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Adopting artificial intelligence in the next generation of automation: Its implication for firm's innovation strategy towards 2035

The competitive advantage literature establishes a strong relation between technology innovation and high firm performance. As an emerging technology, Artificial Intelligence is increasingly associated with the potential to lead disruptive innovation, and becoming a new factor of productivity and profitability across industries. However, to be able to benefit from the full potential of Artificial Intelligence, firms should understand the new design challenges ahead, beyond technology, and consequently develop appropriate innovation strategies. In this context, a multidimensional approach to innovation management is used to discuss the design challenges across the dimensions which include: technology, business model, business processes, organization design, services/products and sustainability. In our view, synchronizing design objectives between these dimensions helps to assess the implications of the adoption of the artificial intelligence for the firm's innovation strategy towards 2035 for example. It is about helping the leadership during strategic planning processes to understand how to navigate landscape of the next generation of automation with artificial intelligence. From a practical perspective, three cases which include healthcare, insurance and government are discussed.

Biography

Jacques W Brook has his background in Strategic Management, Technology and Innovation Management, Organization Design and Managerial Economics. He obtained a Master of Science in Computer Sciences from Eindhoven University of Technology, The Netherlands; a Master of Philosophy and a Doctor of Business Administration degree with distinction from the Maastricht School of Management in The Netherlands. He served as Associate Professor of corporate innovation strategy and emerging markets at the Maastricht School of Management, in Maastricht, The Netherlands. He has published both academic and practitioner articles in the fields of Strategy, Technology and Innovation Management, and Emerging Market. In addition to his academic activities, he holds managerial and consulting positions in the industry. He is currently the Managing Director at Innovation Gateway Nederland BV and before, he was partner at Ordina N V a leading Dutch information technology service provider. He also worked at KPN, the largest telecom service in The Netherlands.

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