

Call for Contributions

Note: On site and Online Options

To accommodate many situations, we are offering the option for either physical presence or virtual participation. We would be delighted if all authors manage to attend in person but are aware that special circumstances are best handled by having flexible options.

Submission:

1. Inform the Chairs: with the Title of your Contribution

2. Submission URL:

<https://www.iariasubmit.org/conferences/submit/newcontribution.php?event=DIGITAL+2025+Special>

Please select Track Preference as **PGAI**

Special track

PGAI: Productivity Gains by AI – Myth or Measurable?

Chairs

Prof. Dr. Claudia Heß. IU Internationale Hochschule, Germany claudia.hess@iu.org

Prof. Dr. Sibylle Kunz. IU Internationale Hochschule, Germany sibylle.kunz@iu.org

along with

DIGITAL 2025, Advances on Societal Digital Transformation

July 06 - 10, 2025 - Venice, Italy

<https://www.iaria.org/conferences2025/DIGITAL25.html>

Media and tech industry have been praising Artificial Intelligence (AI), and especially Generative AI with many arguments. One of the most glittering – but also most vague - is unprecedented productivity. As AI continues to evolve and integrate into the workplace, a critical question has emerged: Are there verifiable facts on productivity improvements brought about by AI, or is it rather a management myth and wishful thinking? This session seeks to conduct a first interim review of AI-driven productivity gains.

The session wants to investigate how potential productivity improvements brought about by AI-based solutions can be measured or estimated across different industries, workflows, and conditions. Additionally, this session will address the impact of AI on not just productivity, but also on the quality of outcomes and its impact on the workforce. Assessing the true impact of AI on productivity presents multiple challenges, such as quantifying productivity in non-tangible or creative tasks, adhering to labor laws and ethical guidelines when tracking employee performance, or determining what is attributable to AI or to other factors (e.g., process improvements).

The collaboration between academia and industry is pivotal in answering these questions. We therefore invite submissions that present robust theoretical frameworks, empirical studies, and case studies from both scientific researchers and industry practitioners. Our objective is to critically examine the ambitious claims surrounding AI's potential for productivity, separate hype from proven outcomes, and generate deeper insights into creating AI solutions that deliver sustainable, ethically responsible, and measurable long-term productivity improvements.

We invite paper submissions addressing these topics.

Example of subtopics for contributions include, but are not limited to:

- Theoretical models for measuring productivity gains from AI systems.
- Empirical studies on AI-driven automation and its impact on business performance.
- Case studies comparing pre- and post-AI implementation productivity in various industries.
- Facts-based cost-estimations of AI training for employees in relation to productivity gains
- Insights into the limits or challenges of AI adoption in boosting efficiency.
- Quantifying the economic and operational ROI (Return of Investment) for AI investments.
- Performance paradoxes: situations where AI adoption has led to neutral or negative productivity outcomes.
- Long-term impact of AI on employee roles, job satisfaction, and productivity.
- Industry perspectives on whether AI tools have met (or fallen short of) expectations in increasing productivity.

These are only suggestions; we welcome papers discussing other issues related to digital accessibility

Important Datelines

Inform the Chairs, as soon as you decide to contribute.

- Submission: May17
- Notification: June 6
- Registration: June 18
- Camera-ready: June 18

Note: The submission deadline is somewhat flexible, providing arrangements are made ahead of time with the chair.

Contribution Types

Regular research contributions

- Regular papers [in the proceedings, digital library]
- Short papers (work in progress) [in the proceedings, digital library]
- Posters: two pages [in the proceedings, digital library]
- Posters: slide only [slide-deck posted on www.iaria.org]
- Presentations: slide only [slide-deck posted on www.iaria.org]
- Demos: two pages [posted on www.iaria.org]

Paper Format

- See: <http://www.iaria.org/format.html>
- Before submission, please check and comply with the editorial rules: <http://www.iaria.org/editorialrules.html>

Publications

- Extended versions of selected papers will be published in IARIA Journals: <http://www.iariajournals.org>
- Print proceedings will be available via Curran Associates, Inc.: <http://www.proceedings.com/9769.html>
- Articles will be archived in the free access ThinkMind Digital Library: <http://www.thinkmind.org>

Papers Submission

<https://www.iariasubmit.org/conferences/submit/newcontribution.php?event=DIGITAL+2025+Special>

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Registration

- Each accepted paper needs at least one full registration, before the camera-ready manuscript can be included in the proceedings.
- Registration fees are available at <http://www.iaia.org/registration.html>

Contacts

Chairs

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