Call for Papers

Technology & Economics in AI-assisted Markets (TEAM) Minitrack @ HICSS 2026
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Track: Decision Analytics and Service Science

Minitrack Co-Chairs

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Description

Technology is revolutionizing the global economy, driving transformational changes that are reshaping industries and societies at an unprecedented scale and pace. Artificial intelligence (AI) and the growth of digital platforms are at the forefront of this transformation, with investments in advanced infrastructures and cutting-edge models fueling the fourth industrial revolution. The Stargate Project exemplifies this trend, with plans to invest $500 billion over the next four years to build AI infrastructure in the United States, reinforcing American leadership in AI while creating hundreds of thousands of jobs and securing strategic national capabilities. Similarly, the rise of innovative players like DeepSeek highlights the global competition in AI development. DeepSeek's recent breakthrough with its cost-efficient and highly capable DeepSeek-V3 model has disrupted the market, challenging assumptions about U. S. primacy in AI and the effectiveness of export control. This surge in technological innovation is driven by key industry leaders and supported by national policies aimed at fostering growth in AI capabilities. Companies continue to race to develop foundation models, while governments worldwide prioritize strategic investments to remain competitive in this rapidly evolving landscape.

These developments mean that an unprecedented amount of data on individuals and business operations is now available. The effective and efficient analysis of such data and the extraction of

actionable insights are made possible by innovations in machine learning, causal inference, and economics, along with the availability of powerful computational resources, such as GPUs and cloud computing. These advancements provide researchers with unique opportunities to conduct analytics-based research. Industry practitioners in these countries are also building technological and AI capabilities for competitive advantage, and entrepreneurs are creating new business models in this technology-enabled ecosystem. At the same time, there are many interesting challenges to technology and analytics research. First, the sheer volume of data necessitates the development of a scalable analytics framework. Second, data integrity needs to be carefully examined to ensure quality research. Third, a deep understanding of the contextual features (e.g., business practices, languages, cultures, social norms, legal systems) is important. Finally, to ensure generalizability, analytics-based perspectives require support from sound theories from disciplines such as economics, psychology, and sociology.

The main purpose of this minitrack is to bring AI/IT researchers, economists, industry practitioners, and policymakers together to discuss future directions on how AI will reshape various marketplaces and the global economy. It is anticipated to offer a pathway to initiating and strengthening collaborations between academia and industry.

Topics of interest include, but are not limited to:

1. AI infrastructure development
2. AI economic impact
3. Development of foundation models
4. Global AI strategies
5. AI regulatory policies
6. AI market disruption
7. AI-driven consumer behavior
8. Personalized marketing through AI
9. Generative AI and large language model services
10. AI-powered bots and the fight against fake news and misinformation in emerging economies
11. Consumer trust in generative AI systems
12. AI-driven healthcare decision support
13. Marketing automation and AI
14. AI-empowered digital entrepreneurship
15. AI and analytics in personalized K-12 and higher education in emerging countries
16. Scalable analytics methodologies
17. AI ethics and data integrity

Important Dates

- **Paper submission due: June 15, 2025**
- Notification of acceptance/rejection: August 17, 2025
- Revision due for conditionally accepted papers: September 4, 2025
- Final manuscript due: September 22, 2025
- Registration due: October 1, 2025

Author Instructions: https://hicss.hawaii.edu/authors/

Submission Site: https://hicss-submissions.org/

Chair Biographies:

Gene Moo Lee (primary contact; gene.lee@sauder.ubc.ca) is an Associate Professor of Information Systems & Analytics at UBC Sauder School of Business. He received a Ph.D. in Computer Science from the University of Texas at Austin. His research in AI and business analytics has been published in *MIS Quarterly*, *Information Systems Research*, *Journal of MIS* among others. His research has been supported by 25+ grants (e.g., U.S. NSF, Canada SSHRC) for $1.5 million. He has served multiple editorial roles in IS journals, including *ISR* (AE), *Decision Support Systems* (SE), *MISQ* (Guest AE twice), and *JMIS* (Guest AE). He received the AIS Early Career Award in 2019 and the Reviewer of the Year Award of 2021 from both *MISQ* and *ISR*. He worked for Samsung, AT&T, Intel, and Goldman Sachs, and has collaborated with tech firms (e.g., Samsung, Hyundai/Kia, Yahoo, IGAWorks, KISTI, Canada Energy Regulator), and holds 11 patents in mobile technology. He is the Director of the Data+AI Research Group.

Sang-Pil Han (shan73@asu.edu) is an Associate Professor of Information Systems in the W. P. Carey School of Business at Arizona State University. His research focuses on the economic, managerial, and policy-related issues associated with artificial intelligence and digital platforms. In his research, he relies upon empirical research methods including econometric analyses, data mining, dynamic structural modeling and randomized field experiments. His papers were published in top-tier journals such as *Management Science*, *Management Information Systems Quarterly*, *Information Systems Research*, among others. He served as an Associate Editor at *Information Systems Research*.

Huaxia Rui (huaxia.rui@simon.rochester.edu) is the Xerox Chair Professor at Simon Business School and an affiliated faculty at Goergen Institute for Data Science and Artificial Intelligence, at the University of Rochester. He is broadly interested in AI, economics, and social media, and has published in premier academic journals in information systems, management, and economics. His research has also been covered in media such as *Financial Times*, *The Wall Street Journal*, *Bloomberg*, *Yahoo! News*, and *LSE Business Review*. Dr. Rui received his Ph.D. from University of Texas at Austin and his bachelor's degree from Tsinghua University.