

Applying LLMs and GenAI in Innovation Economics

Economics and Innovation of AI Network Workshop

Workshop Overview

Large Language Models and Generative AI are reshaping how economists study innovation, enabling causal insights, richer measurement, and new views on technological change. This workshop convenes researchers who advance these methods in innovation economics, share practical playbooks, and surface emerging risks around data quality, reproducibility, and responsible deployment.

📍 **AAU Innovate** · Thomas Manns Vej 25 · 9220 Aalborg Ø, Denmark

MASSHINE



A collaboration between AAU, Copenhagen Business School, University of Strasbourg,
University of Bremen, and UNU-MERIT

With funding from MASSHINE and the SSH Faculty at AAU

📅 Day 1 — Monday, 8 December 2025

Morning Programme

08:30 – 09:00

📍 Innovate Pitch-area Foyer

☕ Registration & Coffee

09:00 – 09:20

📍 Pitch-area

Welcome & Housekeeping

Roman Jurowetzki (AAU, DK), Mette Vinther Larsen (Head of AAU Business School, DK)

09:20 – 10:50

📍 Pitch-area

Session 1: Methods I (Plenum)

👤 Chair: Stefano Bianchini (University of Strasbourg, FR)

Format: 15 min talk + 5 min Discussant 1 + 5 min Discussant 2 + 5 min Q&A

09:20 – 09:50

LLMs as Economic Measurement Tools: A Framework for Multi-Label Job Posting Classification

Rentian Zhu (Copenhagen Business School, DK)

Discussants: Björn Preuß & Tommaso Ciarli

09:50 – 10:20

From Scratch to Silver: Creating Trustworthy Training Data for Patent-SDG Classification Using Large Language Models

Grazia Sveva Ascione (Polytechnic University of Turin, IT)

Discussants: Roman Jurowetzki & Primoz Konda

10:20 – 10:50

Self-Building Benchmarks: Using AI Generated Exams to Understand LLM Work Capabilities

Johanna Einsiedler (University of Copenhagen, DK)

Discussants: Egbert Amoncio & Erik Lang

10:50 – 11:10

📍 Innovate Pitch-area Foyer

☕ Coffee Break

Parallel Sessions (11:10 – 12:15)

Track A: Web Data & Analysis

Innovation Lab

Chair: Björn Jindra (CBS, DK)

11:10 – 11:30

Employing LLMs and Organisational Web Data for Innovation Research — the WebAI Paradigm

Sebastian Schmidt (University of Salzburg, AT)

Discussants: Leonardo Castro-Gonzalez

11:30 – 11:50

An Atlas of Economic Activities in the UK: Tapping into Web Archives for Social Science Research

Leonardo Castro-Gonzalez (University of Bristol, UK)

Discussants: Zhang Shiyun

11:50 – 12:10

A Study of Competitive Dynamics Analysis Report Generation Aided by LLMs

Zhang Shiyun (Beijing Academy of Science and Technology, CN)

Discussants: Sebastian Schmidt

Track B: Spillovers & Diffusion

Meeting Room A.314 (3rd Floor)

Chair: Eskil Andersen (AAU, DK)

11:10 – 11:30

Extracting Innovation and Cost Metrics for Synthetic Fuels Using LLMs: A Scalable Pipeline

Tobias Buchmann (ZSW, DE)

Discussants: Saverio Barabuffi

11:30 – 11:50

Inter-regional Public Knowledge Spillovers and Patenting Performance

Saverio Barabuffi (Scuola Superiore Sant'Anna, IT)

Discussants: Johan Lausen

11:50 – 12:10

A LLM Analysis of European Environmental Policy Diffusion Networks

Johan Lausen (University of Copenhagen, DK)

Discussants: Tobias Buchmann

Lunch & Keynote

12:15 – 13:15

Innovate Faculty Club



Keynote Lecture

13:30 – 14:30

Innovate Lab

Transforming Historical Research with Language Models

Johan Heinsen

Professor, Department of Politics and Society, Aalborg University (DK)

Format: 45 min talk + 15 min Q&A

14:30 – 14:50

Innovate Lab Foyer



Methods Fair

14:50 – 15:45

 Innovate Lab

💡 Methods Fair: Lightning Pitches & Hands-on Stations

Part 1: Lightning Pitches (14:50 – 15:00)

- Rentian Zhu: Claude Code for replication / Stata MCP integration
- Milad Abbasiharofteh: Trademark data & NLP for diffusion research
- Hamid Bekamiri: News-based diffusion pipeline
- Sebastian Schmidt: Region Insights / WebAI for regional analysis
- Jessica Birkholz: Embedding-based literature review pipeline

Part 2: Hands-on Rotation (15:00 – 15:45)

Participants rotate between stations every 15 minutes

Evening Social

 **17:30** — Reception

 CREATE Building Waterfront, Rendsburgsgade 14, 9000 Aalborg

 **18:40** — Walk to restaurant (20 min)

 **19:00** — Dinner at [Restaurant Textur](#), Østre Havnegade 28

Reservation: AAU or MASSHINE

📅 Day 2 — Tuesday, 9 December 2025

Morning Programme

08:30 – 09:00

📍 Innovate Lab Foyer

☕ Arrival & Coffee

09:00 – 10:30

Session 3: Methods II & Applications (Plenum)

