CALL FOR STUDENT FELLOWSHIP

AIM RESEARCH CENTER ON ARTIFICIAL INTELLIGENCE IN VALUE CREATION

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The emlyon Institute for Artificial Intelligence in Management (AIM) is a multifaceted initiative focused on understanding the opportunities and implications of artificial intelligence for the management of organizations, industries, and business ecosystems. Building on this, we are happy to announce **a call for Student Fellowship linked to the AIM – Research Center on AI in Value Creation**. Specifically, up to **two selected applicants** will have the opportunity to work out a dissertation OR a project in close collaboration with members from the research center, thereby having access to qualified materials and benefitting from extra guidance by qualified faculty members.

The focus of this call is on **Master Dissertations that aim to examine how AI and related technologies are creating value**.

Fellowship candidates are required to submit their proposal by **December 21**.
Applications must be e-mailed to Margherita Pagani (pagani@em-lyon.com).

Eligibility: Fellowship applicants **must be a student attending the Master of Science in Digital Marketing and Data Science** interested in developing a thesis or a project on a topic related to Artificial Intelligence and in line with the mission of the Research Center (see Pedagogical Handbook for the deadline and conditions to defend the Master Dissertation).

Applications must include:

- A cover letter including your motivation and a listing of any expertise related to AI (done or expected) in addition to your name, address, email, expected date of submission of the thesis / timeline of your project.
- A one-page CV, including all degrees received and dates.

- A 300-word statement of purpose describing the student's research project and interests on "Artificial Intelligence in Value Creation". The statement may include the background to the project, the intended methodology, what the student has achieved so far and how the research will be continued and developed by the student over the rest of the project.

The jury for this award will consider the following criteria to select the 2 winners:

- The rigor, overall quality and originality of the proposal, and its link to the mission of the research center (See below)

- The expertise of the candidate proved by both the link to AI and grades been obtained during the courses

- The motivation of the applicant

RESEARCH CENTER ON ARTIFICIAL INTELLIGENCE IN VALUE CREATION http://aim.em-lyon.com/value-creation/

Sales and marketing automation are moving towards building intelligent systems that can collaborate effectively with people (Stanford University Report, 2016). More generally, advances in autonomous technologies and robotics provide challenging prospects for integrating human-based interaction with machine-to-machine interaction or more customized and contextual forms of human-to-machine interactions.

Data driven intelligence can look at behavior on a much more granular level and predict what a user will do next, based on their past actions. AI and machine learning involve computers crunching vast quantities of data to find patterns and make predictions. It can draw conclusions between certain types of people to anticipate their next move, motivations and desires. Moreover, on the basis of these interactions, huge database of behavioral patterns and preferences can be accumulated and used to offer personalized user experiences or targeted products or services.

Arguably, all of these issues come together in the consideration of market context, especially when viewed in terms of dynamic systems, such as service ecosystems (Vargo and Lusch 2016). AI can be seen as adding new dimensions of 'resourceness' as it increases the complexity and thus the emergent nature of markets and changes the way value is created and captured influencing the emergence of innovative business models.

Through this Research Center we want to analyze the impact of Artificial Intelligence on a broad range of business and management subjects (ranging from Finance, Marketing, Strategy, to Innovation and Entrepreneurship and covering a multitude of different sectors such as Education, Energy, Health Care, Public Administration, Banks, Insurance, Retail, Tourism, Luxury) and offer guidance to organizations on how to best use AI for sustainable value creation.

The **Research Center on AI in Value Creation** aims to develop research and open space of debate on how AI creates new value layers affecting user behavior, information sharing, experiential engagement, marketing practices and brand equity.

The goal of the research center is also to explore how AI enabled networked platforms—like the ones used by Uber, Airbnb, and eBay but also in the industrial marketing —are changing the way companies do business, develop new business models and shape new business ecosystems. Following is a non-exhaustive and non-exclusive list of issues and questions that we address:

- What are the effects of AI and robotics on the customer experience and service satisfaction? What constructs moderate or mediate this relationship?
- How will AI shape the context for value co-creation? How will it affect resource integration and service for service exchange?