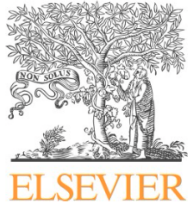


KUNSTIG INTELLIGENS ELLER ÆGTE DUMHED

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Digitization capability and the digitalization of business models in business-to-business firms: Past, present, and future



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^b Department of Marketing, Copenhagen Business School, Solbjerg Plads 3, DK-2000 Frederiksberg, Denmark

Forskningsprojekter:

“Fra Big Data til Big Business”

“Product+Service+Data Integration”

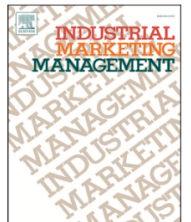
“Brug Kundedata”



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Digital authenticity: Towards a research agenda for the AI-driven fifth phase of digitalization in business-to-business marketing



Carsten Lund Pedersen^a, Thomas Ritter^{b,*}

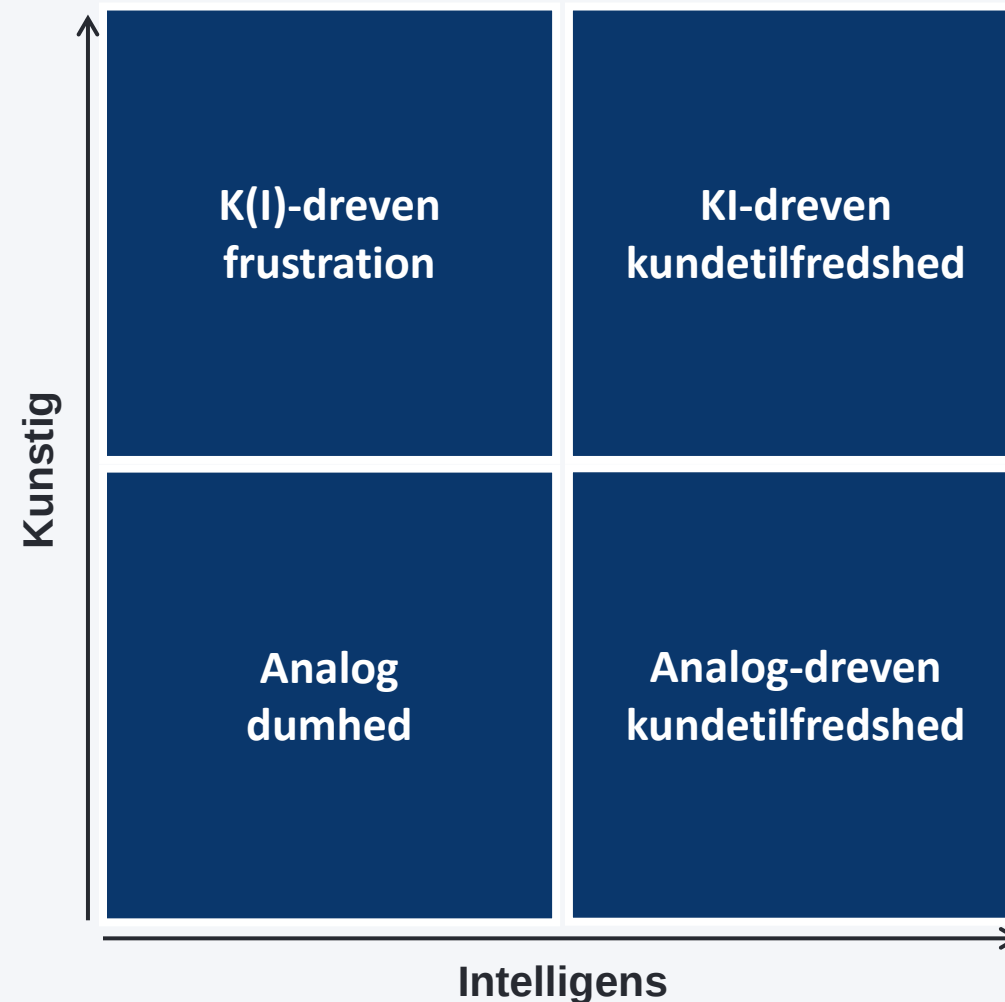
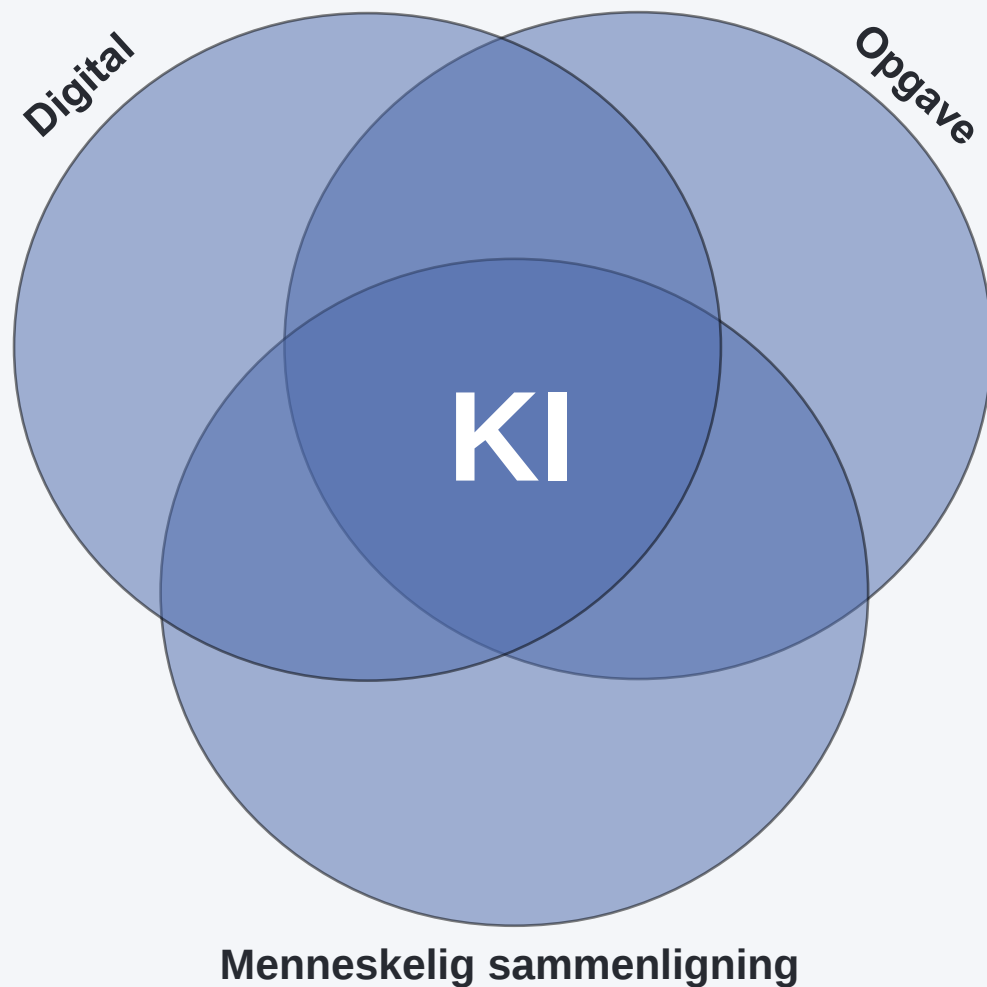
^a Department of Business IT, IT University of Copenhagen, Rued Langgaards Vej 7, DK-2300 Copenhagen S, Denmark

