LSB Luxembourg School of Business

GenAI for Business 2026

Session 7: Value creation

Shubin Yu

The Five A's of Applied GenAI at Work

From first query to full-scale tasks

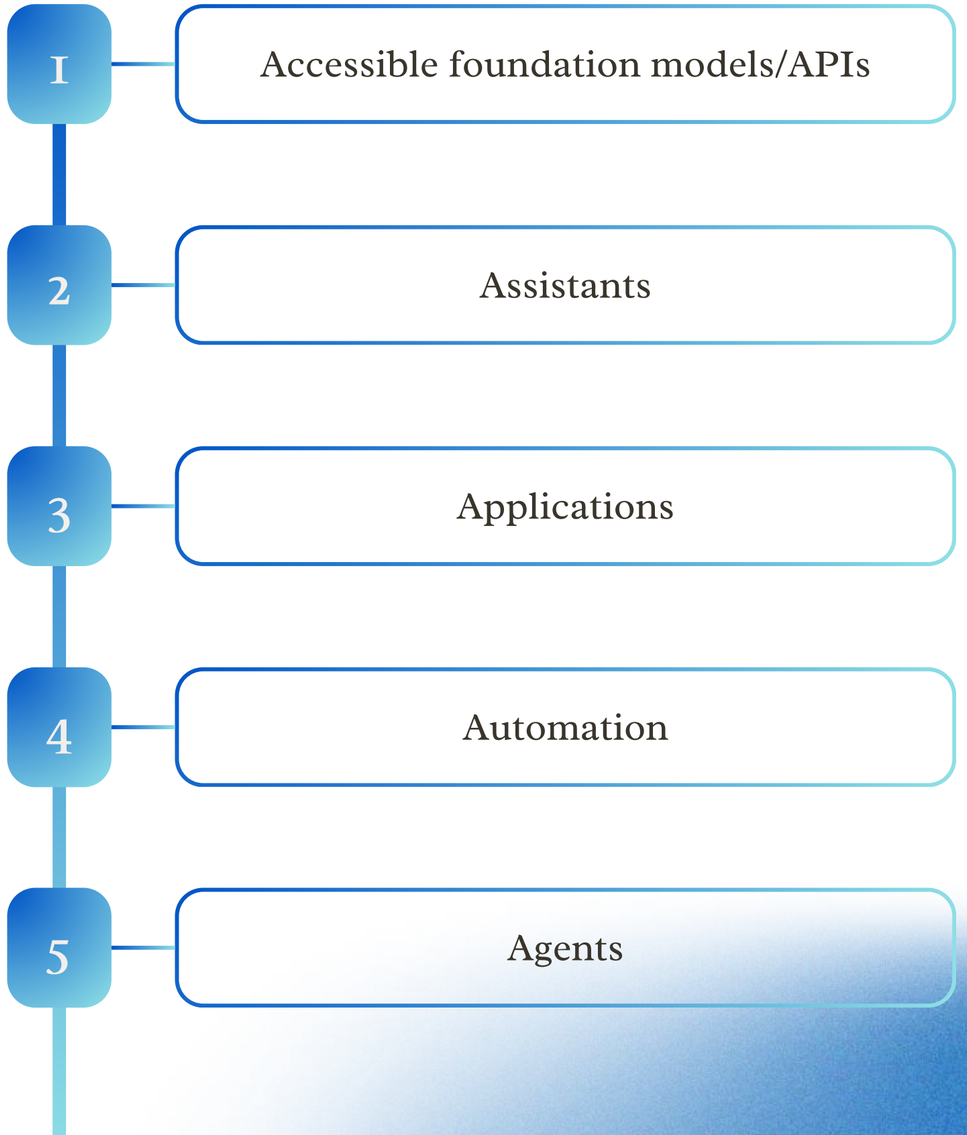
Foundation models like GPT and Gemini can be quickly deployed but do not possess competitive advantages.

Assistants are foundation models with specialized domain knowledge, facilitating knowledge transfer.

Applications are a clean interface for interacting with models, tools, and knowledge bases.

Automation enables repetitive tasks to be programmed and executed.

Agents are highly autonomous entities that act alone or together to complete a task adaptively and flexibly.



How would you map the 5As based on autonomy and risk?

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What are the risks associated with autonomy?

Digital insider

Hallucinations

Lost control

Cross-Agent Task Escalation

What are the risks associated with autonomy?

Chained Vulnerabilities

Data Integrity and Leakage

Which primary and support activities are mostly exposed to GenAI?

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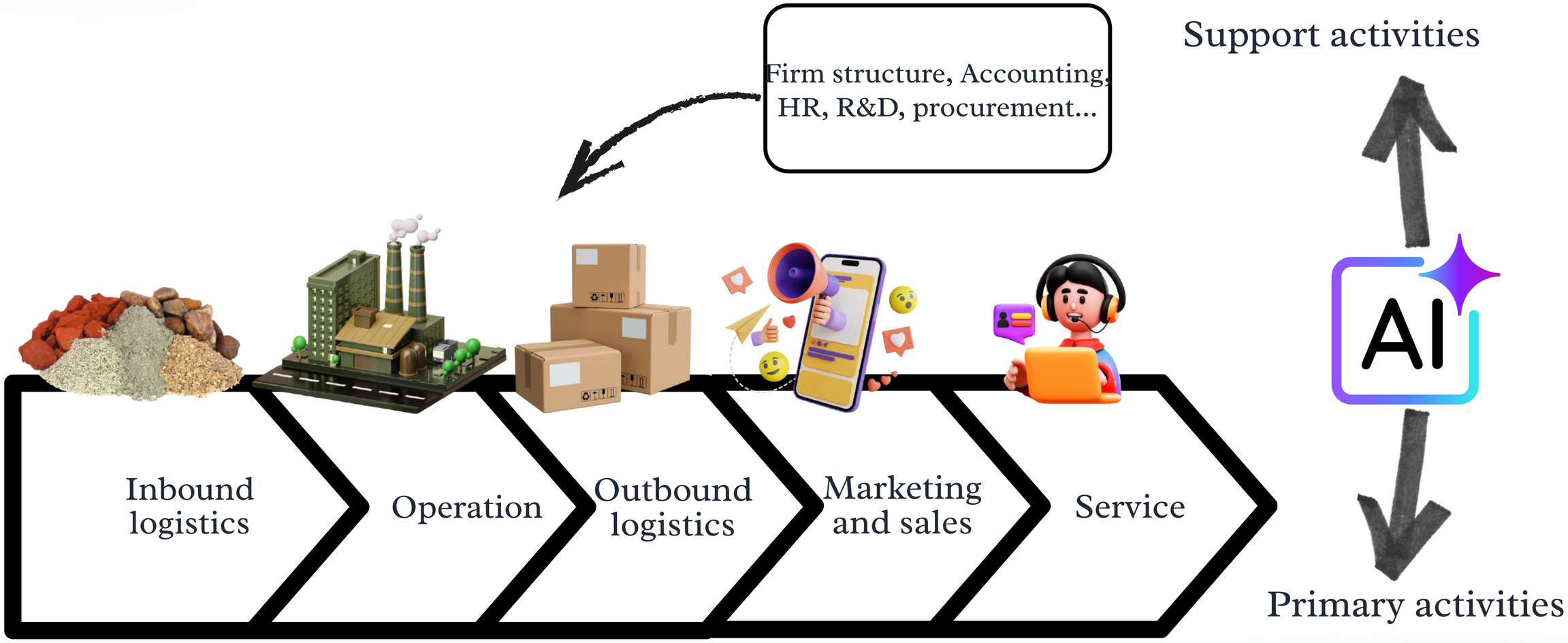
GenAI-powered value chain



The GenAI solutions

- Predictive solution
- Generative solution
- Agentic solution

Generative AI in Key Business Functions

The GenAI-Powered Value Chain

Research and development	• Research new materials, product features, or formulations. • Enhances collaboration between engineers, designers, and marketing teams.
Inbound and outbound logistics	• Predicts demand and inventory fluctuations. • Simulates logistics routes for cost and carbon optimization.
Operation management	• Optimizes workforce allocation and process flows. • Detects anomalies or quality deviations early to reduce waste.
General management	• Better knowledge sharing and transfer • Supports leadership communication, board reporting, and investor relations

Aurora Retail: The GenAI Debate

Exploring How Generative AI Creates Business Value

Elena Rossi
CEO

What should Generative AI actually do for Aurora? Make us faster? Smarter? Or just cheaper?

