THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

PolyU 理大商學院
Business School
Innovation-driven Education and Scholarship

Department of
MANAGEMENT
& MARKETING
管理及市場學系

# Management and Marketing
## *Public Lecture*



## Creating Value with Generative AI

### Prof. Arun RAI

**Regents' Professor, University System of Georgia**

**Howard S. Starks Distinguished Chair and Director of the Center for Digital Innovation, Robinson College of Business, Georgia State University**

---

Date : 20 Dec 2023 (Wed)

Time : 2:00 – 3:30 p.m. (Public Lecture)
       3:30 – 4:00 p.m. (Q&A Session)

Venue : AG710, PolyU campus

**REGISTER NOW**

Please register through the registration form https://forms.office.com/r/KJuQUP2kgez on or before 18 Dec 2023 (Mon).

---

Generative AI (GenAI) creates human-like content, including text, images, and audio. Through self-learning with vast troves of observational data and with direct experience, it can develop emergent properties to attain goals in complex multi-agent problems. It can also tailor content for specific situations with minimal learning, where one-shot or few-shot learning picks up on particularities of the situation. I will explore how these GenAI characteristics render novel opportunities for organizations to create value through people, products, services, and work systems. I will also address its risks, encompassing deskilling, dominance, hallucinations, intellectual property, reliability, safety, and ethical issues. Lastly, I will discuss the implications of these opportunities and risks for developing and deploying GenAI solutions in organizations, while considering the interplay of an evolving labor market for AI skills and of AI regulation and policies on these development and deployment processes.

Prof. Arun Rai is Regents' Professor of the University System of Georgia, holds the Howard S. Starks Distinguished Chair, and is the director of the Center for Digital Innovation at the Robinson College of Business at Georgia State University. His research has focused on the development and deployment of information systems to drive innovation and create value. His work has contributed to understanding the digital transformation of organizations and supply chains; governance of IT investments and platform ecosystems; and deployment of digital innovations to empower individuals and address thorny societal problems including poverty, health disparities, infant mortality, and digital inequality. He served as the editor-in-chief of the MIS Quarterly from 2016-2020 and has served in editorial roles for other leading outlets including ISR, JMIS, JAIS and Management Science. His contributions have been recognized through the Fellow Award, the Impact