

**Editorial: *From Intention Economy and Attention Economy to the Required Expertise
to Overcome Obstacles on the Path to Master AI-Ready Economy and Society***



Two years ago, Chaudhary and Penn (2024) introduced the ‘intention economy’ concept (as a digital marketplace for commodified signals of ‘intent’ differing from the present-day attention economy), recommending to watch out for it, intent being signaled by the possibility of a new marketplace for behavioral and psychological data (this possibility being invited by LLMs fast growth, LLMs having diverse persuasive capabilities), the intention economy treating motivations from now on as currency, while AI agents are already finding subtle ways to both manipulate and influence these motivations. The authors referred in this context to a change of direction from the attention economy. On the other hand, Heitmayer (2025), who underlined that ‘the economics of attention is often seen as part of the market economy,’ also discussed ‘how attention can be accumulated and exchanged like a currency’ and investigated ‘recent developments facilitating the use of attention as a currency, and their potential impact on our daily lives more generally’ (based on a dual-stream model making difference between calcified and flow attention).

According Muro and Methkupally (2025), considering AI’s potential to drive, in every industry, innovation, efficiency, and productivity, there is no doubt about its important role in economic development (to benefit from AI being essential for nation’s general readiness), AI-readiness depending on the ability to deliver on the abundant AI talent availability, AI innovation and innovation infrastructure accessibility, and organizations’ actual AI adoption. As shown at the beginning of January 2026 on the occasion of an interview (Teo and Lath, 2026), trust is the

most important metric in building (based on ensuring a balance between innovation, workforce transformation, and responsible governance) an AI-ready society, success measure being trust maintenance. While as revealed by OECD (2026) public sector both efficiency and service quality can be improved by AI systems' adoption (skills gaps on AI hindering progress). Of course, it could also be said that durable results involve constantly trust reviewing, assessing AI's contribution including with regard to trust (not only from the point of view of AI tools' usage and adoption, streamlined processes and reduced operational costs, quality and performance, ROI and revenue growth from AI-enabled products, and cost-saving achievements from repetitive tasks' automation.

In his book 'Liars and Outliers: Enabling the Trust that Society Needs to Thrive,' Bruce Schneier (2012) stated: *'Society runs on trust... This is vital... Failures in trust have become global problems... It is essential that we learn to think smartly about trust... Trust is essential for society to function, and societal pressures are how we achieve it. There are four basic categories of societal pressure that can induce cooperation in societal dilemmas: Moral pressure... Reputational pressure... Institutional pressure... Security systems... changes in technology affect societal pressures, particularly... The possibility of perfect trust, or unbreakable security, is a science-fiction future that won't happen in the lifetime of anyone we know...'* (pp. 2-3, 5, 7-10, 245). Among notable figures who advanced praise for this book were, for instance, as follows: Pablo G. Molina, Professor of Technology Management, Georgetown University – 'Readers ... will better understand technology and its consequences and become more mature practitioners'; Jerry Kang, Professor of Law, UCLA – 'By analyzing the moving parts and interrelationships among security, trust, and society, Schneier has identified critical patterns, pressures, levers, and security holes within society...' (I-II).

Eleven years later, Schneier (2023) approached the challenging topic of 'AI and Trust', stating as follows: *'... there are two different kinds of trust – interpersonal trust and social trust – and that we regularly confuse them... the confusion will increase with artificial intelligence. We will make a fundamental category error: We will think of AIs as friends when they're really just services... the corporations controlling AI systems will take advantage of our confusion to take advantage of us. They will not be trustworthy... it is the role of government to create trust in society. And therefore, it is their role to create an environment for trustworthy AI. And that means regulation. Not regulating AI, but regulating the organizations that control and use AI.'* It is worth to mention that Schneier (Belfer Center, Harvard Kennedy School, 2026) is well-known as an 'internationally renowned security technologist, called a "security guru" by The Economist. He is the author of over one dozen books – including his latest, *A Hacker's Mind* – as well as hundreds of articles, essays, and academic papers. His influential newsletter "Crypto-Gram" and his blog "Schneier on Security" are read by over 250,000 people. He has testified before Congress, is a frequent guest on television and radio, has served on several government committees, and is regularly quoted in the press.'

Recently, Schneier and Raghavan (2026) underlined how we constantly navigate perceptual, relational, and normative layers of context (our judgment depending on it), contrasting them, and also having an interruption reflex, while unlike us the previously

mentioned Large Language Models (LLMs) only reference context, don't reason through it (they don't see hierarchies and intentions, only 'tokens'), consequently, there is a possibility of easily missing the big picture, missing the target (if the context is not dense or is hard to handle and complex), being substantially more easily deceived or tricked compared to humans who have complex and multifaceted identities. Schneier and Raghavan also explained: AI Agents' limits (sometimes taking the wrong actions when asked to act independently, and consequently being needed training choices, a deficiency in engineering being the lack of an interruption reflex), essential steps forward in AI science being required by prompt injection (a critical security vulnerability in LLMs that is seen as an unsolvable problem becoming a more severe condition when asked them to act independently); possible future developments to exceed the aforementioned limits. While Chandrasekar et al. (2026) showed that trust becomes even more essential within the context in which AI becomes more agentic, and it is necessary for organizations to train AI Agents on the right information sources and to understand the organizational structural knowledge.

