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+2026+Special
Please select Track Preference as **PGAI26**

Special track

PGAI26: Productivity Gains by AI - Evidence, Evaluation and Unintended Effects

Chairs

Prof. Dr. Claudia Heß. IU Internationale Hochschule, Germany
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along with

DIGITAL 2026, **Advances on Societal Digital Transformation**
July 05 - 09, 2026 - Nice, French Riviera, France
https://www.iaria.org/conferences2026/DIGITAL26.html

Over the past years, the adoption of Artificial Intelligence - especially Generative AI - has moved from hype to widespread implementation. Tools like AI copilots, assistants, and automated content generators are now part of everyday workflows in media, tech, education, customer service, and beyond. But one critical question remains: **Is AI truly delivering measurable productivity gains—or are the perceived benefits still largely aspirational?**

This session offers a timely review of how AI is impacting productivity in real-world contexts. It seeks to explore how potential productivity improvements brought about by AI-based solutions —particularly through the growing use of generative tools, automation, and AI-assisted workflows—can be measured or estimated across different industries, tasks, and organizational contexts. We will examine not only how AI affects productivity levels, but also how it influences the quality of outcomes, employee experience, and evolving roles within the workforce. Although the first theoretical frameworks for measuring AI productivity have been developed and more business cases for AI-based applications are being calculated, assessing the true impact of AI on productivity remains complex. It involves 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 optimizations).

We welcome contributions from academia and industry that provide **empirical studies, theoretical frameworks, field experiments, case studies**, and **critical reflections** on AI's impact on productivity. Submissions should go beyond anecdotal evidence to offer **methodologically sound and practically relevant insights**. Our objective is to critically examine the ambitious claims surrounding AI's potential for productivity, separate hype from proven outcomes, and generate deeper insight 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 frameworks for measuring productivity effects of AI across different types of work (e.g., knowledge work, service, manufacturing) in different industries.
- Empirical studies assessing the relationship between AI adoption and measurable. improvements in business performance, workflow efficiency, or output quality.
- Comparative case studies analyzing productivity before and after AI integration across industries.
- Data-driven evaluations of the costs and benefits of AI training programs.
- Critical examinations of barriers and limitations in realizing efficiency gains through AI, such as organizational readiness, skill gaps, or overreliance on AI-generated content.
- Quantifying the economic and operational ROI for AI investments.
- Performance paradoxes: situations where AI adoption has led to neutral or negative productivity outcomes.
- Longitudinal research on the evolving role of employees in AI-supported environments, including effects on job satisfaction, autonomy, skills development, and sustained 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: March 31
- Notification: May 04
- Registration: May 17
- Camera-ready: May 31

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

Contribution Types

d. 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+2026+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.iaria.org/registration.html

Contacts
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