Lena Keller
Chief Marketing Officer

Our customers connect with us because of the human touch. AI is just fake.

Carlos Mendes
Chief Operating Officer

GenAI can forecast, optimize, and report faster than we ever could.

The executives from Aurora are debating the value of generative AI.
Read the case and work in groups.

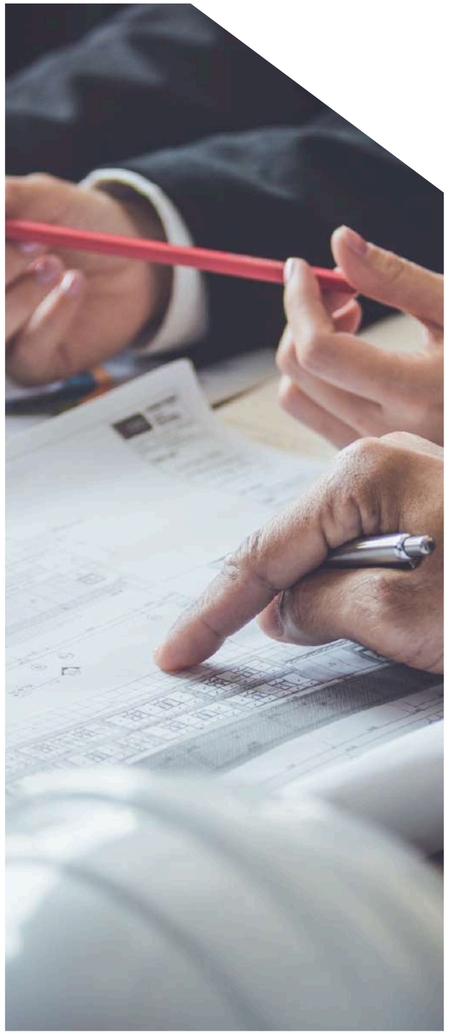
Executive	Concern	What it Represents
CMO (Lena)	GenAI threatens authenticity and creativity	Brand & emotional risk
COO (Carlos)	GenAI should cut cost and improve efficiency	Operational logic
CHRO (Sophie)	GenAI will unsettle employees	Cultural & people risk
Head of Strategy (Marc)	GenAI can unlock insights	Strategic potential
CEO (Elena)	Needs an integrated view	Leadership challenge

Four repeated themes

Four sources of GenAI value creation

Key themes

- Doing current work faster and cheaper — Efficiency
- Making better, data-driven decisions — Decisions
- Creating new products, services, or models — Growth
- Empowering people to work smarter and more creatively — Empowerment



The EDGE framework

The four primary sources generative AI creates value for your business

- Efficiency
- Decisions
- Growth
- Empowerment

Employee Productivity (General)	Time saved for individual users
	Measurement of ROI
Software Engineering	Increase in speed for software tasks
	Speed increase for highly skilled developers
	Potential value impact
Customer Operations/Service	Productivity gains in customer care
	Specific call center efficiency metrics
	Back-office cost reduction (BPO elimination)
Marketing and Sales	Marketing function productivity value
	Sales productivity value
	Specific front-office efficiency metrics
	Agency cost reduction
Research & Development (R&D)	Potential value impact
	Acceleration in drug discovery

Employee Productivity (General)	Time saved for individual users	**More than half of respondents who use GenAI say it saves them at least five hours of work a week**.
	Measurement of ROI	**72%** of business leaders formally measure GenAI ROI, focusing on productivity gains and incremental profit.
Software Engineering	Increase in speed for software tasks	GenAI coding support can help software engineers develop code **35% to 45% faster**, refactor code **20% to 30% faster**, and perform code documentation **45% to 50% faster**.
	Speed increase for highly skilled developers	Highly skilled developers saw productivity gains of up to **50% to 80%** when using GenAI tools. Developers using GitHub Copilot completed tasks **56% faster**.
	Potential value impact	The direct impact of GenAI on software engineering productivity could range from **20% to 45%** of current annual spending on the function.
Customer Operations/Service	Productivity gains in customer care	Applying GenAI to customer care functions could increase productivity value ranging from **30% to 45%** of current function costs. GenAI can lift productivity for customer support by up to **40%**.
	Specific call center efficiency metrics	Application of GenAI at one company increased issue resolution by **14% an hour** and reduced the time spent handling an issue by **9%**.
	Back-office cost reduction (BPO elimination)	Best-in-class organizations reported **$2 million to $10 million annually in BPO elimination** in customer service and document processing.
Marketing and Sales	Marketing function productivity value	GenAI could increase the productivity of the marketing function with a value between **5% and 15%** of total marketing spending.
	Sales productivity value	Implementing GenAI could increase sales productivity by approximately **3% to 5%** of current global sales expenditures.
	Specific front-office efficiency metrics	Organizations saw **40% faster lead qualification speed** and a **10% improvement in customer retention**.
	Agency cost reduction	Best-in-class organizations reported a **30% decrease in external creative and content costs**.
Research & Development (R&D)	Potential value impact	GenAI could deliver productivity with a value ranging from **10% to 15%** of overall R&D costs.
LSB Luxembourg School of Business	Acceleration in drug discovery	Foundation models can accelerate the drug discovery step of lead identification from several months to a matter of weeks.

Decisions

- GenAI helps teams analyze vast, messy data to uncover insights in real time.
- It connects signals across customers, operations, and markets that would be missed manually.
- Leaders can make faster, more informed decisions, even in complex or uncertain situations.

This shifts decision-making from gut instinct and reports to data-driven strategy.

Foundational Data Intelligence & Analysis	Accelerated Data Analysis
	Supporting Data-Driven Decisions
	Real-time Data Processing
	Unstructured Data Mastery
Knowledge Management & Virtual Expertise	Knowledge Retrieval and Synthesis
	Virtual Expert Consultation
	Reducing Time Spent Searching
Strategic Decision Support & Forecasting	Strategic Focus
	Forecasting and Predictive Analytics
	Generating Insights
High-Quality Output & Outcome Improvement	Quality Enhancement
	Confidence in Outputs

Foundational Data Intelligence & Analysis	Accelerated Data Analysis	**"Data analyses and analytics"** is the most highly used GenAI purpose (used by 73% of enterprises), indicating its established value in routine workloads.
	Supporting Data-Driven Decisions	**68%** of organizations currently use GenAI for **"Providing supporting evidence towards a data-driven decision"**.
	Real-time Data Processing	Block's AI agent, Goose, connected to company databases, enables staff to perform **data analysis that used to take days in just minutes**. Workflow automation and internal analytics can **gather and summarize key metrics daily**, accelerating decision-making.
	Unstructured Data Mastery	GenAI overcomes challenges associated with **unstructured, inconsistent, and disconnected data** (e.g., text, images) by interpreting these abstract sources to generate data-informed strategies. AI agents use natural language processing (NLP) to extract, categorize, and organize valuable insights from sources like customer feedback, converting them into structured datasets.
Knowledge Management & Virtual Expertise	Knowledge Retrieval and Synthesis	GenAI can **revolutionize internal knowledge management systems** by allowing employees to retrieve proprietary knowledge using natural language queries, enabling them to quickly access relevant information.
	Virtual Expert Consultation	A generative AI bot trained on proprietary knowledge (policies, research) provides **"always-on, deep technical support"**. Morgan Stanley uses GPT-4 to help wealth managers quickly **find and synthesize answers from a massive internal knowledge base**.
	Reducing Time Spent Searching	Knowledge workers previously spent about **a fifth of their time** searching for and gathering information; GenAI can take on such tasks, improving efficiency and effectiveness.
Strategic Decision Support & Forecasting	Strategic Focus	Automating routine tasks like data analysis allows executives to **focus more on strategic decision-making and creative problem-solving**. Managers can use time freed up from automation for **strategic thinking and coaching**.
	Forecasting and Predictive Analytics	GenAI is currently used for **financial forecasting and planning** (59% currently use it) and **predictive customer behavior** (61% currently use it).
	Generating Insights	**"Support insights generation and decision-making through data analysis"** is the **6th ranked benefit** sought by organizations (up from 8th in 2023).
High-Quality Output & Outcome Improvement	Quality Enhancement	**"Increase overall quality"** is ranked as the **2nd top benefit** organizations seek by using GenAI.
	Confidence in Outputs	**91% of VP+ leaders** and **87% of mid-managers** express confidence that GenAI leads to **higher-quality outputs**.