In a newsletter from MIT Technology Review sent in the middle of February, the Editor in Chief Mat Honan (2026) brought to our attention the never before experienced 'volume of this week's AI rejectionism', Honan making a rigorous analysis as usual. On the other hand, The CEO of Bank of America Corp., Brian Moynihan, see recent AI discoveries as human capabilities' augmentations applicable to all, being a 'big benefit' (Pringle, 2026). A study conducted by researchers from UC Berkeley (Owusu, 2026) revealed the impact of Gen AI on work habits (at an undisclosed U.S.-based technology company that not mandated AI use by its about 200 employees), employers being recommended how to ensure transition with maximum continuity (for example: when employees control their speed, to be applied more intentional pauses or dedicated break periods; when work moves forward, to encourage work advancement in coherent phases by ensuring work sequencing; when employees operate in isolation, to be applied human grounding, N.B. establishing direct physical contact, and avoiding setting them adrift with AI LLMs, maintaining a charted course).

In his speech from February 17 this year held at the New York Association for Business Economics, New York, Michael S. Barr (2026), U.S. Federal Reserve Governor, stated: *'In addition to the likelihood that AI becomes a general-purpose technology, it may also become an "invention in the method of invention" ... Periods of rapid technological change are often accompanied by anxiety about the economic and social consequences of automation ... But closely monitoring these developments and adapting, as needed, will be crucial... I expect that AI will have a transformative effect on the economy and affect a large share of workers in ways that will challenge the ability of the private and public sectors to accommodate this adjustment. In the longer run, I expect AI will boost productivity and living standards, and it may even lead to new discoveries. Society will need to be nimble and bold to reduce the pain of short-term dislocations for workers and to ensure that the benefits are broadly shared. Widespread AI adoption will very likely lead to dramatic and sometimes difficult changes in the way many of us work and live, but the long-term benefits could be even more dramatic.'* Deutsche Bank Research Institute conducted a meta-experiment (outlined in a report titled 'What AI Says About AI Eating Itself and the World') on the future of the global economy (in order to generate a deep analysis

of global sectors was utilized Google's Gemini 2.5 Pro model). Deutsche Bank Research Institute analysts asked dbLumina, their proprietary AI tool, to diagnose which industries it intends to put an end, machine's answers forecast showing a job displacement (N.B. loss of a job due to AI) of 92 million jobs by 2030, as well as a net gain for the global workforce, by creation of 170 million new roles (Lichtenberg, 2026). On the other hand, Bothner et al. (2026) stated: *'... as AI and other general-purpose technologies continue to evolve rapidly, gaining deeper insights into the specific institutional factors that facilitate their diffusion will be critical for improving Europe's competitiveness on the global stage'* (p. 27). While Ranganathan and Ye (2026) demonstrated that AI intensifies work (doesn't reduce it), while former head of Go To Market at Open AI Zack Kass (Kass and Atsmon, 2026), challenged rejectionist assumptions by introducing the suggestion that the future of work is more about learning and adaptation (and less about job loss), opening a new era of human progress, ensuring potential redefinition and learning how to learn.

In their book entitled 'SuperShifts: Transforming How We Live, Learn, and Work in the Age of Intelligence' Ja-Nae Duane and Steve Fisher (2025) highlighted that as the current landscape is reshaped by disruptive technologies like AI it is imperative for organizations to ensure a holistic and anti-fragile approach adoption, developing the capacity to endure disruption and to fortify, innovating and growing (p. 225). And within the evolving economic systems' landscape they proposed a Transform Model™ that ensure (at its center, mixing natural systems with technological advancements) sustainability, adaptability, and interconnectedness integration, as a convincing alternative to conventional economic frameworks (p. 236). To put this model into practice they introduced the so-called Spectrum Foresight™ Method (pp. 239-247). Also, it is presented how based on a transformative mindset, organizations can make use of potential future opportunities, and experience significant transformation while progressing through this age of intelligence (pp. 249- 286).

