

Call for Papers: Creativity and AI

Digital Transformation and Innovation Series, Springer Nature

Deadline: July 31st

The Institute for Digital Transformation and Innovation (IDTI) at the BSP Business and Law School announces the Call for Papers for *Creativity and AI*, the forthcoming volume of the *Digital Transformation and Innovation* series, organized by IDTI in partnership with Springer Nature Publisher. The book series presents practical and critical insights across diverse sectors, including business, education, cultural and creative industries, and public policy, using the societal changes brought about by Digital Transformation as a springboard.

This call for proposals is for the fourth volume of the series and invites researchers, scholars, and creative industry, technology and business professionals to contribute with essays that showcase innovations in the use of AI for creative endeavours. The editorial team will be composed of Kristina Bodrožić-Brnić, Caroline Menezes and Thomas Thiessen.

The first volume, *Leadership for Digital Transformation*, was published in October 2024, and the second, *Digital Change in Knowledge Transfer*, is currently in production. More information can be found at the following link: <https://www.springer.com/series/17449>

We welcome theoretical, empirical, and practice-based contributions that explore the intersection of Artificial Intelligence and creativity. While technology is at the core of this discussion, the central focus of all contributions should be the human dimension. Authors are encouraged to critically reflect on how human values, experiences, and agency remain essential in shaping, guiding, and interpreting AI-driven creative processes and its outcomes.

For this book, the editorial team aims to develop a comprehensive understanding of artistic and creative manifestations that encompass Visual Arts, Design, Film, Video, Sound, Theatre, Music, Virtual and Augmented Reality, Multimedia, Architecture, Performance Art, Sculpture, Arts and Crafts, among others.

Thematic areas may include, but are not limited to:

1. AI in Artistic and Creative Practices

- Creative projects in diverse artistic languages, created using AI, that are accessible to and engage with society.
- Current and historical artistic and creative projects that have paved the way for contemporary AI applications in the arts and creative industry.
- AI-generated artistic expressions and their ethical implications, including issues related to their monetization.

2. Innovation and Business Development

- AI-driven ideas that elevate business prospects within the creative industries.
- Design concepts that advance innovation across various business sectors.
- Business communication and AI and the effect of generative AI tools on branding, storytelling, and content production.
- Collaborative communication between humans and AI in organizational contexts.

3. Regulatory Perspectives

- Creative AI projects that emphasize ethical considerations and human-centred approaches to a trustworthy and inclusive use of emerging technologies.
- Human creativity and machine production: the role of artistic agency in shaping AI-related regulations and policies.
- Copyright, intellectual property, and authorship in the age of AI-generated content.

4. Education, Culture, and Societal Impact

- Competencies needed to understand cultural changes driven by AI.
- Machine learning as a driver of creativity.
- The influence of AI on cultural production, identity, and values.

Submission Guidelines:

We invite proposals from professionals with demonstrated expertise in the aforementioned topics. PhD candidates are also encouraged to submit a proposal. Please send a 300-word abstract (maximum) in English or German and a 150-word bio to caroline.menezes@businessschool-berlin.de by July 31st.

Final Paper Submission:

If your abstract is accepted, the final article should be written in British English. Contributions may follow a traditional journal article format or take an essay-style approach and should be between 5,000 and 9,500 words in length. We look forward to your innovative ideas and insights!

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The preliminary schedule for volume submissions and further details will be provided upon acceptance of the abstract.