👤 Chair: Hamid Bekamiri (AAU, DK)

📍 Innovation Lab

09:00 – 09:30

Understanding Future AI-Green Technology Directions from Past Technological Trajectories

Tommaso Ciarli (UNU-MERIT, NL) [Online]

Discussants: Dorian Fildor & Alexandra Badort

09:30 – 10:00

Firm AI Adoption and Regional Public Discourse: Insights from Germany

Alexandra Badort (LUISS Guido Carli, IT)

Discussants: Ana Pastor-Merino & Johanna Einsiedler

10:00 – 10:30

Beyond the Pretty Face: Unmasking the True Power—and Limits—of Design Innovation

Egbert Amoncio (Goethe University Frankfurt, DE)

Discussants: Erik Lang & Jessica Birkholz

10:30 – 11:00

📍 Innovate Lab Foyer

☕ Coffee Break

🎙 Keynote Lecture

11:00 – 12:00

📍 Innovate Lab

Predicting Human Outcomes at Scale with Applications for Policy

Andreas Bjerre-Nielsen

Associate Professor, University of Copenhagen (DK)

Format: 45 min talk + 15 min Q&A

12:00 – 13:00

📍 Innovate Faculty Club

🍴 Lunch

Parallel Sessions (13:00 – 14:30)

Track A: Risk & Adoption

 Innovation Lab

 Chair: Christian Nielsen (AAU, DK)

13:00 – 13:30

Applying LLM for Granular Innovation Assessment

Dorian Fildor (University of Innsbruck / Zagreb, AT/HR)

Discussants: Alexandra Badort & Ana Pastor-Merino

13:30 – 14:00

Controlling LLMs' In- and Output to Mitigate Risks

Björn Preuß (Copenhagen Business School, DK) [Online]

Discussants: Tommaso Ciarli & Dorian Fildor

14:00 – 14:30

LLM-Based Web Mining for Firm-Level AI Adoption and Productivity

Ana Pastor-Merino (Universitat Politècnica de València, ES)

Discussants: Johanna Einsiedler & Egbert Amoncio

14:30 – 14:50

 Innovate Lab Foyer

 Coffee Break

Track B: Dynamics & Emerging Tech

 Meeting Room A.314 (3rd Floor)

 Chair: Jessica Birkholz (University of Bremen, DE)

13:00 – 13:30

The Imitation Game: A Longitudinal Study of the Imitation–Performance Relationship in S&P 500 Firms

Erik Lang (Norwegian School of Economics, NO)

Discussants: Jessica Birkholz & Milad Abbasiharofteh

13:30 – 14:00

Using Large Language Models to Analyze the Impact of Advanced Digital Technologies on SDGs

Kevin Michoud (University of Strasbourg, FR)

Discussants: Milad Abbasiharofteh

14:00 – 14:30

Using Large Language Models in Policy Mix Analysis

Christian Nielsen (Aalborg University, DK)

Discussants: Primoz Konda & Giacomo Damioli

14:50 – 15:50

 Innovation Lab

Session 5: Innovation Narratives (Plenum)

 Chair: Roman Jurowetzki (AAU, DK)

14:50 – 15:20

Narratives of Political Parties and Green Path Development in European Regions

Jessica Birkholz (University of Bremen, DE)

Discussants: Milad Abbasiharofteh & Rentian Zhu

15:20 – 15:50

Chatting Innovation: Bridging Invention and Market Innovation

Milad Abbasiharofteh (Aalborg University, DK)

Discussants: Rentian Zhu & Björn Preuß [Online]

15:50 – 16:00

Closing Remarks & Departure

Roman Jurowetzki & Organizing Team

Venue & Logistics

AAU Innovate

Thomas Manns Vej 25, 9220 Aalborg Ø, Denmark

 [Open in Google Maps](#)

Travel

- **By air:** Aalborg Airport (AAL) with connections to the city; Plusbus 2 from centre to AAU Innovate (25 min)
- **By rail:** Aalborg Station connects hourly to Aarhus, Copenhagen, and Hamburg. Plusbus line 2 departs outside.
- **Taxi:** Airport to city centre 250 DKK
- **Apps:** [Rejsekort](#) / [Rejsebillett](#) for local transport

Accommodation

Recommendations (100 EUR/night):

- **Four Points Flex by Sheraton** — Plusbus line 2 stops in front
- **B&B Hotel Aalborg** — Central, Plusbus line 2 stops in front

Committees

Scientific Committee

- Stefano Bianchini (Strasbourg, FR)
- Jessica Birkholz (Bremen, DE)
- Giacomo Damioli (Strasbourg, FR)
- Björn Jindra (CBS, DK)
- Lili Wang (UNU-MERIT, NL)

Local Organizing Committee

- Roman Jurowetzki (AAU & CAISA, DK)
- Milad Abbasiharofteh (AAU, DK)
- Eskil Andersen (AAU, DK)
- Primoz Konda (AAU, DK)
- Hamid Bekamiri (AAU, DK)

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