Danube Cup Entrepreneurship Research Conference 2025

Conference theme: Entrepreneurship Research from a Small Business Perspective
Date of the conference: 10-11 October (Friday-Saturday) 2025
Location: Széchenyi István University, Management Campus Building (Address: Egyetem tér 1, H-9026 Győr / Hungary)
Conference organisers:
- Széchenyi István University, Kautz Faculty of Business and Economics
- Corvinus University of Budapest
- Budapest University of Technology and Economics, Faculty of Economic and Social Sciences

Conference website: https://danubecup.sze.hu/home

Session 13 - GenAI and the Future of Small Business: Opportunities and Challenges

Session head(s):
Piotr Gaczek, Poznan University of Economics and Business, Poznan, Poland
Session description:
GenAI and the Future of Small Business: Opportunities and Challenges

Generative AI (GenAI) is reshaping business landscapes by enhancing decision-making processes, enabling personalized customer interactions, and fostering innovation in marketing and sales (Kshetri et al., 2024; McKinsey, 2024). Its capacity to act as a collaborative tool for managers offers businesses an unprecedented opportunity to blend human creativity with computational precision (Huang & Rust, 2024). GenAI is no longer merely a tool (Seeber et al., 2020); it is becoming a key collaborator in tasks ranging from customer engagement to strategic decision-making, challenging traditional boundaries of organizational roles and responsibilities (Hindriks & Veluwenkamp, 2024; Davenport et al., 2020; Wirtz et al., 2018).

This session explores the transformative potential of GenAI in business contexts, emphasizing its implications for collaboration, innovation, and strategy. It seeks to foster a deeper understanding of how businesses can

integrate GenAI to improve operational efficiency and create value while navigating the behavioral and organizational challenges that come with it. Special focus will be placed on the dynamics of human-AI collaboration, including how managers leverage AI in decision-making and customer-facing roles (Kunz & Wirtz, 2024).

Topics of interest include, but are not limited to:

- The role of GenAI in enhancing collaborative decision-making and strategic planning.
- Managerial perceptions of GenAI as a partner vs. a tool in organizational contexts.
- Leveraging GenAI to support small business growth and scalability.
- Practical applications of GenAI in day-to-day business operations.
- Implications of GenAI for marketing and customer relationship management.
- The potential of GenAI to drive innovation in B2B collaborations.
- Ethical considerations in deploying GenAI for customer-facing interactions.
- Challenges in balancing human oversight with GenAI autonomy.

We encourage submissions that push theoretical and empirical boundaries, embrace creative methodologies, and foster interdisciplinary approaches, paving the way for an inclusive and diverse future research agenda in entrepreneurship.

Keywords: AI, Artificial Intelligence, GenAI, collaboration between humans and machines; HCI; decision-making; business and entrepreneurship, responsibility gap; practical use of AI; AI for ethics

References:
1. Davenport, T. H., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science, 48*(1), 24-42.
2. Hindriks, F., & Veluwenkamp, H. (2024). Artificial agents: responsibility & control gaps. *Inquiry*, 1–25.
3. Huang, M. H., & Rust, R. T. (2024). The caring machine: Feeling AI for customer care. *Journal of Marketing*, 00222429231224748.
4. Kshetri, N., Dwivedi, Y. K., Davenport, T. H., & Panteli, N. (2024). Generative artificial intelligence in marketing: Applications, opportunities, challenges, and research agenda. *International Journal of Information Management, 75*, 102716.
5. Kunz, W., & Wirtz, J. (2024). Transformative potential of AI in customer interactions. *Journal of Service Research, 27*(3), 232-248.
6. McKinsey & Company. (2024). *State of AI adoption in 2024*. McKinsey Global Institute.

7. Seeber, I., Bittner, E., Briggs, R. O., De Vreede, T., De Vreede, G. J., Elkins, A., ... & Söllner, M. (2020). Machines as teammates: A research agenda on AI in team collaboration. *Information & management*, *57*(2), 103174.

The deadline for submissions (i. Full papers, ii. Work-in-progress papers and iii. Good practice cases) is **1 June 2025**.

All submissions must use the submission template and use the submission procedure on the webpage https://danubecup.sze.hu/submissions . Otherwise, they will not be considered for review.