

# ALIBABA GET Network

Alibaba  
Business School

Global  
eCommerce Talent



CHRISTIAN KUHNA



# THE FUTURE

# OF WORK



## SMART MANUFACTURING

INDUSTRY 4.0, SPEED FACTORY

MASS PRODUCTION VERSUS CRAFTSMANSHIP

### CONVERGENCE

- OF DIGITAL AND PHYSICAL
- OF MEN AND MACHINES

### ARTIFICIAL INTELLIGENCE

– SELF-LEARNING MACHINES AND SYSTEMS

PRODUCTION ENTERS A PHASE IN WHICH INTELLIGENT MACHINES MERGE WITH HUMANS – AND GLOBAL PRODUCTION COMPETES WITH LOCAL MAKERS

# FUTURE PRODUCTION

## LOCAL/HOME PRODUCTION

- MAKER LABS & FAB LABS,
- HACK-A-THONS
- CREATOR SPACES

## NEW PRODUCTION COUNTRIES

➔ WHAT DOES THAT MEAN FOR OUR BUSINESS MODELS ?



DiDi

**NO  
CARS**



WeChat

**NO  
CONTENT**



Alibaba Group  
阿里巴巴集团

**NO  
STORAGE**



airbnb

**NO  
ROOMS**





CREATIVITY

**AND AI**

**DESIGNED  
BY A.I.**



# This AI-written pop song is almost certainly a dire warning for humanity

*Let's not rule it out, anyway*

by James Vincent | @jjvincent | Sep 26, 2016, 7:21am EDT



SHARE



TWEET



LINKEDIN

Daddy's Car: a song composed by Artificial Intelligence - in the style of the Beatles



# McCann Japan hires first artificially intelligent creative director

3567

Shares





# MCCANN JP - AI CREATIVE DIRECTOR







# WHAT DOES THAT MEAN FOR THE FUTURE OF WORK

TECH WILL BECOME  
THE GREAT  
EQUALIZER

Risk of being replaced:  
90-100%

(BUT ROBOTS  
MIGHT TAKE OUR  
JOBS)



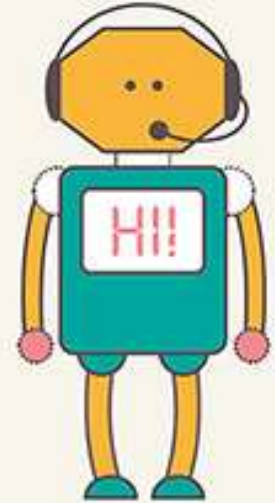
Models



Sports Umpires



Paralegals



Telemarketers



 **CBS**  
THIS  
MORNING

## ROOMS & ROBOTS

NEW HOTEL STAFFED BY MACHINES OPENS IN JAPAN



→ **Singer**





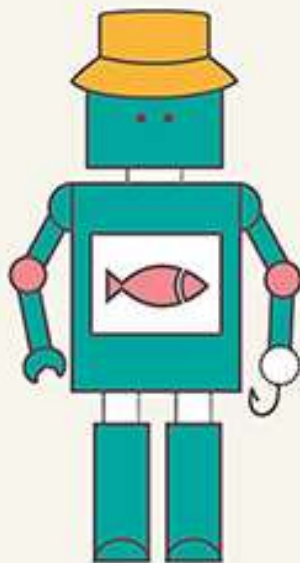
# HATSUNE MIKU 初音ミク

Risk of being replaced:

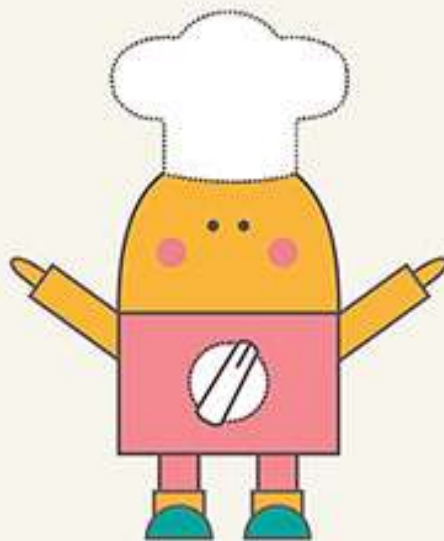
80-90%



Taxi Drivers



Fishermen



Bakers



Fast Food Cooks

# ROBOT COFFEE





Risk of being replaced:

