

Ερευνητικά Σεμινάρια Τμήματος Μάρκετινγκ & Επικοινωνίας

Πρόσκληση

Το Τμήμα Μάρκετινγκ & Επικοινωνίας ανακοινώνει τη διεξαγωγή ερευνητικού σεμιναρίου, με προσκεκλημένο εισηγητή τον κ. **Rui Baptista, Full Professor of Entrepreneurship and Innovation, Instituto Superior Técnico (IST), University of Lisbon.**

Το σεμινάριο θα διεξαχθεί τη **Παρασκευή 7 Ιουνίου 2024** ώρα **13:00-16:00** στο αμφιθέατρο της του κτιρίου επί των οδών Τροίας 2, Κιμώλου και Σπετσών. Το θέμα του ερευνητικού σεμιναρίου είναι «Digitalisation and Artificial Intelligence in the Labour Market: Transformative and Destructive Effects». Θα ακολουθήσει συζήτηση σχετικά με μεθοδολογικές και θεωρητικές προσεγγίσεις στα τρέχοντα θέματα του ψηφιακού μετασχηματισμού στην επιχειρησιακή λειτουργία και στρατηγική.

Υπενθυμίζεται ότι τα ερευνητικά σεμινάρια είναι ανοικτά προς όλα τα μέλη ΔΕΠ και **υποχρεωτικά** για τους υποψήφιους διδάκτορες του Τμήματος.

Ακολουθεί σύντομη περίληψη βιογραφικό σημείωμα του προσκεκλημένου εισηγητή.

Η Οργανωτική Επιτροπή

Γιώργος Μπάλας

Διονύσης Σκαρμέας

Πάρις Αργουσιδης

Extended Abstract

The world is undergoing one of the most significant technological revolutions in history, causing profound changes in all aspects of the economy – in particular, labour markets. While certain digital technologies have an impact across all sectors, others are likely to affect specific occupations in distinct ways.

We study the current and potential impact of digitalisation on labour in Portuguese economy. Specifically, we are concerned with computerisation (computer-based automation) and AI/artificial intelligence (computer systems able to perform tasks usually requiring human intelligence) on jobs, occupations, and industries. While some research has been carried out focusing on more advanced economies (high tech, high levels of human capital), Portugal – a country with an aging, low-skill and low-wage workforce – requires more research into the impacts of digitalisation, in particular concerning the transformative potential of AI.

The potential for automation to destroy jobs is well known. Workers in occupations at high computerisation risk are more likely to experience job loss. With the emergence of AI, occupations so far unaffected by automation are now at risk. It is likely that in the future AI will outperform humans in more and more tasks. However, due to its complementarity with human labour, AI also has a transformative potential: vacancies in AI-related jobs and demand for AI skills are likely to grow rapidly.

We seek to identify occupations, sectors and regions more likely to be affected. Using data matching firms, employees, and regions, we examine the impacts of digitalisation on individuals based on their skills, job profile and history, type of labour contract, and demographics, as well as on regions (based on industrial structure and agglomeration). Distinguishing between destructive and transformative effects of digitalisation is key for policymakers, as policies designed to attenuate the destructive effects are not necessarily the same as those aimed at promoting the transformative ones.



Rui Baptista is Full Professor in Entrepreneurship and Innovation at Instituto Superior Técnico, University of Lisbon. From 2016 to 2020 Rui was Chair of the Department of Engineering and Management of Instituto Superior Técnico (IST).

Rui holds a PhD from London Business School. His research focuses on the subjects of entrepreneurship, innovation, strategic human capital, technological change and the labour market, industry dynamics, economic geography, and regional development. He is Editor of Small Business Economics - An Entrepreneurship Journal and member of the Editorial Board, Eurasian Business Review.

His Research has been published in Regional Studies, Research Policy, Technological Forecasting and Social Change, Small Business Economics, Journal of Evolutionary Economics and International Journal of Industrial Organization. From 2013-2015 Rui was Chair in International Entrepreneurship and Director of Research at Brunel Business School, Brunel University London. Other previous academic positions include Indiana University Bloomington and Carnegie Mellon University.