# *Labour, Business, and Management in the Age of AI*
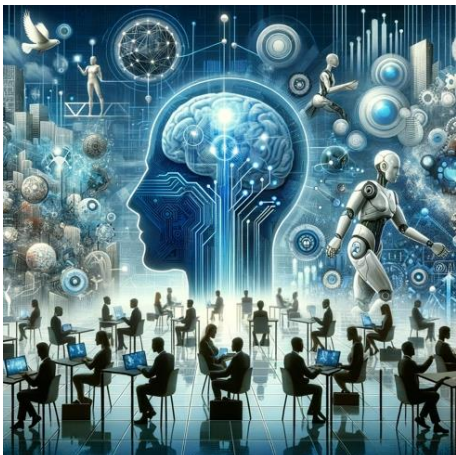
**DATE:** Friday 22 March 2024

**TIME:** 2:30PM – 4:30PM

**MEETING DETAILS:** Learning Studio 78, Level 7, 1PSQ & Zoom Online (Meeting ID: 823 1832 9158, Password: 283566)

**RSVP:** COB, Thursday 21 March 2023
**CONTACT:** business.research@westernsydney.edu.au



Join our interdisciplinary meeting and offer your original contribution to our brainstorming session – discuss with us how government organizations and corporations are being impacted by emerging technologies.

**SEMINAR HOSTS:**

Dr Aila Khan, Dr Michael Lwin and Dr Maria Estela Varua.

**2:30PM – 2:45PM**

*__Welcome Address and Introduction: Technology Futures, Marketing, and Innovation__*

Dr Aila Khan (Western Sydney University, School of Business),
Dr Omar Mubin (Western Sydney University, MARCS Institute) and
Dr Max L Cappuccio (UNSW Canberra)

**2:45PM – 3:15PM**

*__Immersive Technologies in the Workplace: Applications for HR and Executives__*

Presenter Name: Marina Gallucci (University of Florence)

Biography: Economics & Management PhD Student works in HRM and Organizational Behavior in the University of Pisa.

**3:15PM – 3:30PM**

*__Technological Singularity or AI Winter? How Hype can Change the Business Landscape__*

Presenter Name: Pietro Perconti (University of Messina, School of Cognitive Sciences)

Biography: Pietro Perconti is professor of Philosophy of mind at the Department of Cognitive Science, University of Messina, Italy. His research interests include social cognition, consciousness, and the social role of cognitive science. In the past, research areas also cover history of the Western philosophy, in particular German classical age. Perconti is the author of over 100 publications, including eight books. The latest, The Future of the Artificial Mind (with A. Plebe) (Boca Raton, CRC, 2022), provides an outline of what the artificial mind is now and the social impact it might have in the future.

*Cognitive Leadership and Team Performance: Artificial Wisdom as a Guide to Effective Management Practices*

Presenter Name: Max Cappuccio (UNSW Canberra, AI Hub)

Biography: Dr. Massimiliano (Max) Cappuccio is Deputy director of the Values in Defense and Security Technology group. His research in human performance and human-machine interaction attempts to combine different embodied approaches to cognition. As a cognitive philosopher and a technology ethicist, his research on intelligent systems is interdisciplinary and aims to integrate phenomenological analyses, empirical experimentation, and synthetic modeling. His current research focuses on skill acquisition and disruption, social-robotics, theory and ethics of artificial intelligence and autonomous systems. His early work has focused on mirror neurons theory, joint attention and deictic pointing, the frame problem of artificial intelligence, and the philosophical foundations of computationalism. During his career, he has produced more than a hundred original scientific contributions, including papers in journals, book chapters, collective volumes, special issues of journals, and papers presented at international conferences.

**3:45PM – 4PM**

*Applications of Social Robotics in the Corporate Environment: Speculative and Evidence-Based Approaches*

Presenter Name: Eduardo Benitez Sandoval (UNSW Paddington, Creative Robotics Lab)

Biography: Dr. Eduardo B. Sandoval is a social robotics researcher, his work spans different aspects of social robotics, such as Reciprocity in Human-Robot Interaction (HRI), robots and education, robots and healthcare, and addiction to robots among other topics.

**4PM – 4:15PM**

*Design and Innovative Thinking Processes: The Impact of Digitalization*

Presenter Name: Dr. Mauricio Novoa Munoz (Western Sydney University, School of Built Environment)

Biography: Mauricio NOVOA MUÑOZ is the Academic Program Advisor for the courses of Bachelor of Industrial Design (ID) Honours, ID, and Design and Technology at SoEDBE, WSU, Australia. He holds a Ph.D. Cultural Studies (WSU), Ma. Design (UTS), and a Ba. Fine Arts (PUCC) and is a Senior Fellow of the High Education Academy, UK.