POLITECNICO
MILANO 1863

DIPARTIMENTO DI
INGEGNERIA GESTIONALE

DIG PhD scholarship

Title	**Artificial Intelligence and Creative Entrepreneurship**
Theme	The creative process of an economic/industrial and technological nature is still considered to have a strong localization character. In other words, the 'creative locus' is mainly in clusters/communities/cities (not necessarily mega-cities) that act as a real melting pot where different talents/technologies have the opportunity to contaminate each other in one case and combine in the other, to give rise to the creative and then innovative process. The starting point, which can also be put under investigation, is that industry 4.0 technologies, and artificial intelligence (AI) in particular, may, if not change this pattern, modify its antecedents, bringing some clusters to the center of the stage at the expense of others. AI is in fact a real general-purpose technology with (potential) uses in many sectors (health, logistics, communication, fashion, etc.) and a source of countless 'creative' business opportunities. However, the antecedents of these opportunities and the impact that the exploitation of these opportunities may have at firm- and regional-levels are all issues that need to be explored. Questions such as those reported below are still far from being answered, despite their interest and the implications that may descend from their exploration: Can AI technologies leverage the creativity potential of individuals and their entrepreneurial spirit? How? How AI may change the initial phases of the entrepreneurial process, from the idea's conceptualization to prototyping? Which are the territorial determinants of the AI-based entrepreneurship phenomenon, the potential geographical polarities and disparities and the drivers at the geographical that may foster the growth and international competitiveness of AI-related start-ups? How AI is used in incumbent firms, and how can AI leverage intrapreneurship dynamics within existing firms/organizations? These are only few of the issues (among other possible) that could be addressed by the PhD scholarship, and represent only examples of possible directions to pursue. More generally, the PhD thesis project, starting from a micro-economic approach, aims at shedding light on how economies will change for the effect of AI, and under this general umbrella, it is open to explore a (selected) variety of themes, from both a theoretical and an empirical perspective.
DIG professors involved	Luca Grilli, Lucia Piscitello, Paola Garrone
International collaborations	*University of Utrecht, Skema Business School, University of Lund. Also see the H2020 RIA project:* FIRES (projectfires.eu)