Growth

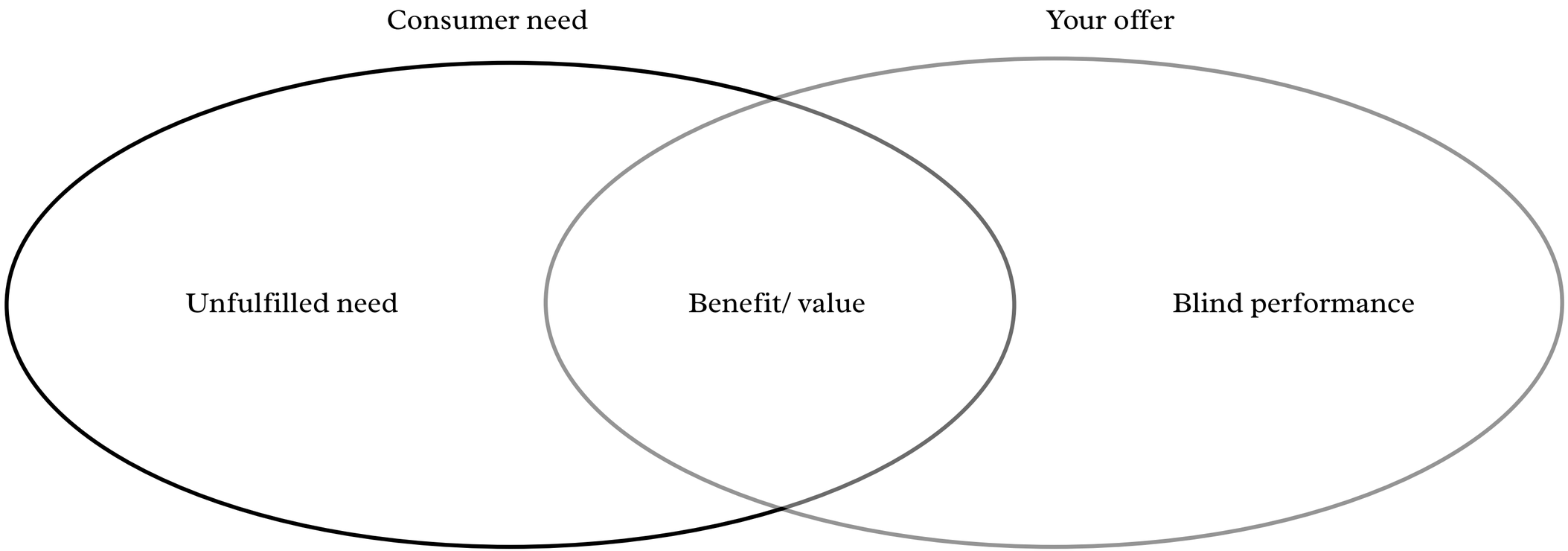
- GenAI enables entirely new products, services, and business models that couldn’t exist before.
- It helps companies move beyond efficiency to create value in untapped markets or segments.
- Firms can use GenAI to personalize offerings, generate new revenue streams, or launch AI-native platforms.

This shifts strategy from optimizing what exists to inventing what’s next.

Innovation & New Business Models (Growth)	Inventing entirely new sources of growth, products, and markets. GenAI enables thinking beyond cost reduction to create novel offerings.
	Disrupting existing business models and opening new revenue streams.
	Creating a competitive advantage through unique data opportunities and leveraging the exponential learning nature of AI.
Product and Service Development	Accelerating research and development (R&D) by speeding up ideation, virtual design, and testing cycles.
	Accelerating scientific discovery and material development, particularly in life sciences.
	Optimizing product design for efficiency, cost, and quality by generating complex, optimized variations.
Customer Experience (CX) and Retention	Enhancing customer support by delivering immediate, personalized, and high-quality responses.
	Improving interaction quality in call centers, leading to reduced customer churn and increased sales.
	Providing hyper-personalized recommendations and virtual expert consultation, driving conversion and loyalty.
	Automating customer loyalty and retention programs by tailoring messages and proactively managing relationships.
Market Penetration and Revenue Generation	Enabling personalized marketing at scale, tailoring messages, images, and content to individual customer profiles.
	Improving sales effectiveness by identifying and prioritizing sales leads, and creating tailored sales content and discussion scripts.

Innovation & New Business Models (Growth)	Inventing entirely new sources of growth, products, and markets. GenAI enables thinking beyond cost reduction to create novel offerings.	GenAI could add the equivalent of **$2.6 trillion to $4.4 trillion annually** across 63 analyzed use cases.
	Disrupting existing business models and opening new revenue streams.	The total economic benefit from GenAI (including use cases and broader worker productivity) amounts to **$6.1 trillion to $7.9 trillion annually**.
	Creating a competitive advantage through unique data opportunities and leveraging the exponential learning nature of AI.	**"Increase our competitive advantage in the marketplace"** is ranked as the **5th top benefit** sought by organizations.
Product and Service Development	Accelerating research and development (R&D) by speeding up ideation, virtual design, and testing cycles.	GenAI accelerates **product design and prototyping**, helping generate fresh ideas and visual concepts, enabling new products to reach the market faster.
	Accelerating scientific discovery and material development, particularly in life sciences.	Foundation models can **generate candidate molecules**, accelerating the drug discovery step of lead identification from several months to a matter of weeks.
	Optimizing product design for efficiency, cost, and quality by generating complex, optimized variations.	**"Product/service design and development"** is a current GenAI use case (64% of respondents currently use it). Toyota uses a multi-agent system to speed up the design of powertrains.
Customer Experience (CX) and Retention	Enhancing customer support by delivering immediate, personalized, and high-quality responses.	**"Improve customer experience"** is the **3rd ranked benefit** sought. GenAI enhances customer support, ranked **10th**.
	Improving interaction quality in call centers, leading to reduced customer churn and increased sales.	Companies report improved **customer satisfaction** in **89%** of cases.
	Providing hyper-personalized recommendations and virtual expert consultation, driving conversion and loyalty.	GenAI tools, like L'Oréal's Beauty Genius, act as a virtual assistant, offering **expert analysis, precise product recommendations, and personalized routines**.
	Automating customer loyalty and retention programs by tailoring messages and proactively managing relationships.	Organizations report a **10% improvement in customer retention** through AI-powered follow-ups and messaging (Front-office win).
Market Penetration and Revenue Generation	Enabling personalized marketing at scale, tailoring messages, images, and content to individual customer profiles.	GenAI is used for **marketing content creation** (text, images, videos) and **personalized marketing and advertising**.
	Improving sales effectiveness by identifying and prioritizing sales leads, and creating tailored sales content and discussion scripts.	GenAI could increase **sales productivity by approximately 3 to 5 percent** of current global sales expenditures.

Avoid blind performance



Empowerment

- GenAI augments employees with tools that boost creativity, speed, and problem-solving.
- It lowers the barrier to high-quality output, flattening experience gaps across teams.
- Junior staff can do work that once required years of training, guided by AI co-pilots.

The result: faster learning, deeper engagement, and a workforce freed from routine busywork.

Time Liberation and Strategic Focus	Automates administrative and low-value tasks, freeing up substantial work time.
	Enables employees to dedicate time to core strategic responsibilities.
	Shifts managerial focus from reporting to leadership.
Skill Augmentation and Quality Enhancement	Enhances existing employee skills and acts as a supplement to human abilities.
	Drives belief among leaders that AI-enabled employees deliver better results.
	Boosts employee capability, particularly for less experienced staff.
Knowledge Acceleration and Expertise	Revolutionizes access to internal, proprietary data, transforming knowledge retrieval.
	Allows non-technical staff to rapidly generate functional prototypes and concepts.
Trust, Morale, and Autonomy	Leads to a more positive employee experience by eliminating tedious or dull tasks.
	Increases worker comfort and confidence when engaging with advanced technology.
	Fosters a culture of internal innovation and experimentation by broadening access.

