Book series: Issues in Business Ethics (Springer Nature)

Call for Chapters for the Edited Volume

Engaging with AI in Business: A Virtue Ethics and Human-Centered Approach

Editors

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Overview

This edited volume examines how virtue ethics and human-centered AI (HCAI) can guide responsible AI across core business domains. We seek chapters that bridge theory and practice to align AI with human flourishing, organizational purpose, and the common good.

We particularly welcome contributions that show how AI reshapes organizational life—beyond risk and compliance— to address character formation, moral judgment, and the relational dimension of AI use in business.

The primary audience is scholars in business ethics, management and organization studies, information systems, and philosophy or ethics of technology, as well as practitioners, educators, and policymakers.

Proposed Areas for Chapter Contributions

The following list outlines suggested topics for chapter contributions. Proposals should focus on one of these functional areas or themes. While indicative, we also welcome original approaches that align with the overall theme of the volume.

1. **Virtue Ethics and HCAI in Leadership**

Contributions in this domain examine how AI is changing the nature and expectations of leadership in organizations. They reflect on the ethical challenges emerging from data-driven decision-making and digital mediation. A virtue-based and human-centered perspective can support responsible leadership in AI-intensive environments.

2. **Virtue Ethics and HCAI in Finance**

   Contributions in this area explore the ethical implications of AI-driven changes in the financial sector. They reflect on how these transformations impact financial decision-making and propose a virtue-based and human-centered lens to address emerging responsibilities in financial practice

3. **Virtue Ethics and HCAI in Human Resource Management**

   Contributions in this area analyze how AI is reshaping human resource practices and organizational life. They discuss the ethical tensions between automation and human agency in the management of people. A virtue ethics and HCAI perspective can help rethink key aspects of HR in AI-mediated environments.

4. **Virtue Ethics and HCAI in Marketing**

   Contributions in this domain explore how AI is transforming marketing practices, from customer segmentation to content personalization. They reflect on the ethical challenges posed by algorithmic persuasion, surveillance, and data use. A virtue-based and human-centered approach can help assess the implications of these shifts for trust, authenticity, and consumer relations.

5. **Virtue Ethics and HCAI in Production and Operations**

   Contributions in this area examine the ethical implications of automation, optimization, and predictive analytics in production systems, supply chains, and operational processes. A human-centered and virtue-oriented perspective can help align technological efficiency with organizational purpose.

6. **Virtue Ethics and HCAI in Corporate Governance**

   Contributions in this domain analyze how AI is affecting governance structures, decision-making processes, and accountability mechanisms in organizations. They reflect on the ethical implications of algorithmic oversight, transparency, and stakeholder responsibility. A virtue ethics and

HCAI lens is used to rethink the role of governance in shaping accountable and trustworthy organizations.

7. **Virtue Ethics and HCAI in Legal and Compliance Functions**

   Contributions in this area explore how automation and data analytics are redefining professional judgment and institutional responsibility in legal analysis, regulatory compliance, and risk assessment. A virtue-based and human-centered framework can guide ethical practice in these evolving functions.

8. **Virtue Ethics and HCAI in Communications**

   Contributions in this domain explore the role of AI in shaping corporate communication, stakeholder dialogue, and public perception. They consider the ethical risks of manipulation, opacity, and loss of relational depth. A virtue ethics and HCAI approach can support responsible and transparent communication practices.

9. **Virtue Ethics and HCAI in Digital Transformation and Automation**

   Contributions in this area examine the ethical dimensions of digital transformation and automation. They reflect on how these shifts impact people, processes, and decision-making. A virtue-based and human-centered lens can guide strategic decisions in increasingly automated environments

10. **Virtue Ethics and HCAI in Organizational Learning and Education**

    Contributions in this domain investigate how AI is influencing corporate learning, training, and professional development. They reflect on the ethical opportunities and challenges of AI-mediated education. A virtue ethics and HCAI framework can support the cultivation of character and critical thinking in organizational contexts.

