The Dark Side of Perceiving Artificial Intelligence as an Opportunity to Employees: Behavioral Implications for Decision-Makers

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Organizations are increasingly relying on Artificial Intelligence (AI) to assist them in making decisions across various work domains (e.g., human resources, healthcare, and finance). A recent McKinsey Global Institute report estimated that about 70 percent of companies may adopt some AI technologies in the near future, resulting in many organizations becoming accustomed to human-machine interactions. Yet, while scholars have extensively discussed various opportunities and threats to employees from AI systems, none have empirically examined how employees' AI perceptions – as an opportunity or/and as a threat to employees, affect their decision-making behaviors. A straightforward assertion is that perceiving AI as an opportunity (rather than as a threat) is more beneficial in terms of AI adoption and usage. Yet, based on prior literature and our preliminary findings, we posit that opportunity perceptions may incur negative implications such as increasing professionals' overreliance on the AI, leading to lower task motivation and higher decision compliance. As such, we offer managers and organizational practitioners several practical recommendations that allow them to potentially integrate smart technologies into work environments with fewer adverse externalities for their employees.

The Infinite Cloning of the Ultimate Seller

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The immense rise of e-commerce under Internet 2.0 is also a watershed moment for price discrimination. The digitization of the buyers' and sellers' activity, which includes big-data, increasingly more effective algorithms and severe information gaps, has enabled for the first time robotic personal discrimination on an unperceivable scale – a utopia for sellers and dystopia for buyers.