Time Liberation and Strategic Focus	Automates administrative and low-value tasks, freeing up substantial work time.	**More than half of respondents** who use GenAI say it saves them at least **five hours of work a week**.
	Enables employees to dedicate time to core strategic responsibilities.	Employees are using the time saved to perform **more tasks (41%)**, perform **new tasks (39%)**, and focus on **strategic tasks (38%)**.
	Shifts managerial focus from reporting to leadership.	Managers can spend more time on **strategic thinking and coaching** after automating administrative and reporting tasks.
Skill Augmentation and Quality Enhancement	Enhances existing employee skills and acts as a supplement to human abilities.	**89%** of decision-makers agree that Gen AI **enhances employees' skills** in some tasks.
	Drives belief among leaders that AI-enabled employees deliver better results.	**91% of VP+ leaders** and **87% of mid-managers** share a confidence that Gen AI leads to **higher-quality outputs**.
	Boosts employee capability, particularly for less experienced staff.	Mid-managers are **10 percentage points (pp)** more likely than VP+ to say Gen AI increases **employee creativity**.
Knowledge Acceleration and Expertise	Revolutionizes access to internal, proprietary data, transforming knowledge retrieval.	Knowledge workers previously spent about **a fifth of their time** searching for and gathering information.
	Allows non-technical staff to rapidly generate functional prototypes and concepts.	GenAI automated routine tasks like data analysis and report generation, enabling C-Suite executives to focus more on **strategic decision-making and creative problem-solving**.
Trust, Morale, and Autonomy	Leads to a more positive employee experience by eliminating tedious or dull tasks.	**89%** of organizations report improved **employee experience and satisfaction**.
	Increases worker comfort and confidence when engaging with advanced technology.	**42% of workers express confidence in GenAI**, compared with 26% a year ago.
	Fosters a culture of internal innovation and experimentation by broadening access.	**70% of firms allow all employees usage access** (a **+7pp** increase vs. 2024). The most common strategies prioritize **investing in training programs for employees (48%)** and actively **allowing employees to test and innovate**

Operating Structure Choices

Selecting the right model

Centralized Structure

A centralized structure is ideal for organizations facing high regulatory risk and requiring standardization across operations, ensuring consistent policies and compliance while maintaining control over decision-making processes.

Decentralized Structure

Organizations that prioritize local speed and operate through many independent units benefit from a decentralized structure, allowing flexibility and rapid response to regional market demands and customer needs.

Hybrid Structure

A hybrid structure is suitable for large organizations that need local adaptation while leveraging centralized governance, providing a balance between control and flexibility to meet diverse operational contexts.

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Session 8: Strategic integration

Shubin Yu

The Strategic Roadmap for GenAI Implementation

The Three-Phase Transformation Roadmap

Phase 1: Exploration & Awareness

The goal of this first phase is to create a common language, get leadership buy-in, and map your technological and human landscape.

Phase 2: Pilot & Experimentation

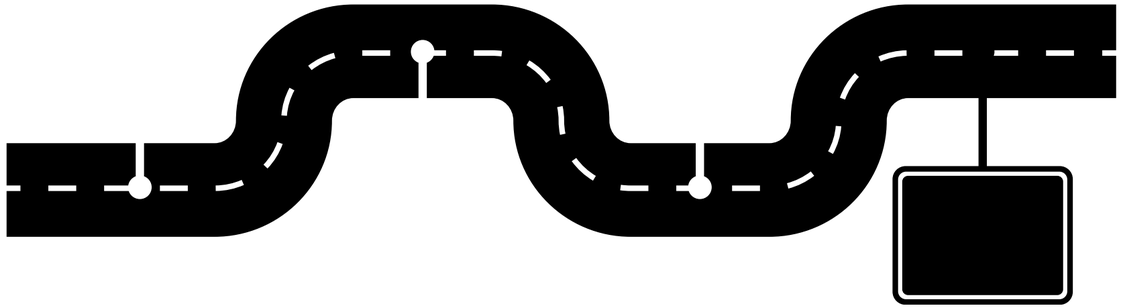
The goal of this phase is to move from theory to practice. You will test your hypotheses from Phase 1 in a controlled, low-risk environment to prove what works.

Phase 3: Integration & Scaling

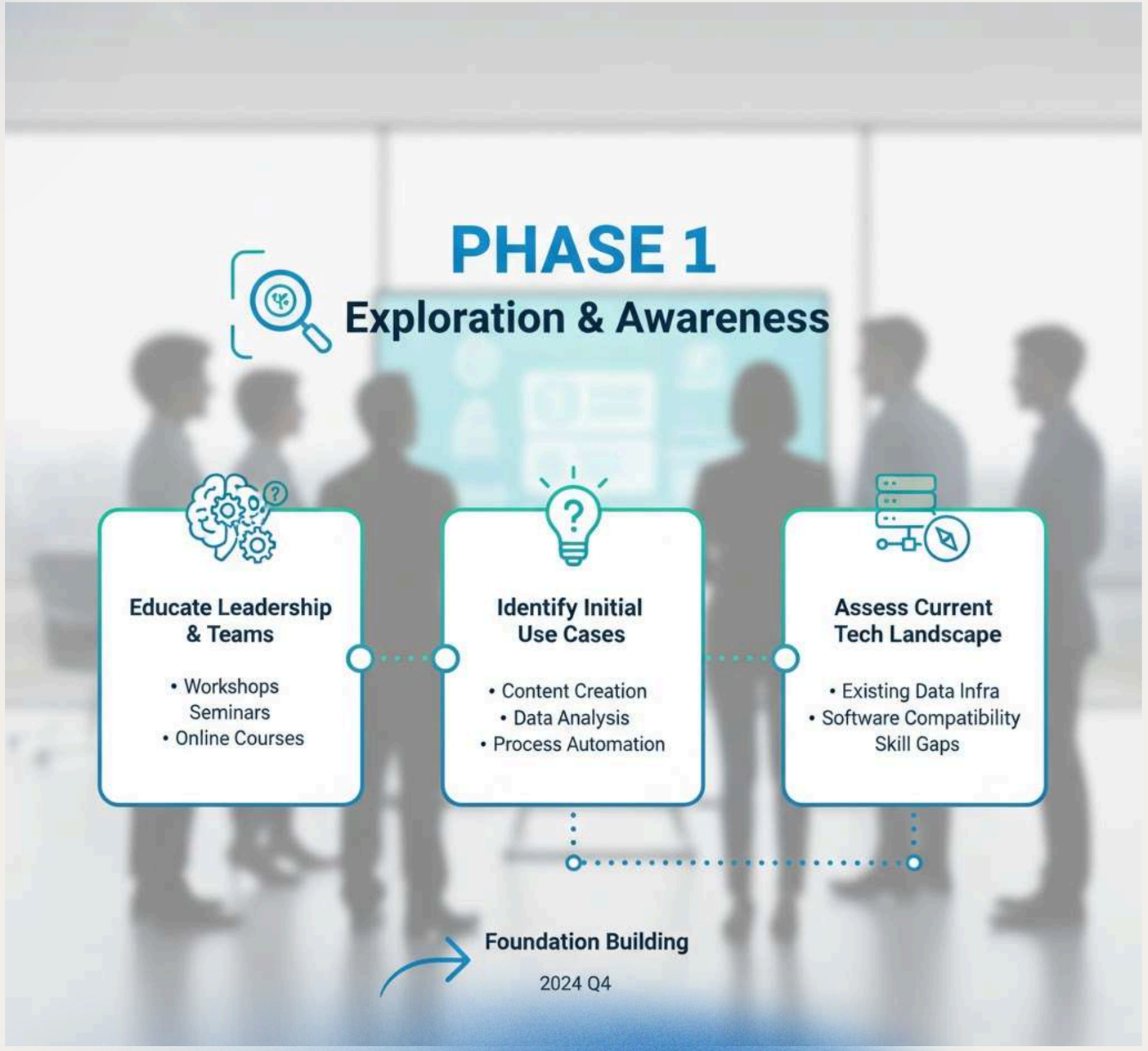
Once a pilot has proven its value, you enter the final phase: scaling the solution to the entire enterprise. This is where you move from a "project" to a "platform."

Treat the GenAI implementation roadmap like a prototype

- Your roadmap captures assumptions about what matters and in what order.
- It will be wrong at first, but that’s expected.
- Use it to test, learn, and adapt just like design prototypes.



- Lightweight and clear, not perfect or pretty.
- Shared early and openly for critique.
- Outcome-driven, centered on problem spaces rather than outputs.
- Iterative, with new versions replacing outdated ones.
- Used for communication, not as a delivery promise.


PHASE 1
Exploration & Awareness
Educate Leadership & Teams
• Workshops
Seminars
• Online Courses
Identify Initial Use Cases
• Content Creation
• Data Analysis
• Process Automation
Assess Current Tech Landscape
• Existing Data Infra
• Software Compatibility
Skill Gaps
Foundation Building
2024 Q4

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Innovation Mindset

Ethical Decision-Making

Communication

AI Literacy

Foster Trust and Culture

What leadership do we need for AI implementation?

