

The Research Centre of the School of Economics and Business
cordially invites you to a research seminar
on **Thursday, 21 November 2024, at 14:00 CET** in room **P-201/202**
at the School of Economics and Business, University of Ljubljana

Zhiwei Zhu (Daniels School of Business, Purdue University)

will present the article:

**Business Analytics in the Generative AI Era: A Historical and
Forward-Looking Perspective**

The rise of Generative AI (GAI) has ignited both excitement and critical questions about its impact across fields. A central question for Business Analytics (BA) is: "How will GAI shape its future?" In this seminar, the speaker offers a forward-looking analysis, drawing on empirical qualitative research into the historical evolution of analytical disciplines, including mathematics, statistics, and actuarial science, as discussed in his recent applied research publications in the Harvard Data Science Review and INFORMS Analytics Magazine. Leveraging extensive industry and academic experience, the speaker looks beyond the immediate applications of GAI to explore its foundational implications. He argues that BA will increasingly function both as a key enabler and a significant beneficiary of AI advancements, driving innovation across the business landscape. This presentation provides insights for the BA community on how to strategically position itself and play a more prominent role in shaping the AI era.

Please sign up for the free seminar <http://raziskave.ef.uni-lj.si/a/1795>

We look forward to seeing you.