**Emerging Technologies and Organizing**

**Maria Annosi (BMO group)**

Emerging technologies such as artificial intelligence, data analytics, robotics, digital platforms, social media, digital traces, blockchain, and 3D printing are increasingly reshaping human action and interaction in domains as varied as consumer credit-risk assessment, product design, platform work, healthcare diagnosis, hiring, predictive policing, custom manufacturing, automated fraud detection, consumer services, and surveillance.

Early organizational theorists treated technology as a fundamental shaper of organizational form and function (Perrow 1967; Thompson 1967; Galbraith 1973). But since those early works, only a small number of researchers have continued to foreground the role of technology in the organizing process (Zammuto et al., 2007; Orlikowski and Scott 2008; Leonardi and Barley, 2010).

Although organizations often have experienced technological change as a disruptive or difficult transition, the primary outcome of those changes has been to increase organizations’ abilities to automate and informate existing processes. Consequently, until now, existing theories of technology’s role in organizing processes have been largely adequate to explain changes in work and organizing. Technologies currently emerging do far more than automate and informate. With the potential for such changes in scope, new questions arise about how organizing can and should happen in the future, including questions related to coordination, control, communication, hierarchy, professional roles and boundaries, socialization, practices, and much more. We encourage students to engage in empirical work that can help shape the way we understand the relationship between organizations and emerging technology. Some possible research questions can be: How do emerging technologies alter work content and processes, including the way knowledge is transformed, shared, and created? • How do emerging technologies alter the design of organizations? What tasks, functions, or domains of organizing may be enhanced, complemented, or substituted by emerging technologies? • How do emerging technologies reconfigure organizational boundaries, possibly transforming organizing and coordinating within and across organizations? • How do emerging technologies alter power structures inside the organization? • How do emerging technologies affect the spatial and temporal dimensions of organizing?

No requirement for students, just the willingness to do qualitative research. Results from this projects will be confidentially kept.

If you are interested, please, contact: [maria.annosi@wur.nl](mailto:maria.annosi@wur.nl)