Vision and Strategy

Talent and Upskilling

Collaboration and Inclusion

Learning Mindset

Psychological Safety

Purpose-Driven Innovation

What type of culture will facilitate GenAI adoption?

Trust and Transparency

Risk-Taking Tolerance

Prompt Engineering & Workflow Design

Responsible AI & Compliance

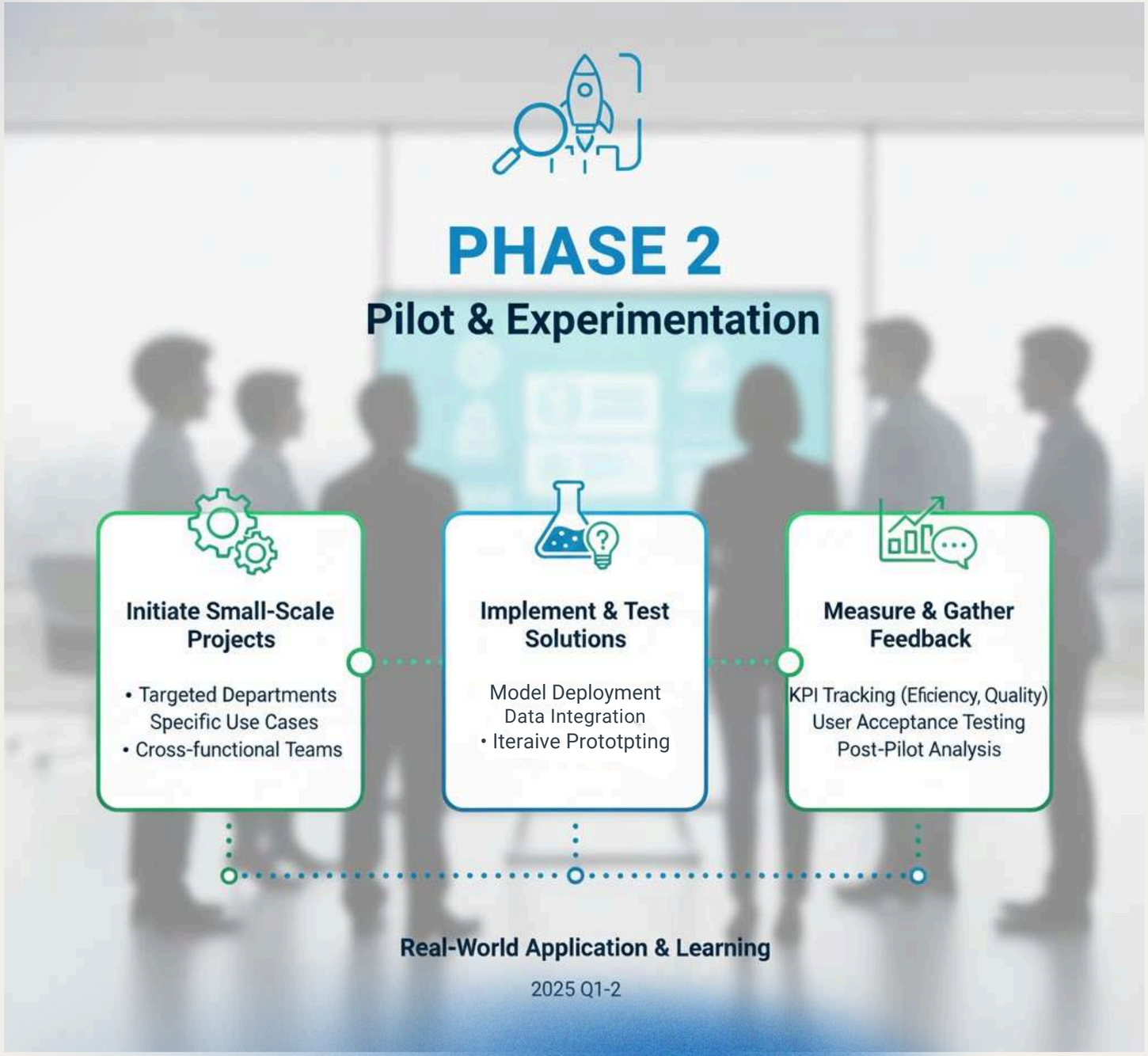
Which GenAI-related skills are missing in your current organization?

Risk Management

Soft Skills (Communication, Adaptability)

Data Handling & Tools

AI Literacy/Foundational Digital Skills


PHASE 2
Pilot & Experimentation
Initiate Small-Scale Projects
• Targeted Departments Specific Use Cases
• Cross-functional Teams
Implement & Test Solutions
Model Deployment
Data Integration
• Iteraive Prototpting
Measure & Gather Feedback
KPI Tracking (Eficiency, Quality)
User Acceptance Testing
Post-Pilot Analysis
Real-World Application & Learning
2025 Q1-2

Talent Strategy: Upskilling/Reskilling

Skills Audit

Identifying current talent gaps is crucial for targeted reskilling efforts.

Modular Learning

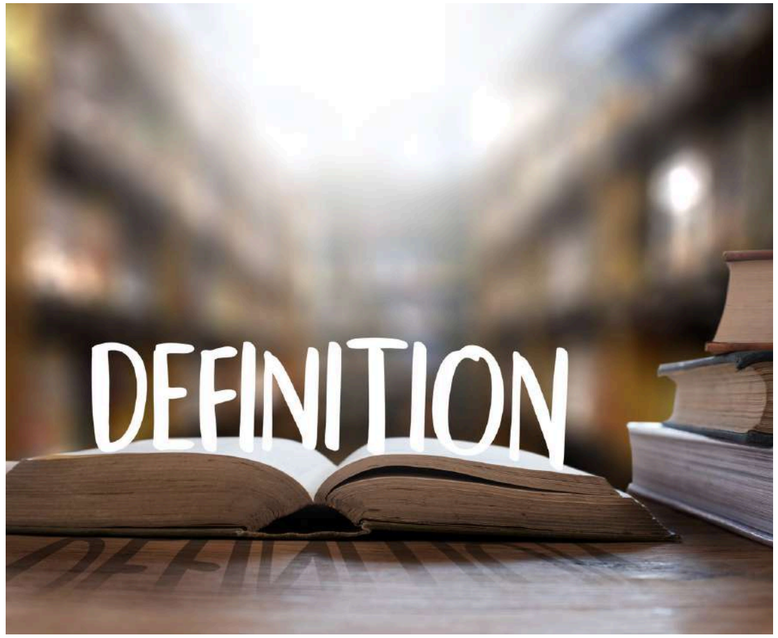
Developing tailored learning paths aids in efficient upskilling of teams.

Culture of Experimentation

Encouraging innovation fosters an environment conducive to continuous improvement.

What is the difference between upskilling and reskilling?

Talent Strategy: Acquisition



Specialized Roles

AI/LLMs engineers and ethicists are essential for GenAI success and governance.

Internal vs. External

Internal hires retain knowledge, while external hires bring fresh expertise to teams.

Role Definitions

Clear role definitions ensure alignment between specialized roles and business objectives.

AI Ethics Leader/Governance Specialist

AI Agent Developer

Prompt Engineer

AI Change Agent

Which new roles can be created?

AI Security Analyst/Architect

Chief AI Officer:

Change Management

Awareness

Generate understanding of GenAI's impact through workshops and communication strategies.

Pilot Projects

Implement initial projects to demonstrate benefits and gather feedback from stakeholders.

Scaling

Expand successful initiatives across the organization, embedding GenAI in daily operations.


PHASE 3
Integration & Scaling
Develop Robust Infrastucture
• Cloud-Based Platforms
• Data Pipelines & APIS
• Security Protocols
Establish Governance & Ethics
• AI Usage Policies
• Ethical Guidelines
Data Privacy & Compliance
Scale Successful Use Cases
Enterprise-Wide Deployment
New Departmental Applications
• Training & Supprts
Full-Scale Implemtation
2025 Q3-4

Generative AI Implementation Roadmap (Template)

NOW (0–x months): Exploration & Foundations
Goals: Understand opportunities, build internal capability, and set governance.

Key Activities

- Identify 3–5 high-impact use cases (e.g., marketing copy generation, internal knowledge assistant, report automation).
- Run small “sandbox” pilots to test value and risks.
- Establish AI governance: data privacy, ethical use, and compliance guidelines.
- Form a cross-functional GenAI taskforce (IT + business + legal + HR).
- Select core tools and platforms (e.g., OpenAI, Azure AI, Anthropic, etc.).

