

1. Record Nr.	UNINA9910367249903321
Titolo	The Future of Management in an AI World : Redefining Purpose and Strategy in the Fourth Industrial Revolution // edited by Jordi Canals, Franz Heukamp
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	3-030-20680-7
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (XXIII, 242 p. 12 illus., 8 illus. in color.)
Collana	IESE Business Collection
Disciplina	650 658
Soggetti	Business Management Industrial management Leadership Popular Science in Business and Management Innovation/Technology Management Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I. An introduction to AI and Management -- 1. AI for Management: An Overview; Dario Gil, Stacy Hobson, Aleksandra Mojsilovi, Ruchir Puri, and John R. Smith -- Part II. The Changing Nature of Companies and General Management -- 2. What is the Value of Firms in an AI World?; Julian Birkinshaw -- 3. The Evolving Role of General Managers in the age of AI; Jordi Canals -- Part III. Leadership Development and Talent Management in an AI Age -- 4. The Role of the General Manager in the New Economy: Can We Save People from Technology Dysfunctions?; Jeffrey Pfeffer -- 5. Can Data Science Change Human Resources?; Peter Cappelli, Prasanna Tambe and Valery Yakubovich -- 6. University, Education, Technology and the Future of Work; Bernard Yeung -- 7. AI and the Leadership Development of the Future; Franz Heukamp -- Part IV. Some Key Managerial, Interdisciplinary Challenges -- 8. AI, Marketing Science and Sustainable Profit Growth; Dominique

M. Hanssens -- 9. How Can Human-computer 'Superminds' Develop Business Strategies?; Thomas W. Malone -- 10. The CEO as a Business Model Innovator in an AI World; Joan E. Ricart -- 11. Managing AI within a Digital Density Framework; Javier Zamora.

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## Sommario/riassunto

“As business leaders look to AI to improve business performance, Jordi Canals and Franz Heukamp outline very successfully how AI can support critical decision-making. This book provides an invaluable tool for corporate reinvention.” —Luis Maroto, President and CEO, Amadeus

“No matter how AI may transform companies, managers will still have to make decisions. They will require emotional intelligence, ethics and insight for this task. The moral dimension of decision-making, a key feature of the CEO’s job, will therefore become more important than ever. This is only one of the many interesting lessons this important book provides - a ‘must-read’ for every manager.” —Narayana Murthy, Founder, Infosys

“This book addresses the very heart of a manager’s challenge to make good decisions, manage the digital transition, and drive business with constantly changing technology. It is an indispensable read for leaders searching for guidance on the myriad strategic decisions on how and why to integrate AI into their business.” —Silvio Napoli, Chairman, Schindler

“The Future of Management in an AI World demonstrates that the success of transition to AI will heavily depend on a new approach to people engagement and leadership. In an AI world, progress will still be led by people.” —Jean-Pascal Tricoire, CEO, Schneider Electric

“Imagine the introduction of electricity in a world which previously had no electricity. Every facet of life is transformed from the biggest to the tiniest. The impact of AI on human society is nothing less than civilisational change, affecting not only material and intellectual aspects but also posing unsettling moral challenges in the way human beings interact with one another. In the economic sphere, AI acts at different levels - design and production of goods and services, industry configurations and management itself. This timely book on The Future of Management in an AI World by Jordi Canals and Franz Heukamp fills a relative void in the growing volume of literature on AI and its impact on leadership. The chapters discuss how AI will profoundly change human organisation and the nature of leadership.” —George Yeo, Chairman, Kerry Logistics

Artificial Intelligence (AI) is redefining the nature and principles of general management. The technological revolution is reshaping industries, disrupting existing business models, making traditional companies obsolete and creating social change. In response, the role of the manager needs to urgently evolve and adjust. Companies need to rethink their purpose, strategy, organisational design and decision-making rules. Crucially they will also need to consider how to nurture and develop the business leaders of the future and develop new ways to interact with society on issues such as privacy and trust. Containing international insights from leading figures from the world of management and technology, this book addresses the big challenges facing organisations, including:

- Decision-making
- Corporate strategy
- People management and leadership
- Organisational design

Taking a holistic approach, this collection of expert voices provides valuable insight into how firms will discover and commit to what makes them unique in this new big data world, empowering them to create and sustain competitive advantage.

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