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## Management and artificial intelligence : myths and realities

*Gilles Rouet*

### RESUME

Gilles Rouet is professor of management and management sciences at the University of Versailles St-Quentin-en-Yvelines (UVSQ) where he heads the Superior Institute of Management, Institute of Business Administration since January 2015, and holder of " A Jean Monnet Chair ad personam in interdisciplinary studies on the European Union since 2009. He was in particular assistant director of the IUFRM in Reims (1998-2004), coordinator of several Tempus projects in Russia (1993-2004), cooperation attaché for university, scientific and institutional cooperation at the French Embassy in Slovakia (2004-2008), then in Bulgaria (2010-2014), and coordinator of an institutional twinning in Georgia (2009-2010). Among his publications : 100 Notions, Management et Digital (ed.), Paris, Editions de l'Immatériel, 2017, Algorithms and public decisions, (ed.), 2019, CNRS, Paris, " Demystifying algorithms", Hermès La Revue , CNRS, 2019/3, 85, pp. 23-31.

### INTERVENTION REPORT

In our increasingly connected societies, the content of the trades is changing, the expected skills change, the processes are different, the hierarchy of values evolves. We are in a digital culture, of the tool, which leads to a will to go always further, to benefit from always more services. New business models are also emerging. The existence of global companies based on the production of data raises the very question of the purposes of their collection and use. In public management, the revolution is total. Gilles Rouet analyzes the very strong societal evolutions and the ruptures which our societies know. It presents the ideological tendencies and the myths and current which haunt the human organizations. What are the consequences of using increasingly sophisticated tools, ever more diverse and faster services? One of the new issues imposed by the massive deployment of "machines" is the transformation of organizations and their management. The digital transformation inevitably leads to an evolution of structures but also of human relationships.

### URL LINK

<https://www.youtube.com/watch?v=dwJ1jy0oe4g>