^b Department of Strategy and Innovation, Copenhagen Business School, Kilevej 14A, DK-2000 Frederiksberg, Denmark

“dumme definitioner”

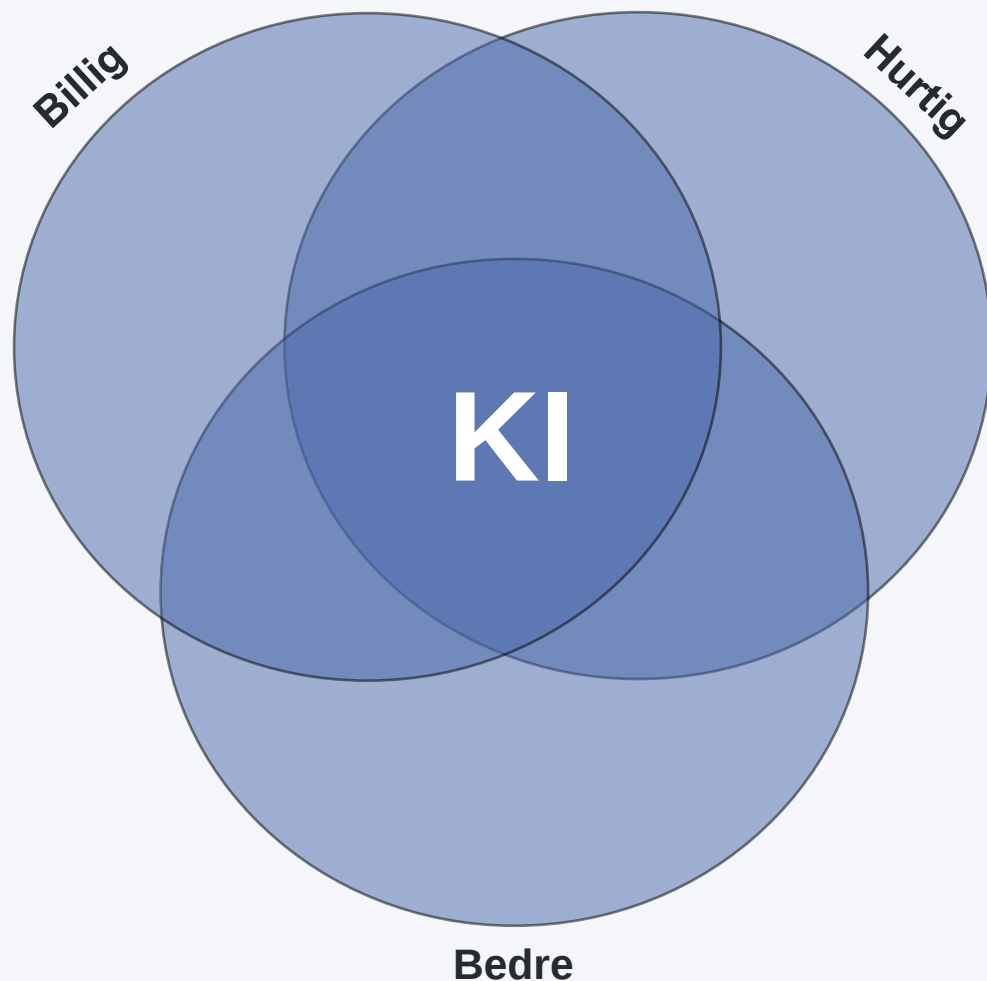
“dumme definitioner”

KUNSTIG??? INTELLIGENS???



“dumme forventninger”

