

Literature and the *status quo* of Artificial Intelligence: editorial reflections

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Dear reader,

I am convinced that no literature in the universe of business and human activities has achieved the media presence and intensity in most nations, throughout history, as Artificial Intelligence. When considering all media, its presence is evident in all types of publications, addressing its applications in all shades of activity, as well as its perspectives in the most diverse contexts.

The same scenario occurs in academic literature. In all areas of knowledge, intersubjective awareness indicates the turbulence in which the topic is embedded in empirical investigations, systematic literature reviews, and essayistic productions.

Thus, all references point to what is already being called and characterized as the "Age of Artificial Intelligence," guiding a "New Era in Human and Institutional Relations." Would it be an exaggeration to think about this reality? Would it be reckless not to consider it?

The fact is that AI has been causing defining transformations of a unique era, or more profoundly, of a new era in society, in macro and micro economics, in politics and policies, in military and security actions, and in all other relationships. Its applicability is remarkable, including in the enormous market of fraudulent actions, especially in the financial, insurance, pension, and other "social benefit" markets.

The fundamental basis is that AI far surpasses the potential for generating and transferring information that any human being is capable of processing with so-called traditional resources, in a large part of their work processes, even in exploratory AI. In generative AI, the potential for pragmatic processing of activities intensely elevates the capabilities of human beings. Even under these conditions, AI cannot be considered an industry, per se, nor can it be characterized as a product. Its applications are non-specific and geared towards a myriad of situations.

On the other hand, it is possible to conjecture: would AI complement the human being in its purposes and processes? In processes, as explained, I have no doubts. In purposes, I cannot admit this possibility. Otherwise, it would be plausible to question: then, what does it mean to be human? What is the potential intellectual reach of the human being? What are the possibilities of the so-called DeepMind?

The fact is that the status quo of AI gives rise to a myriad of new frontiers of scientific and technological investigations, in all its conceptual, taxonomic and nomological possibilities, based on experiments by cutting-edge scientific researchers. This scenario presents an invitation and a recommendation for research formulated by this Management & Technology Journal.

Reaffirming its purposes, this journal, through its Editorial Board, expresses its satisfaction and honor in presenting these contributions to the scientific communities. In line with the state of the art in this field, this journal offers substantial, robust, consistent, important, and timely content provided by researchers, aiming to contribute to the evolution of knowledge in critical scientific foundations that converge on the management of increasingly complex systems. These articles effectively challenge the status quo of each frontier addressed, in the dimensions of theories and methodologies. Awaiting contributions in the form of article submissions, serious and consistent evaluations aligned with the purposes of this journal, recommendations to students and friends, as well as constructive critiques, I renew my wishes for good reading and excellent reflections.

Keywords: Palavras-Chaves: Publicação, IA, AI, Inteligência Artificial, negócios

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