

Artificial Intelligence and Creative Industry Employment Disruption (AICIED)

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Keywords

Creativity, Artificial Intelligence, Creative Industries, Employment, Labour Market, Rights

Main Research Objective

We aim to examine creativity and creative work within the creative industries from an interdisciplinary and cross-disciplinary perspective, focusing on the disruption caused by the growing use of artificial intelligence in the sector. Specifically, we seek to explore the threats faced by creative workers, as employers increasingly use AI to replace, rather than enhance, human creativity, as well as genuine practices where the use of AI only improves the productivity of the professionals.

Our research will be focused on three main research streams:

1. Elaborating interdisciplinary methods to evaluate the intrinsic value of creativity, advocating for its protection and irreplaceability as a core principle in future legislation.
2. Investigating the added value of AI for human creativity and validating it from marketing, management, and law perspectives to ensure the sustainability of the labor market for creative workers.
3. Exploring new perspectives on AI applications to promote technology integration and minimize resistance from society and creative workers.

By doing so, we address a fundamental democratic value—equal opportunity—and provide policymakers with the tools to limit the unchecked influence of large corporate content producers over employment and compensation policies.

Main Research Outcome

- 1) Organizing an Interantional Conference on the topic of the cluster in September 2025.
- 2) Collecting and publishing all contributions in a monographic volume of the scientific journal of the Southeast European Center for Semiotics Studies at NBU - Digital Age in Semiotics and Communication, issue 8;
- 3) Creating a report, addressed to policy makers and the stakeholders in the creative industries like Trade Unions and Industry Bodies, as well as the big corporate players and journalists;
- 4) We will organize regular seminars within the partner universities with guest lecturers from the creative industries and other stakeholders related to them;
- 5) Applying for bigger funding like Horizon Europe, Erasmus+ Key Action 2: Cooperation among organizations and institutions, Marie Skłodowska-Curie Actions; ERC (European Research Council).

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