FORVENTNINGER TIL KUNSTIG INTELLIGENS



BERLINGSKE
1. SEKTION TORSDAG 6. JUNI 2024

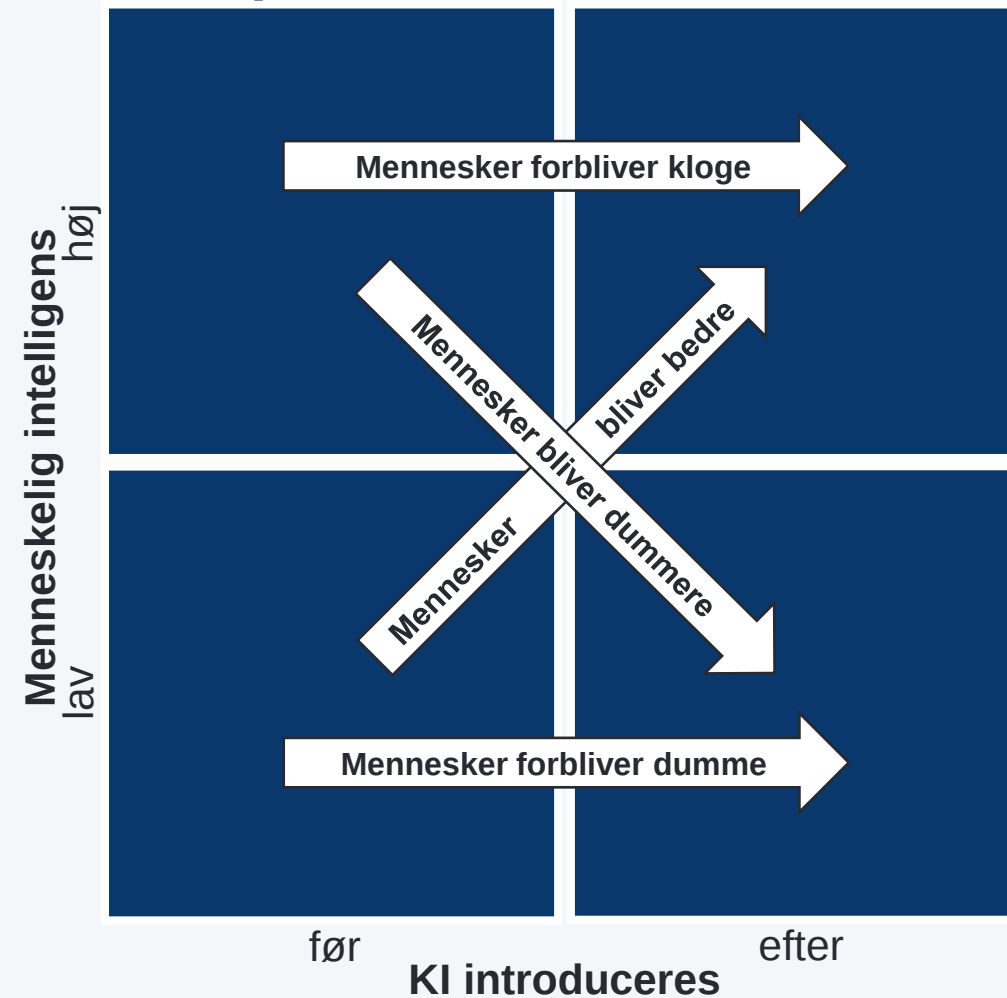
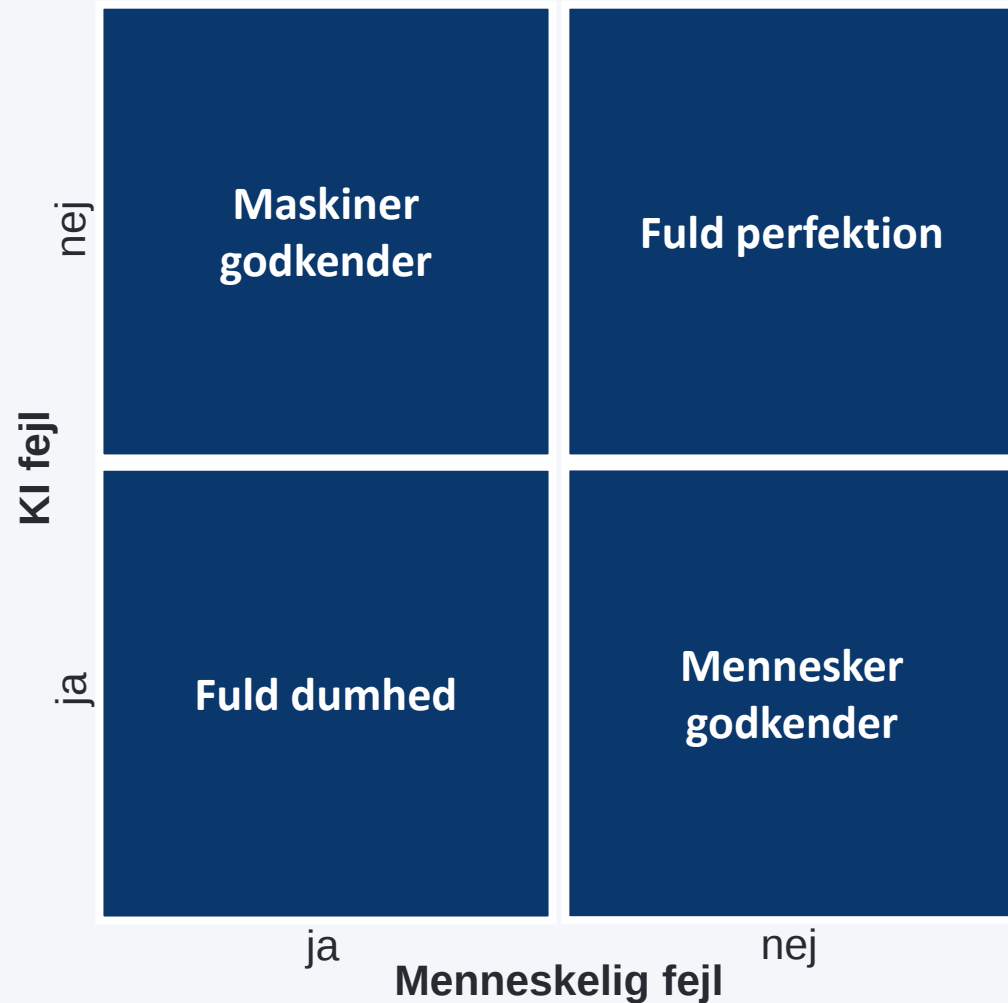
Det er maskinelt at fejle

Vi kender alle talemåden »det er menneskeligt at fejle.« Ud over at være en korrekt observation er det også et af hovedargumenterne for at anvende kunstig intelligens.

KOMMENTAR

Carsten Lund
Pedersen og
Thomas Ritter

FRA DUMHED TIL INTELLIGENS – TUR/RETUR



**TAK FOR ORDET OG HELD OG
LYKKE MED JERES KI-PROJEKTER**

FORSTÅELSER

DEFINER KUNSTIG OG INTELLIGENS

FORVENTNINGER

SET REALISTISKE FORVENTNINGER TIL BÅDE MENNESKER OG
MASKINER

FORANDRINGER

MONITORER UDVIKLING AF INTELLIGENS