



CALL FOR CHAPTERS

Artificial Intelligence & the Abundance of Creative Content:

Implications and Strategies for
Creators, Industries, and Society.

Edited by

FRANCISCO TIGRE MOURA



MARCH 2026

RATIONALE OF BOOK

The latest Generative Artificial Intelligence (GenAI) tools have reached a level of sophistication, precision and ease of use, which has triggered the production of an unprecedented volume of creative content. This includes, for example, music, visual art, any form of literature, videos, design and more, matching human levels of realism. This scenario of abundance found online is quickly reshaping traditional understandings of, for example, authenticity, authorship, and artistic value, while also influencing how audiences perceive, engage with, and emotionally respond to creative work. For creators and creative organizations, the saturation of artificially created content raises fundamental questions about differentiation, motivation, and sustainable creative practice in increasingly crowded and competitive cultural sectors.

In view of this scenario, the book *“Artificial Intelligence and the Abundance/Saturation of Creative Content: Implications and Strategies for Creators, Industries, and Society”* aims to address one of the most relevant questions of our time:

How can creative industries, human creators, and society at large, deal with and sustainably adapt to a new reality shaped by the large-scale production and distribution of AI-generated creative content?

While much of the existing literature has focused on how AI independently creates and co-creates outputs with humans, this volume aims to focus on commercial, legal, cultural, psychological, and/or industrial conditions that emerge once artificial creativity becomes abundant and unavoidable.

Importantly, this call for chapters is open for international scholars and practitioners from diverse disciplines and in different stages of their careers. Contributors will hopefully address themes such as desensitization, originality, market transformation, ethical responsibility, and policy frameworks, with an emphasis on how creators, industries, and institutions may navigate this new reality. Finally, the volume’s main goal is to advance the understanding of the *“post-abundance”* era of creativity by offering critical insights along with perspectives for future research, regulation and market and consumer insights.

Francisco Tigre Moura

Professor of Marketing

IU International University of Applied Sciences

francisco.tigre-moura@iu.org



EXAMPLES OF POTENTIAL TOPICS

- Deepfakes and/or the Hyperreal
- Desensitization, and Emotional Engagement
- Authenticity, value And meaning
- Creative Identity, Motivation, and Purpose
- Creative Labor and Market Reconfiguration
- Authorship, Attribution, and Regulatory Adaptation
- Strategies for Creative Differentiation and Sustainability
- Education, Skills, and Creative Formation in the AI Era
- Curation, Gatekeeping, and Cultural Navigation
- Memory, Preservation, and Longevity of Creative Works
- Reimagining Human Creativity After Abundance

DATES

DEADLINE FOR ABSTRACT SUBMISSION

15TH OF MAY 2026

Acceptance of abstracts

30TH OF MAY 2026

Deadline of 1st submission

1ST OF AUGUST 2026

Deadline of 2nd submission

25TH OF OCTOBER 2026

TYPES OF CHAPTERS

Chapters may be presented in the following formats:

- Primary research, theoretical papers, case studies, literature reviews and position chapters.

GUIDELINES FOR AUTHORS

MAXIMUM NUMBER OF WORDS PER CHAPTER

(INCLUDING REFERENCES)

