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https://iiakm.org/conference/

Invited Keynote Lecture

How Theoretical Frameworks Structure Our Understanding of Knowledge and Consciousness in the Age of AI?

Professor Meir Russ

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Keynote Overview:

This keynote will examine how knowledge management can integrate entropy, information, cognition, AI, and institutions without theoretical collapse or fragmentation. It contrasts two integration strategies: Grand Synthesis, which seeks a unified ontology linking physical, cognitive, and social phenomena, and Boundary-Spanning Integration, operationalized through the EAIC framework. While Grand Synthesis offers philosophical coherence, it risks category errors and limited applicability to organizational knowledge systems. EAIC instead treats organizations as autopoietic meaning systems with selectively permeable boundaries, where knowledge and strategy condition what information is absorbed, transformed, or rejected. Within this view, AI is a conditional inferential subsystem embedded in institutional contexts, not an autonomous knowledge agent. The keynote argues that effective knowledge management is fundamentally a problem of boundary design and governance, particularly as AI accelerates information flow and memetic selection. The long-term challenge for KM scholarship is to design knowledge ecosystems that preserve meaning, support adaptive learning, and responsibly and sustainably expand the adjacent possible.

About the Keynote Presenter:

Prof. Meir Russ graduated from The Ohio State University in 1993 with a Ph.D. in Strategy, Entrepreneurship, and International Business. He also holds a Bachelor of Science degree in Electronic Engineering and an MBA from Tel Aviv University. He is a founder of a high-tech company in Israel and consults on innovation, strategy and knowledge management domestically and internationally. Following his doctoral studies at OSU, Meir joined the MBA program at Franklin University in Columbus, OH and later the University of Wisconsin-Green Bay, from where he retired in December 2018. He also taught undergraduate and graduate classes and delivered doctoral and graduate seminars at Semester at Sea, Shenzhen University, Sichuan University, The University of Deusto in Bilbao, Spain, University of Łódz, Poland, KEDGE-Bordeaux School of Management, the University of Pisa's, GSA Master program, NORD University, Norway; Master of Knowledge Management program, Tecnológico de Monterrey, EGADE School of Business, Mexico, MPhil in the Information and Knowledge Management at Stellenbosch University in South Africa, and at Roma-Tre, Rome, Italy the Ph.D. program as well as at the Doctorate in "Economia Aziendale e Management" program at the University of Pisa. Prof. Russ is the Chief Editor of the Online Journal of Applied Knowledge Management (OJAKM). His current research interests include human capital valuation methods, knowledge-based strategies, and the new-knowledge based economic development, among others. Meir is the author of more than 45 peer-reviewed publications and an editor and co-editor of nine books.