0-20%



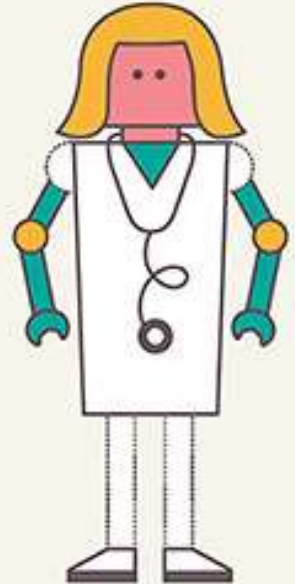
Firefighters



Clergy



Artists



Nurses

# ROBO MONK







# PARO – ROBOTIC SEAL



# ARTIFICIAL INTELLIGENCE VERSUS HUMAN INTELLIGENCE

## DIMENSIONS OF INTELLIGENCE



VS



SENSO MOTORIC

+

++



COGNITIVE

++

+



EMOTIONAL

-

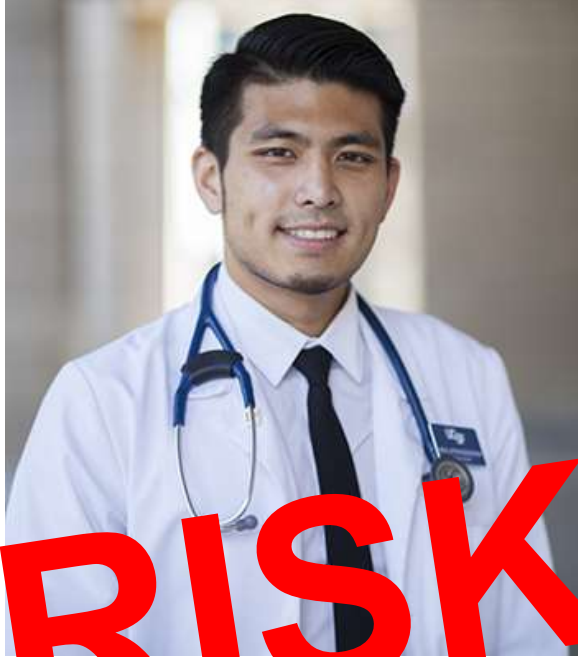
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SOCIAL

-

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**RISK**



**SAFE**





# AUTOMATION OF KNOWLEDGE WORK THROUGH ROBOTICS & ARTIFICIAL INTELLIGENCE

→ OLD JOBS WILL DISAPPEAR  
→ NEW JOBS WILL APPEAR

BUT ALL JOBS  
WILL TRANSFORM

... **ALL THE TIME!!!**



...AND  
**ALL JOBS IN THE FUTURE  
WILL HAVE TO BE CREATIVE**

**...OTHERWISE THEY WILL BE DONE BY  
ALGORITHMS, ROBOTS OR MACHINES**

# WILL A CHATBOT?



# BE YOUR NEXT BOSS?



# ROBOT COLLEAGUE



# EXPLORING OUR RELATIONSHIP WITH TECHNOLOGY



# A HUMAN-ROBOT DANCE DUET - HUANG YI & KUKA





# JEAN-PHILIPPE DEMERS - INFERNO



# DRONE BALLET



# RE-THINK

... WORK

... ORGANIZATIONS

... EDUCATION

... LEADERSHIP



# WHAT DOES THE FUTURE LOOK LIKE?



INTERCONNECTED  
NETWORKS OF NETWORKS



URBAN  
SOCIETY  
DESIGN  
CONSULTANCY

# THE RETURN OF SOCIAL



# CO-WORKING & CO-LIVING