



BUSINESS SCHOOL

**AALBORG
UNIVERSITY**

DECISIVE DECISIONS - AI IN PRACTICE & BUSINESS SCHOOL STRATEGY

AAUBS SEMINAR 20 & 21 NOVEMBER 2024

REBILD COMWELL, REBILDVEJ 36, 9520 SKØRPING

Introduction

Over the last year we have at AAUBS worked with generating insight and data on how we can integrate AI in our core tasks and what kind of business school, we could be.

Something that has come across strongly over the last year is that despite the challenges and changes we have been through, AAUBS is a place we care much about. We are a responsible business school with regional relevance and international impact a place we all invest in through strong and meaningful relations with external partners, AAU colleagues, students and each other via our research, teaching and external collaborations. It makes me happy that AAUBS is a place where we dare to take chances and initiate something new when we believe it makes a positive change. It is my hope that these aspects will shape our new strategy.

The use of AI in our work increases and in Spring 2024 Oxford University Press conducted a global survey about researchers' use of AI¹. Out of 2345 usable responses the survey showed that 76% of researchers report using some form of AI tool in their research but only 27% of the researchers using AI in their work have a good understanding of AI tools in general. Illustrating that we still have a way to go before we all are as AI savvy as we want to be.

Concordantly, the Danish consultancy firm LEAD+ asked 757 administrative employees in Danish municipalities about their experiences with and expectations to AI². 46% replied that they have tried working with ChatGPT and 78% are sure or very sure that AI will change their work radically and 67% in a positive way. At the same time 46% fear that it will affect their job security. There is still a need to underline that AI will not replace our jobs but change them.

We know from multiple studies that those who have experimented with AI are also the ones who are most optimistic. Furthermore, those who are on institutions that allow the use of AI are more optimistic than those who are on more restrictive workplaces. I am therefore glad we are at an institution that invites us to use AI in critical-reflexive ways and I am proud of the agenda for the first day of the seminar where so many good colleagues at AAUBS and AAU have developed workshops that enable us to experiment and try working with AI in multiple ways.

I look forward to two days together with you. I know they will be both inspiring and insightful. And I hope they will reassure us that AAUBS is a place where we feel at home academically and are able to pursue our academic aspirations. So welcome to two inspiring days where we get time to take all that information about AI and our strategy in, digest and discuss it, experiment and work with it and make some more decisive decisions about our practice with AI and the AAUBS we want to be.

All the best Mette

¹ <https://corp.oup.com/news/how-are-researchers-responding-to-ai/>

² <https://lead.eu/artikel/e-bog-kunstig-intelligens-mellem-hallucinationer-og-hverdagspraksis>

Top 3 themes that excite researchers most about AI:

1. Helping with data analysis
2. Speed up otherwise timely and redundant processes
3. Enhance knowledge and information about a topic

20th of November

This day has been organized by:

Pernille, Jacob R., Roman, Kristian, Mie, Lasse K., Kamilla, Sara M. and Mette

The first day of our AAUBS seminar will focus on the use of AI related to our core tasks. In the morning, we will be inspired by talks from AAU colleagues and in the afternoon, we will engage in different workshops with the purpose of trying out AI ourselves.

AGENDA

08:00-08:30 Breakfast in the foyer

08:30-08:50 Welcome by Mette Vinther Larsen

09:00-10:00 Co-pilot demonstration and mini exercises, by Lasse Krejberg

10:00-10:30 Coffee break with cake in the foyer

10:30-10:50 Rules and guidelines for AAU as a teacher and administrator, by Lasse Krejberg

10:50-11:20 Prompt Engineering – development and concrete examples on how to work with it as a researcher and administrator, by Roman Jurowetzki

11:30-12:30 Lunch in the restaurant

parallel sessions

TAP track (Plenum room A1-3)

12:30-13:30 AI in Administration – goals and project, by Bo Hvass, AAU

13:30-14:15 Workshop on co-pilot, by Sabine and Lene, AUB

14:15-14:45 Coffee break and room check-in

14:45-16:00 Workshop and exercises continued

16:00-16:45 Joint wrap-up in plenary, including walk and talk

VIP track (Rooms A4, G2-G3, G4-G6, G7-G8)

12:30-14:00 Workshop round 1 ([registration link](#))

14:00-14:30 Coffee break and room check-in

14:30-16:00 Workshop round 2 ([registration link](#))

16:00-16:45 Joint wrap-up in plenary, including walk and talk

16:00-16:45 Joint wrap-up in plenary, including walk and talk

16:45-17:45 Break until dinner

17:45-18:45 Joint gathering in plenary, drinks and fun

18:45 Dinner in the restaurant

Top 3 themes that concern researchers most about AI:

1. Loss of one's ability to critical thinking
2. Loss of intellectual property
3. Misuse or unethical use of AI

21th of November

This day has been organized by:

Jacob R., Poul, Valeria, Marita and Mette

The second day of our AAUBS seminar will focus on the development of the AAUBS strategy. Colleagues will present key finding from the stakeholder analysis they have made and invite us to discuss how these findings should shape the business school strategy, vision and mission.

AGENDA

- 09:00-09:10 Introduction to Day 2 (Mette & Poul)
- 09:10-09:30 Q&A for stakeholder analyses reports
- 09:30-09:35 Presentation of Games as a workshop format
- 09:35-09:45 Read the scenario and discuss needs. Write down needs on cards
- 09:45-10:20 Round 1: Choose a direction (5 minutes), brainstorm (30 minutes)
- 10:20-10:30 Break
- 10:30-11:10 Round 2: Discussion, grouping, and evaluation (30 minutes, including cards)
Write ideas on Idea Cards (10 minutes)
- 11:10-11:25 Group presentations: two groups present to each other (3 groups, 5 minutes each)
- 11:25-11:30 Setting up ideas on the wall
- 11:30-12:00 Closing discussion
- 12:00 Lunch

Top 3 motivations for administrative colleagues to try working with AI:

1. I experience firsthand that AI frees time for me
2. The AI tool is easy to use
3. I receive the necessary help and support every day to begin working on it