

-Keynote Speech II-

AI+: Future Business

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Abstract

AI has become the core driving force of the new round of business transformation and leading to digital intelligent business. How to break through the barriers between technology innovation and business process/operation has become a critical issue. In addition, we can also see the potential for artificial intelligence (AI) technologies to upend the business, especially for easy-to-automate jobs. The fact is, AI is embedded in the business and industry which is formed as “AI +”, from education as “AI + Education”, to finance, to logistics as “AI + Logistics” etc.

Different economy entitles have been focusing on the “AI +” development in recent years, such as, Shanghai "new AI technology experiment field", "new AI product demonstration park" with aims to build an AI demonstration park featuring "a map, a network, a group of people, an array of buildings, a number of enterprises and a quantity of equipment". Based on a comprehensive technology support platform, with focus on three AI innovation experience platforms. AI will soon be able to do the variety of tasks that consume much of managers' time faster, better, and at a lower cost.

Dr. Dongming Xu is a Senior Lecturer in Business Information Systems at the UQ Business School. She holds a PhD from the City University of Hong Kong in Information systems. Dr Xu's research focuses on the confluence of information technology use and information technology innovation to reach a deep understanding of how information systems are used and how information systems influence the society. In recent years, she primarily works on IT entrepreneurship that focuses on the understanding of hi-tech start-ups development and the relationship between IT innovation and business performance. In the meantime, she has been working in the area of social media use in business, such as, disaster management, information piracy. Thus research interests lay in the areas of message transmission, information quality control, and decision making infrastructure etc. The other research interests include decision making and business

intelligence on a variety of contexts, such as theoretical foundations, applications, and technologies, such as intelligent agents, data mining, etc. In particular, she is working on eFinance applications, web-server-agent-based family wealth management systems, decision support systems for securities exception management, knowledge management systems and disaster management systems. Her research usually combines theoretical model building, laboratory and field experiments and the development of prototype systems. Dongming's previous research outputs have been published in more than 70 top tier journals and conference proceedings, such as IEEE Transaction on Knowledge and Data Engineering, Information and Management, Decision Support Systems, and the Expert Systems with Applications and many others. Currently, she is an Associate Editor with Information & Management, Journal of Electronic Commerce Research, Australasian Journal of Information Systems, among others.