Strategic Imperatives and Core Competencies in the Era of Robotics and Artificial Intelligence

Part of the Advances in Computational Intelligence and Robotics Book Series

Roman Batko (Jagiellonian University, Poland) and Anna Szopa (Jagiellonian University, Poland)

Description:

The use of machines has changed the workplaces of today. While machinery is still not able to perform certain jobs that require creative or non-routine functions, their continuous advancements have shifted the dynamic between organizations and manual laborers.

Strategic Imperatives and Core Competencies in the Era of Robotics and Artificial Intelligence focuses on contemporary organizations and their use of new competencies. Features coverage on new skill identification and best practices for management.

Readers:

This book is essential for professionals, administrators, researchers, and students seeking current research on the latest developments in technological applications in the workplace.


Topics Covered:

- Artificial Intelligence
- Critical Thinking Skills
- Living Labs
- Marketing Considerations
- New Media
- Organizational Control
- Socio-Technical Systems

Order Information
Phone: 717-533-8845 x100
Toll Free: 1-866-342-6657
Fax: 717-533-8661 or 717-533-7115
Online Bookstore: www.igi-global.com
Table of Contents

Chapter 1: Panopticon—Cybercontrol in Liquid Modernity: What Does Control Really Mean in Contemporary Management?
Roman Batko, Jagiellonian University, Poland

Chapter 2: The Influence of Crowdsourcing Business Model into Artificial Intelligence
Anna Szopa, Jagiellonian University, Poland

Chapter 3: The Rise of Artificial Intelligence: Its Impact on Labor Market and Beyond
Robert Niewiadomski, NYCDOE, NABU, USA
Dennis Anderson, St. Francis College, USA

Chapter 4: Promoting Critical Thinking in the Modern Learning Environments
Kitpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Chapter 5: The Role of Living Labs in the Process of Creating Innovation
Anna Maria Sabat, Jan Kochanowski University, Poland
Anna Katarzyna Florek-Paszkowska, Jagiellonian University, Poland

Chapter 6: An Imagination of Organizations in the Future: Rethinking MCarney’s 7s Model

Oya Zincir, Istanbul University, Turkey
Ayşegül Özbebek Tunç, Istanbul University, Turkey

Chapter 7: The Organization of the Future and the Marketing Function: Marketers’ Competencies in the Era of Information Technology
Mario Gonzalez-Fuentes, Trinity University, USA

Chapter 8: Algorithm as Demiurge: A Complex Myth of New Media
Jan Kret, Jagiellonian University, Poland

Chapter 9: Decision-Making Models of the Human-Operator as an Element of the Socio-Technical Systems
Nina Rizun, Gdansk University of Technology, Poland
Tatyana Shmelova, National Aviation University, Ukraine

Chapter 10: Aggregators News Sources of Main Portals in Poland
Jan Kret, Jagiellonian University, Poland
Marianna Petrova, Jagiellonian University, Poland

Chapter 11: Competences as a Core Factor Impacting Market Research Usage in Poland: Luxury of Thriving Business or Necessity of Struggling One – State of Market Research Industry in Poland
Zofia Bednarowska, Jagiellonian University, Poland
Michał Andrzej Chrzaniowski, Jagiellonian University, Poland

Anna Szopa, PhD, designs and teaches undergraduate and graduate courses in entrepreneurship and technology commercialization. She holds an MS in Quality Management from Silesian University of Technology and earned her doctoral degree from Jagiellonian University examining innovation strategies of spin-off companies. She has twelve years’ experience in managing companies including research and consultancy. She awarded the fellowship of the The Ryoichi Sasakawa Young Leaders Fellowship Fund (Sylff). She was a visiting researcher at Maryland Technology Enterprise Institute and University of Central Florida. Her primary research interests include university-industry relationships and university spin-offs. She is an editor of books about innovations, and published several articles in management journals and books.