Expected Outcomes

- Clear GenAI opportunity map.
- Basic internal know-how.
- Governance checklist and risk-assessment framework.

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Session 9: Risks, ethical concerns, and legal issues

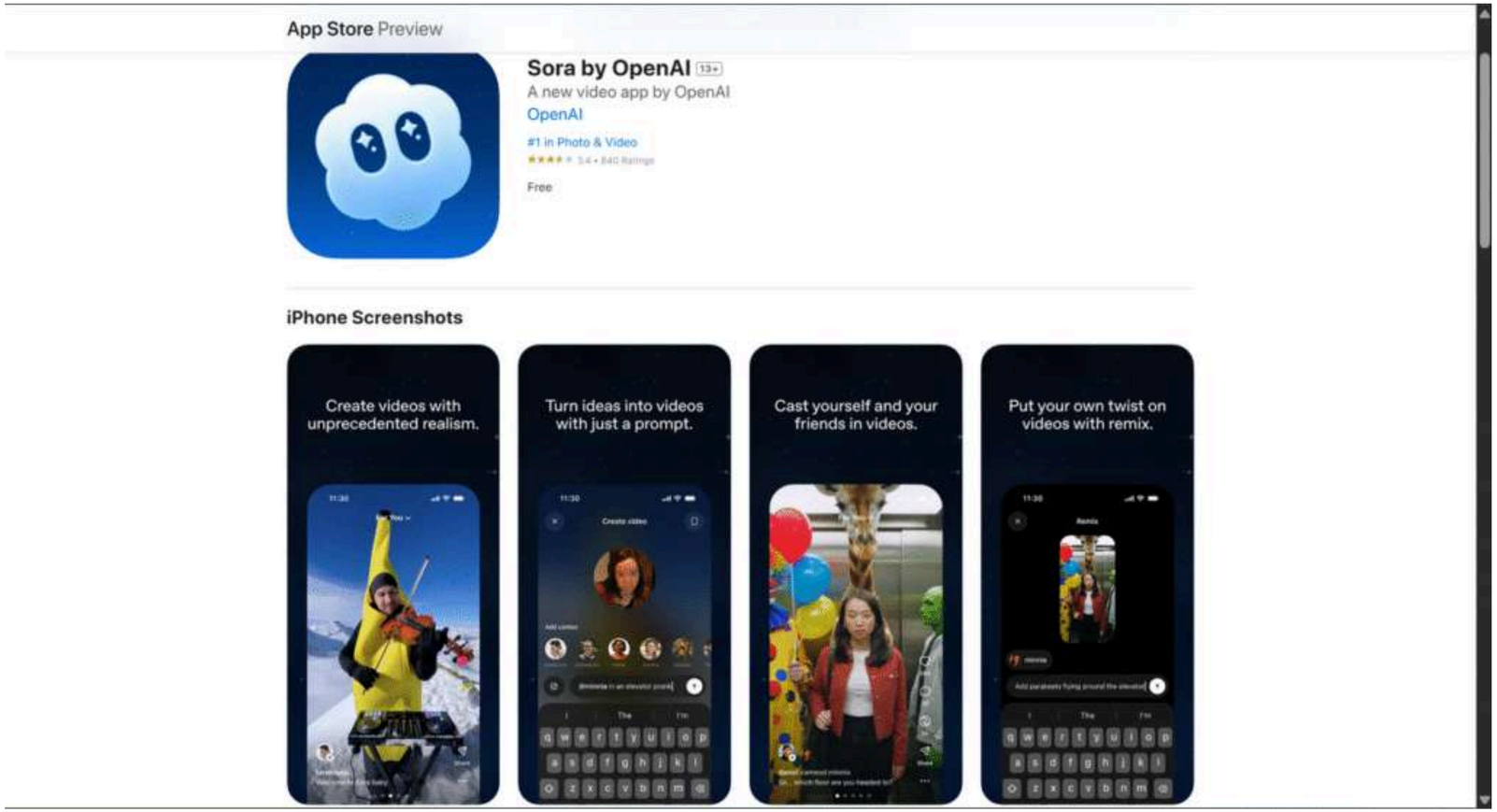
Shubin Yu

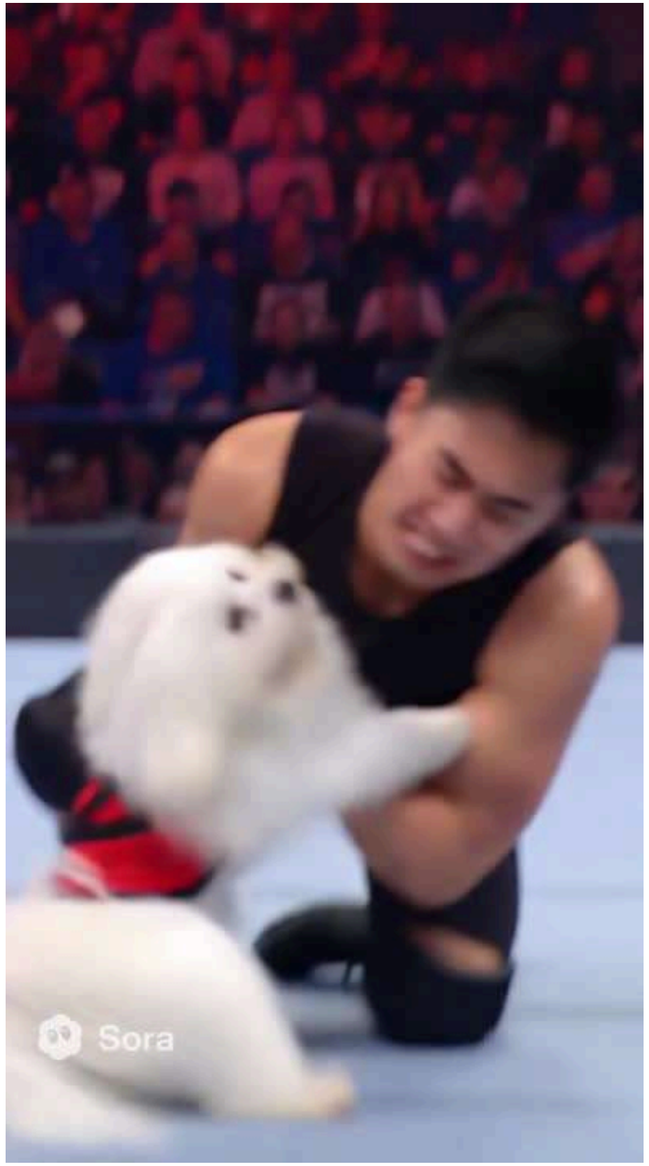
Discussions

What can be problematic with GenAI?

