Letter of Application for the 2020 PhD Workshop in Economics of AI

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Institution: University of Lausanne - Faculty of Business and Economics (HEC) - Department of Strategy, Globalization and Society

Finishing my 1st year as PhD student in Management

Supervising Professor: Xavier Castañer, PhD, Professor of Strategy, University of Lausanne - Faculty of Business and Economics (HEC) - Department of Strategy, Globalization and Society

Dissertation Topic: “Organizational adoption of AI into final product design”

Anthi Kiouka | PhD student in Management

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EDUCATION

SEPT 2019 – TO TODAY

University of Lausanne, Department of Strategy, Globalization and Society

Ph.D. in Management

Topic: "Organizational adoption of AI into final product design"
Supervisor: Prof. Xavier Castaner
Coursework: Fall 2019: Econometrics, Philosophy of Science - Spring 2020 (ongoing): Theories of Organizations, Causal Analysis & Structural Equation Modelling

SEPT 2017 – SEPT 2019

University of Lausanne, Department of Strategy, Globalization and Society

M.Sc. in Management,

Major focus: Management - Minor focus: Marketing orientation
Dissertation topic: "Earned Digital Media: A Case on Trust in Love Brands"
Supervisor: Prof. Tobias Schlager
Relevant Coursework: Quantitative methods of Analysis, RStudio statistical Program, Modes on Strategy and Development, Social Media and Digital Marketing, Project Management, Competitive Strategy, Marketing Science, New Trends in Product Innovation, Digital Transformation in BtoB, Pricing Strategies

SEPT 2012 – SEPT 2016

Aristotle University of Thessaloniki, Greece

B.A. in Economic Sciences

Major focus: Business Economics
Relevant Coursework: Econometrics, Macro- and Micro- Economics, Statistics, Case studies on domestic businesses, Mathematics, Financial Analysis

EXPERIENCE

FEB 2019 – SEPT 2019

Ferrero Group, Ferrero Trading Lux SA, Luxembourg

Group Digital Media Officer/Intern

• Operated AI and Machine Learning based technologies on the Social Listening project in a global level
• Supported the monitoring of Digital Media ROI and KPIs for internal and external stakeholders • Applied big data analysis on global databases and evaluated results

NOV 2012 – AUG 2017

"Ammon Express" Online Tour Operator, Greece

Project Management Assistant

• Built and executed the business plan for the creation of the company • Planned and executed sales and marketing development

SKILLS & INTERESTS

Programming: R Studio, STATA
Languages: Greek (native), English (fluent/C2 level), German (B1 level), French (A2 level)
Technology Skills: Microsoft Office Tools, Social Listening Tools, Search Engines Optimization (SEO)
Interests: dancing and acting under the school of modern theatre ISTD, reading science fiction books, traveling, Satyananda yoga practicing

UNIL | Université de Lausanne
HEC Lausanne

Anthi Kiouka

31st of May 2020, Lausanne

For my dissertation, I am interested in how competitive strategy influences the adoption of AI, a relatively novel technology, as a functionality in the final design of a product. Recent research has tended to focus on the impact of AI on internal operations broadly speaking and more in particular, on its competence-destroying (substitution) component of human talent and work (Brynjolfsson & Mitchell, 2017; Brynjolfsson et al, 2018).

That said, little is known about the use of AI in the specific domain of new product development and product design. It is unclear whether past research on AI adoption for internal operations in general applies to its adoption for the final product design. This might be due to the essential role of (external) customers in the product design, the actors who pay for the product. Because product designs usually leverage multiple technologies, AI technology can be seen as both a substitute and a complement of the other technologies deployed in the final product design. In our research project we try to better understand the substitution and complementarity of AI as a technology in the final design of a product.

For this, we are drawing from three bodies of the literature: adoption of innovations/technology (Damanpour, 1991; 1996), product design (Cusumano and Nobeoka, 1995) and competitive strategy through (product) innovation (Lieberman & Montgomery, 1988; 1998). We want to examine whether the distinctive features of AI as a technology compared to past radical technologies (e.g. Henderson & Clark, 1990) require a modification of the previous theory about the adoption of new technologies in final product design, including the competitive dimension of timing (first vs late mover).

I am greatly motivated to participate to the workshop offered, as it will help me better understand the breadths and depths of the applications and implications of AI.

References

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Brynjolfsson, E., Rock, D., & Syverson, C. (2018). Artificial Intelligence and the modern productivity paradox: A clash of expectations and statistics," NBER Chapters, in: The Economics of Artificial Intelligence: An Agenda, pages 23-57, National Bureau of Economic Research, Inc.

Cusumano, M., & Nobeoka, K. (1995). Strategy, structure and performance in product development: observations from the auto industry. Managing Product Development, Ed. Toshihiri Nishiguchi. New York: Oxford University Press

Damanpour, F. (1991). Organizational innovation: A meta-analysis of effects of determinants and moderators. The Academy of Management Journal, 34(3), 555-590

Damanpour, F. (1996). Organizational complexity and innovation: Developing and testing multiple contingency models. Management Science, 42(5), 693–716

Henderson, R. M., & Clark, K. B. (1990) Architectural Innovation: The reconfiguration of existing product technologies and the failure of established firms. Administrative Science Quarterly, 35(1), 9

Lieberman, M. B., & Montgomery, D. B. (1988). First-mover advantages. Strategic Management Journal, 9, 41–58

Lieberman, M. B., & Montgomery, D. B. (1998). First-mover (dis)advantages: retrospective and link with the resource-based view. Strategic Management Journal, 19, 1111–1125