

KM Conference 2024

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SGH Warsaw School of Economics, Warsaw, Poland

Themes: Knowledge Management, Cybersecurity, Learning, and Information Technology

<https://iiakm.org/conference/>

Keynote Lecture

***Artificial Intelligence: From Specialized Algorithms
to Business Model Transformation***

Professor Tymoteusz Doligalski

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Keynote Overview:

Artificial intelligence has journeyed from being the domain of specialized algorithms to a central force in the transformation of business models. This keynote will explore the complex evolution of AI, charting its path from niche applications to its current position as a cornerstone of modern business. As we navigate through this transformation, the speech will highlight AI's pivotal role in challenging traditional paradigms, driving innovation and transforming business models. Particular attention will be paid to two dimensions of the AI transformation: automation and augmentation.

About the Keynote Presenter:

Tymoteusz Doligalski is an Associate Professor at the e-Business Department of the Institute of Information Systems and Digital Economy, SGH Warsaw School of Economics. He researches the functioning of Internet companies from the perspective of business models and the impact of artificial intelligence. His recent publications include the article "*Common typology of multi-sided platforms and virtual communities*", the monograph "*Disruptive platforms*" and the working paper "*Programmatic advertising ecosystem as a multi-sided platform*". He is also the leader of the team responsible for the principles of using artificial intelligence in the preparation of written assignments at SGH Warsaw School of Economics. He is the coordinator of teaching programmes on e-business and internet marketing. He has supervised student teams that have won competitions on the use of search engines in marketing (1st place in the world in 2012, 2014 and 2022, 1st place in Europe in 2011). He publishes his research notes on the blog: doligalski.net.

