDW which will be scheduled to take place online in November 2024 (date TBD).
- The purpose of the PDW will be to provide constructive feedback on the selected papers in order to increase the chances of acceptance of the selected papers.
- Although highly encouraged, **participation in the PDW does not guarantee acceptance.**
- Authors who will not submit abstracts, or whose abstracts are selected for the PDW may still submit their work if they consider it addresses the aims of the SI.

Submission instructions

- Manuscripts must be submitted in PDF format to the ISF-Springer online submission system at <https://www.editorialmanager.com/isfi> and the authors need to select our SI on the dropdown list.
- Paper submissions must conform to the format guidelines of *Information Systems Frontiers* <https://www.springer.com/journal/10796/submission-guidelines>
- Submissions should be approximately 32 pages double spaced including references.
- Prospective authors are encouraged to submit a 1,000-word abstract for evaluation and feedback by email to the lead guest editor (see next slide on this).
- The criteria for selection will be:
 - fit with the SI aims
 - theoretical framing of the study (both conceptual and empirical papers are welcome); and
 - completion/maturity level of the proposed study (i.e., research-in-progress papers will not be considered)
- Selected authors may be asked to review other papers during the review process.

Important dates

- Abstract submission to PDW (optional by email to the lead guest editor): 30th September 2024
- PDW: November 2024
- **Submission deadline: 30th April 2025**
- Notification of first-round reviews: 31st July 2025
- Revised Manuscript due: 31st October 2025
- Notification of second-round reviews: 31st January 2026
- Final version due: 31st March 2026
- Expected final decision: 30th April 2026

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