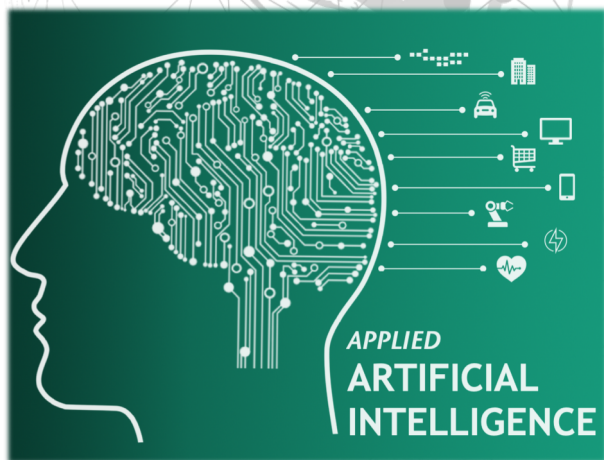


Applied AI - Artificial Intelligence Research Lack a Strategic Management and Business Perspective

Description

In recent years, artificial intelligence (AI) has found its way into application in various forms. The idea itself is not new, however, data growth now facilitates concrete implementations. Generally, AI can be regarded as a generic term for methods and applications that are related to human sensing, learning, reasoning, and taking action, although their actual operation typically differ strongly.

So far, research has mainly focused on technicalities, but lacks a strategic management and business perspective. With the Applied AI initiative, we want to address these issues.



Questions

- What is the business impact of AI?
- What are the chances and risk entailed by AI? How can AI be analyzed in a structured way?
- How can organization implement AI? What are specific success factors and environmental requirements?
- How can organizations achieve competitive advantages from AI? How does this affect organizational capabilities?
- Which AI application design patterns do exist in specific areas?
- How can an artefact which addresses domain specific use cases look like?
- What is the relation between the phenomena artificial intelligence, blockchain and IoT? How can those be integrated?