11. **Virtue Ethics and HCAI in Strategy**

    Contributions in this domain reflect on how AI is transforming strategic planning, forecasting, and competitive analysis. They examine the implications of algorithmic reasoning for long-term vision and organizational purpose. A virtue-based and human-centered approach can support strategic thinking in the digital age.

12. **Virtue Ethics and HCAI in Innovation**

    Contributions in this area consider the ethical tensions between creativity, efficiency, and responsible disruption in AI-mediated innovation processes.

They explore how virtue ethics and HCAI can inform innovation practices that serve human and societal flourishing.

13. Virtue Ethics and HCAI in Accounting

Contributions in this domain examine how AI-driven changes—such as automation, real-time data processing, and predictive modeling—affect professional judgment, transparency, and ethical responsibility. A virtue-oriented and human-centered approach can help reframe the role of accounting in trustworthy organizational practices.

We welcome a wide range of chapter types that contribute to the theme of the volume from diverse methodological and practical perspectives. These include conceptual or theoretical syntheses, empirical studies, and design-science or artifact-based contributions such as governance tools, value-sensitive design (VSD), or assurance frameworks. We also encourage policy or regulatory analyses with organizational implications, as well as pedagogical chapters or teaching cases with accompanying teaching notes. Practitioner essays and reflective practice pieces are also welcome to foster dialogue between academic and professional communities.

Contributions are invited from scholars working in business ethics, management and organization studies, information systems, philosophy and ethics of technology, law and public policy; as well as from practitioners and educators offering evidence-based reflections, pedagogy-oriented chapters, or co-authored submissions.

Chapter Length & Format

- Length: 6,000–8,000 words (including references, tables/figures, and appendices).

- Each chapter must include: a title, a 150–250-word abstract, and 3–6 keywords.

- Referencing style: author–date (APA 7 acceptable); please ensure references are accurate and complete.

- File format: Word document (.docx).

- Figures/tables: limit reasonably; ensure you hold the rights or permissions for any third-party content.

- Author details**:** please include for each author a biographical sketch (max. 150 words), professional affiliation, contact email, and ORCID if available.

Submission & Review Process

We will follow a two-stage submission process:

Stage 1 – Proposal (Extended Abstract)

- Length: 750–1,000 words.
- The proposal should include: a title, target chapter slot, 3–6 keywords, and brief references (optional).
- Author details: for each author, include a biographical sketch (max. 150 words), professional affiliation, contact email, and ORCID if available.

Stage 2 – Full Chapter (upon proposal acceptance)

- Length: 6,000–8,000 words, including references, tables/figures, and appendices.
- Review process: all chapters will undergo double-blind peer review by at least two reviewers. Contributors may be invited to serve as reviewers for other submissions.
- Editorial review: editors may request developmental edits prior to peer review to ensure fit and coherence.

Ethics & compliance: submissions must be original, not under review elsewhere, and meet ethical standards. For empirical chapters, include human-subjects approval (if applicable), data availability statements, and disclose funding, conflicts of interest, and any use of generative AI tools in analysis or writing.

Generative AI Use Policy (for authors): Authors must not list AI systems as co-authors under any circumstances. If generative AI tools are used at any stage of the process—including idea generation, drafting, coding, analysis, translation, or image creation—such use must be transparently disclosed. The disclosure should specify the tool used (including version), its purpose, and the scope of its application. Authors remain fully responsible for the accuracy, originality, permissions, and ethical compliance of all submitted content, including any AI-generated text or media. All content must be

carefully verified and credited where appropriate, in accordance with academic integrity standards.

Key Dates

- Proposal (extended abstract) due: 31 December 2025
- Decision on proposals: 31 January 2026
- Full chapters due: 15 May 2026

How to Submit (Proposals & Queries)

Please submit your proposal by email to Dulce M. Redín (Corresponding Editor) at dredin@unav.es.
For any questions or queries regarding the volume, feel free to contact her at the same address.

About the Series

Issues in Business Ethics publishes volumes that advance scholarship and practice at the intersection of ethics and business, with a focus on normative depth and practical relevance.