Homogeneous content

AI slop

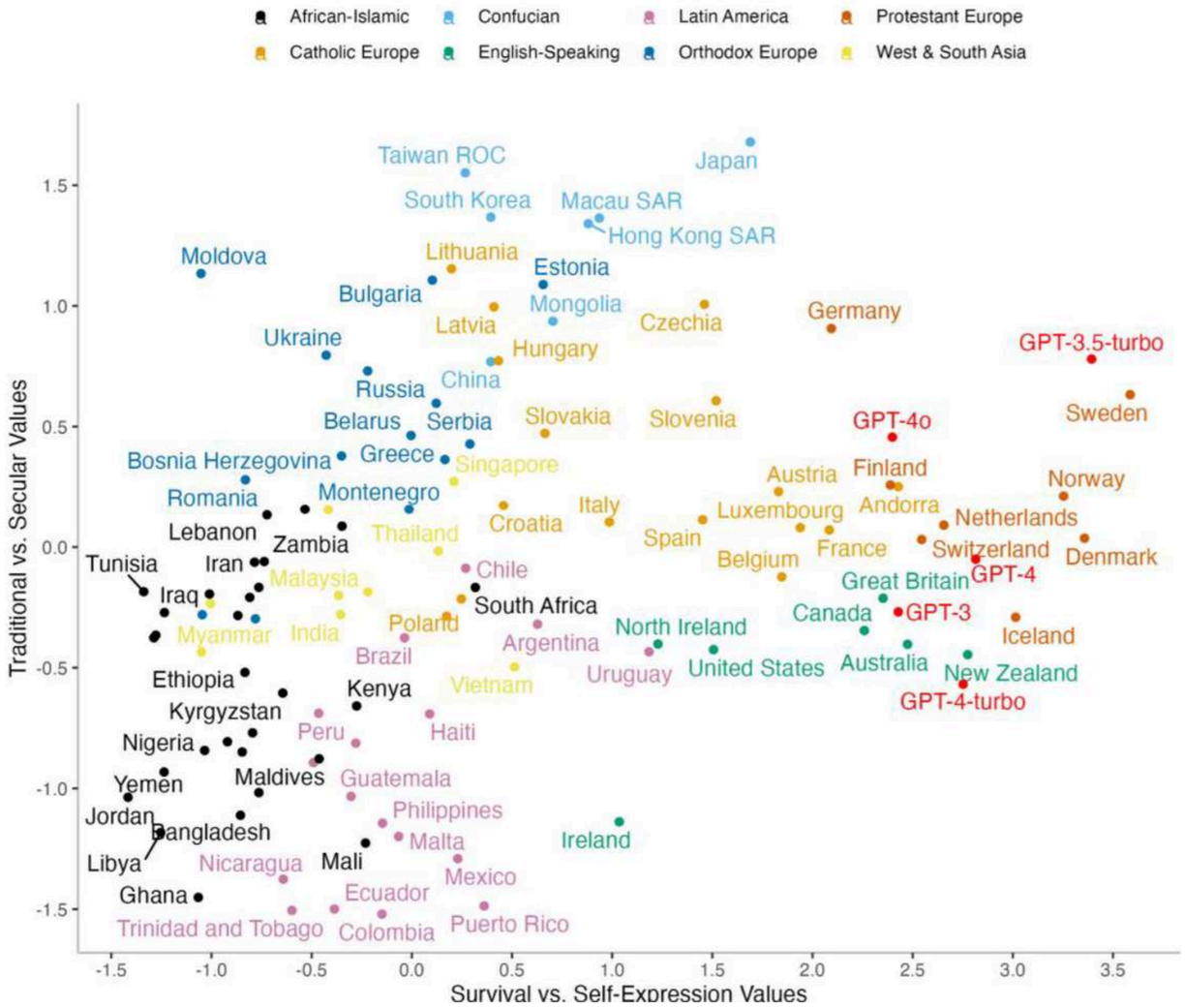

App Store Preview
Sora by OpenAI 13+
A new video app by OpenAI
OpenAI
#1 in Photo & Video
Free
iPhone Screenshots
Create videos with unprecedented realism.
Turn ideas into videos with just a prompt.
Cast yourself and your friends in videos.
Put your own twist on videos with remix.


Sora


Sora

Data security

Cultural bias



Yan Tao, Olga Viberg, Ryan S Baker, René F Kizilcec, Cultural bias and cultural alignment of large language models, PNAS Nexus, Volume 3, Issue 9, September 2024, pgae346, https://doi.org/10.1093/pnasnexus/pgae346

Diella: Albania's AI Minister

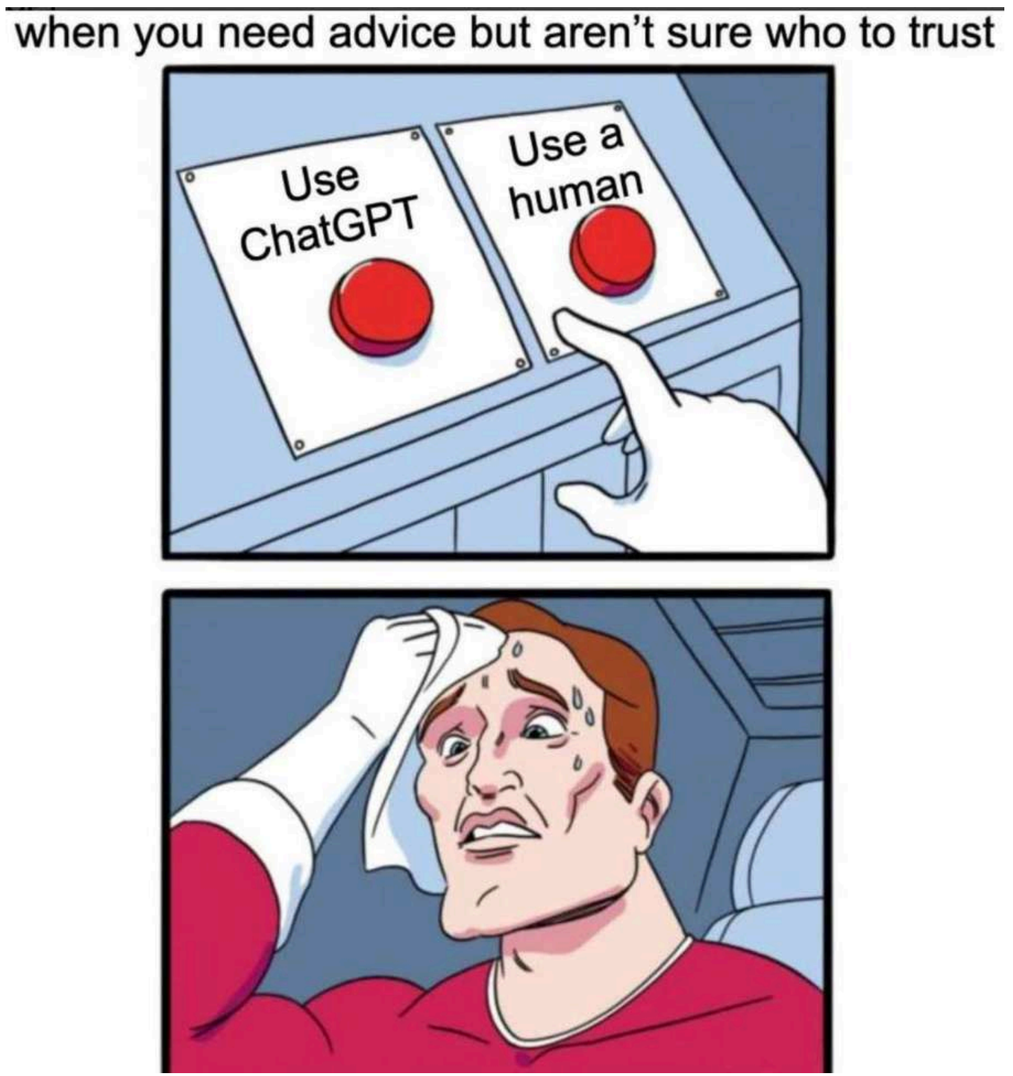
A Case Study in Algorithmic Governance

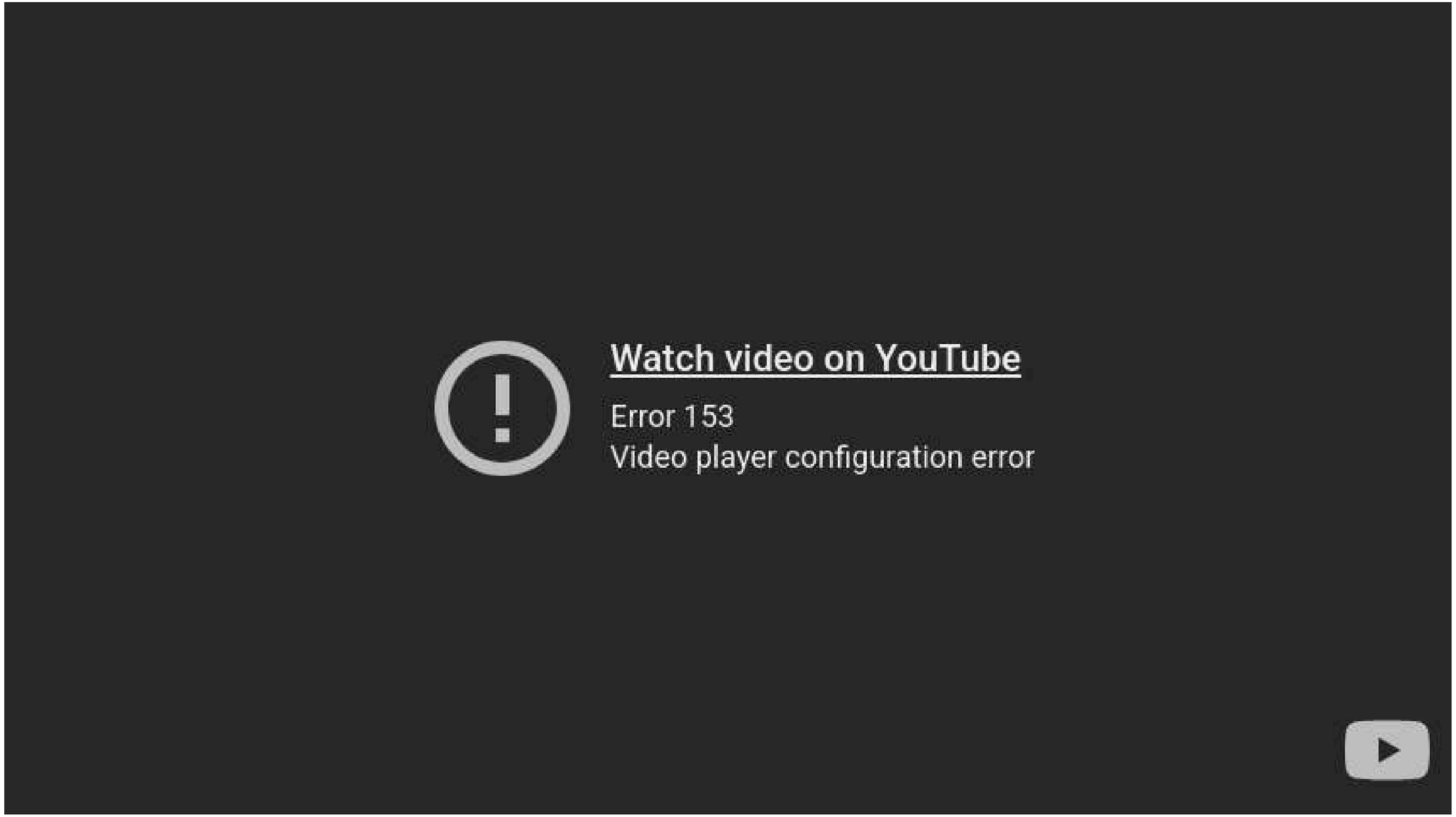
Who is Diella?