5,000

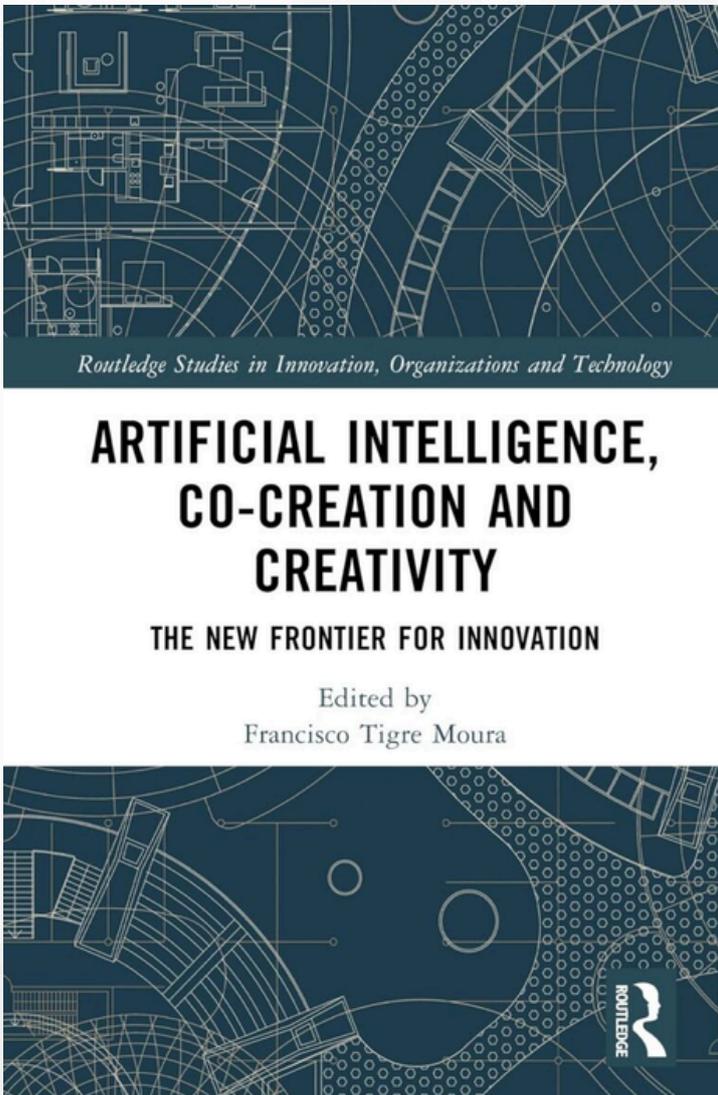
STRUCTURE

CHAPTERS SHALL FOLLOW THE PROPOSED STRUCTURE TO ALLOW FOR A COHERENCY AMONG AUTHORS.

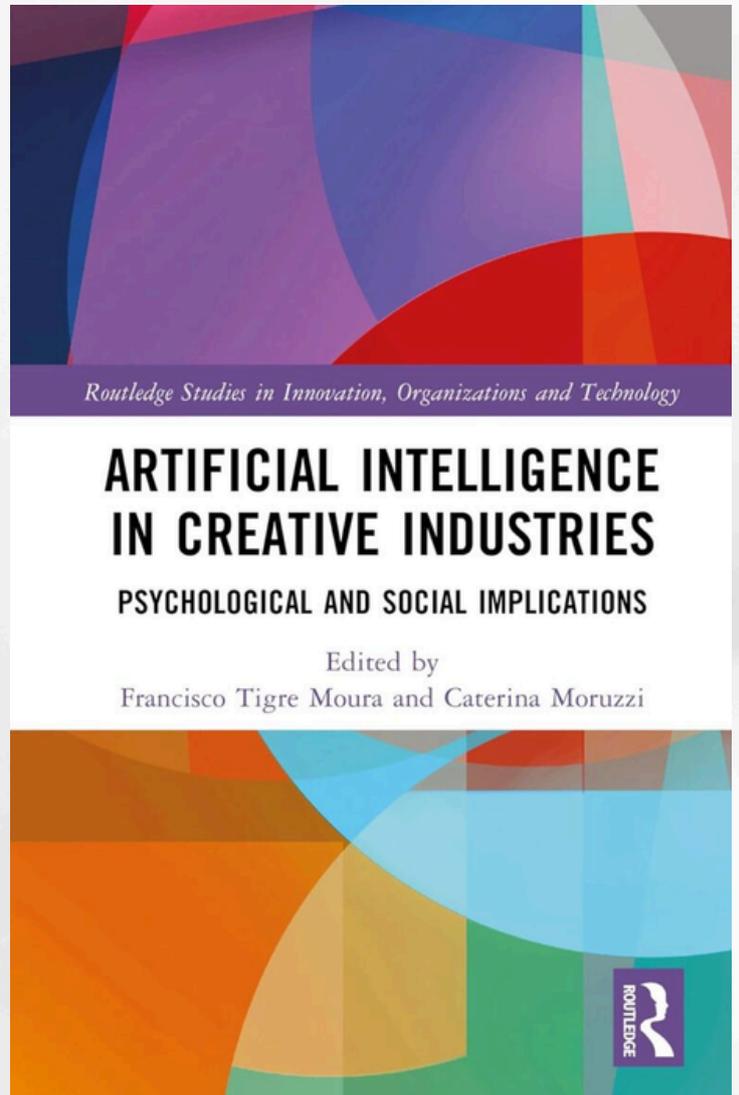
1. **Title of chapter**
2. **Introduction:** Provide background information to the topic, with industry examples and relevant sources.
3. **Discussion:** Explain and discuss the question/topic in depth, with references, data, and examples.
4. **Conclusion:** Discuss potential future developments on the topic and suggest a future research agenda.
5. **References:** Use APA referencing style.
6. **Appendix:** Include any additional materials, tools or examples that may be useful for readers to co-create with AI on the context of your chapter.

PREVIOUS BOOKS

The book “*Artificial Intelligence and the Abundance of Creative Content: Implications and Strategies for Creators, Industries, and Society*” represents a logical continuation to the discussions found in the two previous publications.



[Click here](#) or on the image to view it.



[Click here](#) or on the image to view it.

PODCAST

“AI & Creativity” is a series of interviews with academics, artists and industry professionals about how AI is impacting creativity and creative sectors.

Authors will be invited to participate and discuss their chapters, is so they wish.

[Click here](#) or on the image to view it.



INTERESTED?

Send a 300-word abstract.

Deadline: 15th of May 2026

EMAIL

Francisco Tigre Moura

francisco.tigre-moura@iu.org

