

## **RNI Track: Artificial Intelligence in Health and Wellbeing**

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Artificial intelligence (AI) is producing multidisciplinary research interest. World population is aging rapidly (Dall et al., 2013) and future challenges could come from AI-based solutions in order to improve business processes that have implication for different users and sectors (Huang and Rust, 2018). As affirmed by Sabherwal and Becerra-Fernandez (2011) AI refers to “enabling computers to perform tasks that resemble human thinking ability” and it is acknowledged to produce great opportunities to firms willing to design better practices for their customers. For instance, disruptive innovation in healthcare is an important way to face several industry problems and create value (Christensen, Grossman & Hwang, 2009; Elton and O’Riordan, 2016). In recent years, a key challenge within healthcare industry refers to the adoption and implementation of new health technologies, indeed, its players cannot create value and achieve a sustainable competitive advantage without new AI-based machines (Meskò et al., 2018). Moreover, AI is influencing the wellbeing of older people (Bond et al., 2017). Health technologies require technically skilled experts to support users for daily utilization (Schartinger et al., 2015).

Artificial intelligence, expressed by machines that show aspects of human skills (e.g. mechanical, analytical, intuitive and empathetic) (Huang and Rust, 2018), is increasingly used in the healthcare system within a complex context of growing importance in the economic development key.

New technologies and devices transform how health organizations and systems offer their product/services and deliver value (e.g., via app and sensors). AI-based apps showed to bring a tremendous positive impact on the customers shopping process (Grewal et al., 2017). Therefore, health technologies meet the limit resulting from the difficulty of defining the problems of data security and privacy for a different group of stakeholders (e.g. patients, physicians, policy makers, payers) (Lehoux et al., 2014). In this direction, the rising paradigm of e-health offers critical future growth opportunities (Eysenbach, 2001; de Veer et al., 2015). Artificial intelligence machines can design specific interventions tailored for the customer journey and monitor information in real time (e.g. via smartphone, even remotely). Thus, AI-based technologies provide challenging perspective for integrating human-based communication with machine-to-machine interaction (Michalski et al., 2014; Brynjolfsson and McAfee, 2017).

Another critical variable to consider for designing effective AI-services could be the best solution to combine health, medicine and technology to act on several critical points such as the setting of specific parameters to control each person or proposing psychological incentive to improve (Dabholkar and Bagozzi, 2002). This is a crucial point since, at the end, the ultimate goal of healthcare innovation and technology is to both create value for organisations and improve (and prolong) the life of people.

The purpose of AI-based solutions is to create an intelligent system that can collaborate effectively with people (Nilsson, 2014).

The aim of this Track is to gather high quality contributions that deepen and enhance our understanding of the role of AI in facilitating interorganizational interaction in the healthcare system. We welcome manuscripts that address the subsequent, non-exclusive list of questions:

- How is AI influencing the organization of healthcare system?
- Could AI lead healthcare companies and institutions to innovative strategies and policies for the industry development and services optimisation?

- How will operations, marketing, human resources strategies benefit from AI solutions?
- What are the main relational aspects of AI on the customer journey? What kind of data sources managers should opt for in order to create effective AI-based customer journey?
- How healthcare organizations must be redesigned to successfully develop and sell AI-based innovations for wellbeing?
- How can managers suitably organize and improve the patient service via AI?
- How will AI influence the decision-making processes? What is the role of health technologies?
- How do types of AI contribute to the value co-creation in B2B/B2C markets?

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