



BIW

EXPLORING THE POTENTIAL OF A.I.

2023




Executive Summary

In the coming years, AI and automation will change the business world in profound ways. Businesses will be able to use AI to automate many tasks, from customer service to data analysis. This will free up employees to focus on more creative and strategic work. Additionally, AI will help businesses to make better decisions, by providing them with more accurate and timely data. In short, AI and automation will make businesses more efficient and effective, and will help them to compete better in the global marketplace.

In addition to the benefits of AI, there are also new risks to deal with. AI and automation will change the way businesses operate, and this will have an impact on jobs. In the short term, there will be a need for employees to learn how to use AI and automation tools. In the long term, however, AI and automation are likely to replace many jobs. This could lead to mass unemployment and could increase inequality, as the benefits of AI and automation accrue to those who own the capital, rather than to workers.

Schedule

	Monday (01.05)	Tuesday (02.05)	Wednesday (03.05)	Thursday (04.05)	Friday (05.05)
	Breakfast offered at BSL				
9:00 AM	Welcome Speeches	Midterm Elections: Student Council and Sustainability Club	Guest Speaker: Julian Nolan - Investing with AI	Screening of "Amy Webb Launching 2023 Emerging Tech Trend Report SXSW 2023"	Meet at BSL Before Departure to Geneva
9:30 AM					
10:00 AM	AI Demonstration	Guest Speaker: Hugo Artiganave - What A.I. Truly Is	Guest Speaker: Dr. Emmanuelle Fauchart - A.I. and Innovation	Guest Speaker: Laurence Zaied - Content Marketing and A.I.	<u>Visit to WIPO</u>
10:30 AM					
11:00 AM					
11:30 AM					
12:00 PM	Lunch Break				
12:30 PM					
1:00 PM	Guest Speaker: Dr Ganesh Nathan - Ethics and A.I.	Guest Speaker: Ricardo Perez Font - Where Is A.I. Taking Us	Teamwork Activity	Guest Speaker: William Hung (Online) - Unleash Your Creativity with A.I.	
1:30 PM					
2:00 PM					
2:30 PM	Teamwork Activity	Screening of "The Coded Bias"	Team Pitching		
3:00 PM					
3:30 PM	Wrap Up of the Day		Quiz Results Announcement		
4:00 PM			Prizes Awarded		
4:30 PM	Quiz 1	Quiz 2	Quiz 3		
5:00 PM					

- All students are expected to attend the BIW in person at BSL. (The attendance will be taken twice daily: in the morning and afternoon. Therefore, make sure to check in the morning at the reception and in the afternoon. You must bring your student ID card, show it to reception, and sign in next to your name on the list)
- Laptops are required to complete the exercises; make sure to have them with you.
- There will be no possibility of attending online (except for those pre-approved, for any further requests, contact Dr Chaari).
- All online attendees must have their cameras turned on and arrive on time for all the BIW sessions.
- No more than a 10% absence (half a day) will be tolerated during the entire week.
- On Friday, the 5th of May, we will be visiting the World Intellectual Property Organization; please make sure to have your national IDs with you.

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GUEST SPEAKERS

**Business School
Lausanne**



Dr Ganesh Nathan

Professor Dr. Ganesh Nathan actively engages with the BSL Doctoral School program and supervises DBA candidates from various countries. He has extensive managerial experience working for large international and multinational corporations both in Australia and Europe. He has published book, several book chapters, and articles in peer reviewed journal in the topics of cross-cultural management, corporate social responsibility, innovation ethics, and governance and meaningfulness at work. He has been a visiting professor at various international academic institutions and a member of the Institute of Management, University of Applied Sciences and Arts Northwestern Switzerland (FHNW) and currently supervises International Management program Bachelor theses.

Prof. Dr. Nathan holds an MS (University of Texas) in Electrical Engineering, an MBA (University of Technology, Sydney), an MA (University of New South Wales, Sydney) in Cognitive Science, and a Ph.D. in Political Theory from Cardiff University, Great Britain. He is both Australian and Swiss nationalities.



Hugo Artiganave

Expert consultant in Data Governance, AI and strategy, Hugo Artiganave has a track record spanning 15 years in different sectors: banking, biotech, energy, or sports federations, notably at BNP Paribas, CA CIB, HSBC, Celgene (BMS) and UEFA. He is an EMBA Alumnus and he lives by BSL values in his everyday activities, professionally and personally. An innovator and constant learner, he is working on making digital transformation more sustainable.



Ricardo Perez Font

Ricardo brings over 25 years of experience leading businesses and teams in more than 50 countries in EMEA, North America, Latin America and APAC with various business models (B2B, B2C, D2C, B2G). His main focus has been to grow operating profit through business transformation, especially in the areas of portfolio management, innovation, branding and digital development. He has been recognised with 16 innovation and communication industry awards and is a frequent and highly valued speaker, especially in the areas of business transformation and value creation through marketing and new technologies such as Metaverse or AI. He is currently an advisor to more than 20 startups in Europe, Israel and North America.

Ricardo has been Vice President Marketing & Product Management at Invacare Corporation, Chairman of the Board of Kuschall A.G., holds an MBA from I.E.S.E. and has studied among others at INSEAD, Harvard & Wharton Business School. He currently lives in Basel (Switzerland) with his wife and two children.



Julian Nolan

"I'm the founder and CEO of Iprova - the company that is reinventing invention using technologies such as generative AI. We use the inventive power of the world's information and technologies such as generative AI to innovate with unprecedented speed and disruption - and in direct response to consumer and business needs. All 10 of the world's largest technology companies including Apple, Google and Amazon reference granted patents based on our inventions."



Dr. Emmanuelle Fauchart

Dr. Emmanuelle Fauchart is a distinguished academic with a PhD from the University Paris Sorbonne and a background at the Ecole Normale Supérieure de Cachan. She has published research on topics such as intellectual property norms, industry reputation management, entrepreneurial identities, and community roles in entrepreneurship. Her current work focuses on networking strategies, founder identity, and anchor organizations in entrepreneurial performance.

Dr. Fauchart has advised numerous entrepreneurs and student entrepreneurs, gaining experience with a variety of industry actors through empirical research. She has co-supervised student theses in collaboration with industry and institutional partners. As a visiting lecturer, she has taught at institutions such as EPFL, University of Lausanne, University of Neuchâtel, HEC Paris, and MIT.



Laurence Zaied

Laurence Zaied is the Chief Marketing Officer of Rapide.ly, an AI-powered copywriting assistant designed to make it easy for social media and community managers to create high-quality, relevant and engaging social media content... fast.



William Hung

"As a passionate and engaged data professional with strong experience in the technology and data consulting industry, I enjoy my career by helping clients deliver business value through the best solutions. With over 15 years of leading roles in data related industry, I work across 'D.I., C.I., B.I. and A.I.,' Data Integration, Customer Intelligence, Business Intelligence and Artificial Intelligence in different multinational companies, and now enjoy training A.I, as well as being trained buy A.I. every day."