A global study conducted by Deloitte (2026), and entitled 'State of AI in the Enterprise. The untapped edge' (there were surveyed 3,235 leaders between August and September 2025) underlined from the very beginning (p. 3) how our way of work and creation has been already transformed by AI, inviting to reflect at a promising future made possible by uniting human expertise and AI capabilities. Also, there were highlighted significant aspects, such as: AI integration into organizations' heart involves moving beyond pilots, by setting a vision and making responsible choices, ensuring core processes and operating models' redesigning with AI, and elevating human strengths; there is a growing confidence in AI's potential, but also a gap between experimentation and true enterprise transformation; AI is used primarily by many organizations to drive efficiency; a smaller group of organizations are move in front of other competitors by beginning to ensure business models' (as well as offerings, roles, and ways of working) reimagination; the most effective organizations are rethinking their modus operandi, structuring teams, and how human and machine capabilities can harmonize in daily work. On the other hand, it was underlined how AI's future is reshaped by key trends (like: both technological autonomy for nations, and organizations are redefined by sovereign AI, being impacted trust and competitiveness; autonomous reasoning and action are enabled by Agentic AI, presenting new governance and control challenges; the digital and material worlds are merged by physical AI,

safety and human oversight being made essential) which signal a more transformative future, and in order to ensure technological scale with human guidance and intent alignment being demanded organizational strategies. At the end of this study (p. 35), among other aspects, it was shown that one of the strongest predictors of achieving outsized returns is the intentional reinvention, and to make the shift from AI's potential to action organizations are challenged to close the gap from tool access to meaningful tool adoption, operationalizing AI at scale (moving beyond AI's experimentation), fixing AI firmly and deeply into core business processes (this way AI's potential being transformed into enterprise value).

A recently published article in the prestigious Harvard Business Review (Eatough et al., 2026) focused on causes for why AI initiatives often stall, research findings revealing a belief-anxiety paradox (the pattern being consistent across industries), the collision between AI and employees' understanding of value, risk and future impacting AI adoption, first dominating forces depending on each industry and leaders' correct judgment, weighing options effectively (by treating AI adoption as a risk-perception problem, considering both industry context, and human behavior). It is also worth highlighting that the reputed Azeem Azhar – described as *'an entrepreneur, investor, and the creator of Exponential View, a highly-regarded newsletter on the future'* (Harvard Business Review, 2019) – is moving on from AI Bubble question, stating: *'Five months after offering the only evidence-based framework to answer whether AI is a bubble, I am retiring the bubble question to show why the markets should be bracing for a stampede instead'* (Azhar, 2026). Among the reactions to Azhar's post was that of the so-called Solryn Initiative: *'Exponential View doesn't simply report innovations or trendlines; it delineates the feedback loops, structural thresholds, and constraint surfaces that define the transition from linear to exponential worlds: when AI isn't just a tool, but an organising substrate for economic meaning...'*

Allow me to also refer to some significant quotes reflecting ideas expressed on the occasion of the most powerful technology event (breakthrough technologies and global innovators) in the world 'The Consumer Electronics Show' (CES, held in Las Vegas, Nevada, USA, January 6-9, 2026; more than 148,000 attendees from around the globe):

- Corie Barry, CEO of Best Buy: *'Constantly, technology is changing, and it's always in service of humans and consumers and needs, and so while what's on the floor or who's on the stage might look slightly different, I think what underlies it is this amazing human drive to create technology that changes the world'* (Choudhary, 2026);
- Daniela Amodei, Co-Founder and President of Anthropic: *'I continue to believe that humans plus AI together actually create more meaningful work, more challenging work, more interesting work, high-productivity jobs... And then I think it will also open the aperture to a lot of access and opportunity for many people'* (Ma, 2026).

To effectively highlight as a key takeaway let me conclude by paraphrasing again Constantin Brancusi, and saying that the real challenge is to capture the 'essence of things,' the fundamental nature of the new collaborative perspective on humans and machines on the path to

master AI-Ready Economy and Society, paying attention to the unrevealed slices of the industry and societal context shaping human behavior.

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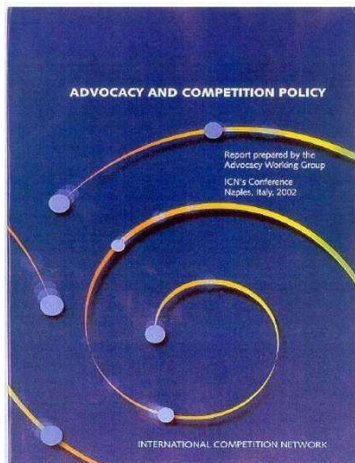
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Mrs. Deborah Platt Majoras,
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First meeting, Bonn, Germany, May 19, 2003, of Deborah Platt Majoras (Assistant to the Attorney General, Department of Justice, US), Bärbel Diekmann (Mayor of Bonn), and Theodor Purcarea (President of Romanian Competition Council)
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Representatives of Carrefour, Metro and Cora accepted Romanian Distribution Committee's invitation, participating on March 13, 2001, at the Parliament Palace, at the International Symposium « The Distribution of Fresh Products », a real professional turning point, with corresponding effects. The symposium appeared as a turning moment and later, in the weekly journal "European Businesses", no.21/ 3-9 November 2004, which pointed out, within this context, the outline of the ECR Romania Association's structuring.