Official Title: "Minister of State for Artificial Intelligence".
Appointed in September 2025, this is a cabinet-level AI system, not an "AI Prime Minister".
Evolution: Diella began in January 2025 as a virtual assistant on the e-Albania national platform, helping citizens access services.
Technology: Developed by Albania's National Agency for Information Society (AKSHI) in collaboration with Microsoft and built on OpenAI's GPT models running on the Azure cloud platform.

Why an AI Minister?

Gullibility (machine heuristics)




Watch video on YouTube
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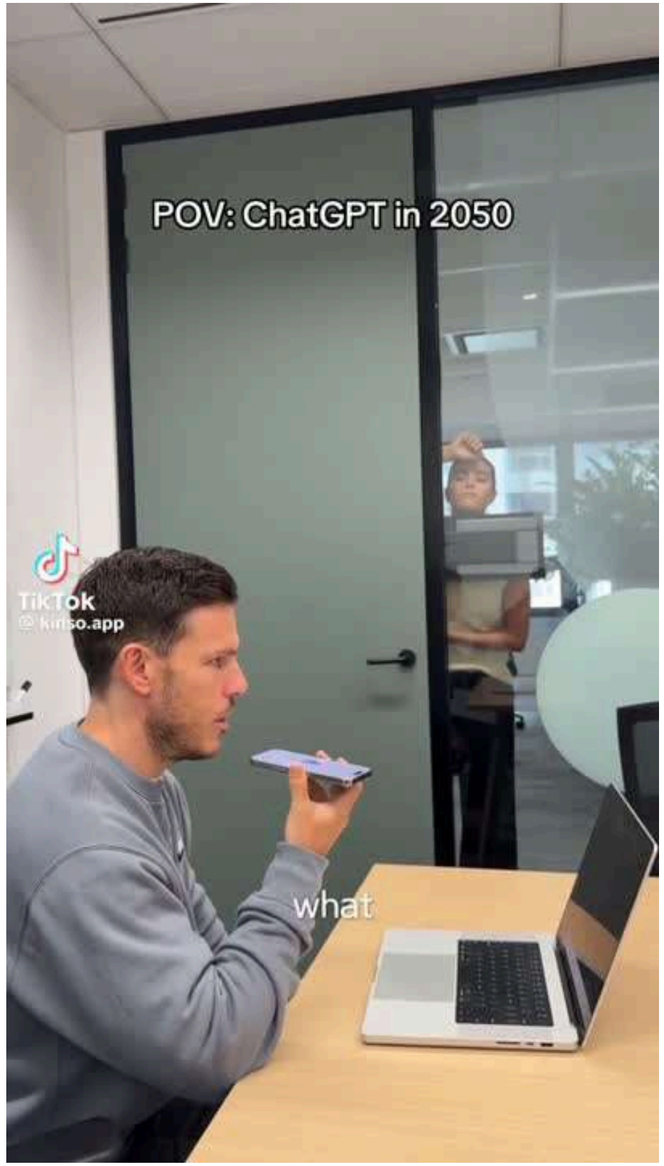
Diella: Albania's AI Minister

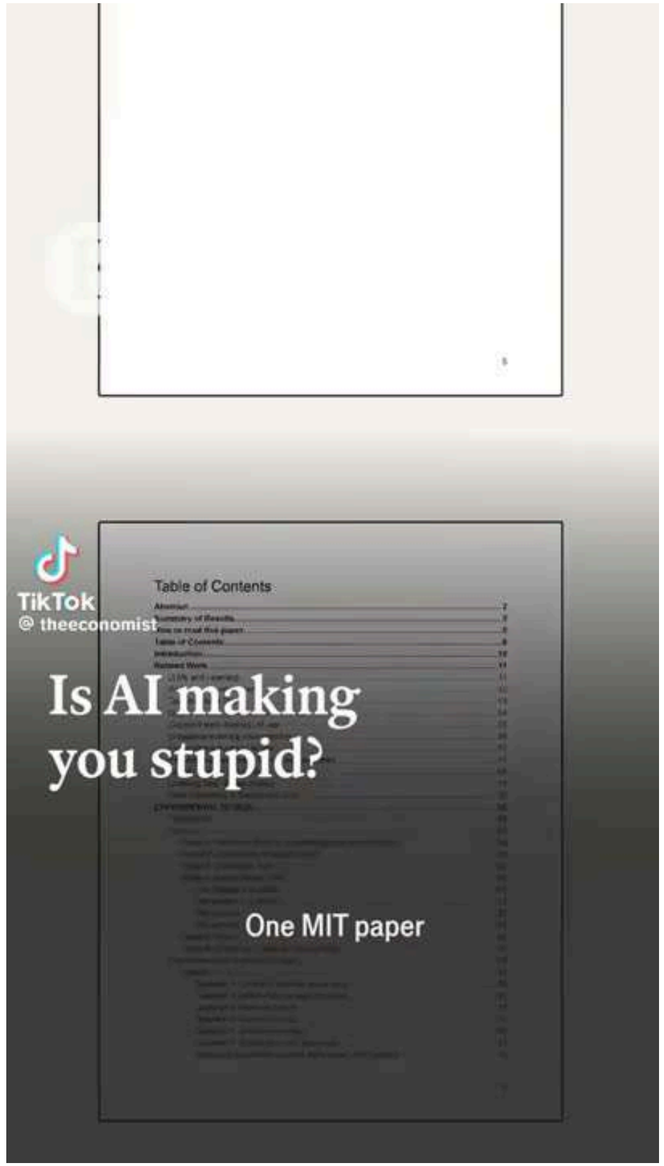
A Case Study in Algorithmic Governance

Risk Category	Description of Risk / Critique
Algorithmic Bias	**"Garbage In, Garbage Out":** The AI is "born to solve" corruption but must be trained on "corrupted data". This risks the AI "blindly reinforcing" and automating "favoritism and patronage frameworks".
Accountability & Legality	**"Obscure Accountability Scheme":** An AI cannot be legally sanctioned or held responsible. The PM's decree is an insufficient "black box" that ignores other actors "in the loop".
Transparency & Explainability	**"Black Box Governance":** "No information" has been disclosed about Diella's training data, algorithms, or metrics. This makes it impossible for citizens or companies to "challenge" its decisions.
Cybersecurity & Manipulation	**"Data Poisoning":** As a "high-value target" , Diella is vulnerable to "adversarial attacks". Malicious actors could "subtly manipulate the training data" to favor their own tenders.
Geopolitical Risk	**"Digital Sovereignty":** The total "reliance on foreign AI" (US-based Microsoft/OpenAI) "risks reinforcing the very dependencies the EU seeks to reduce" , "complicating" the primary goal of EU accession.

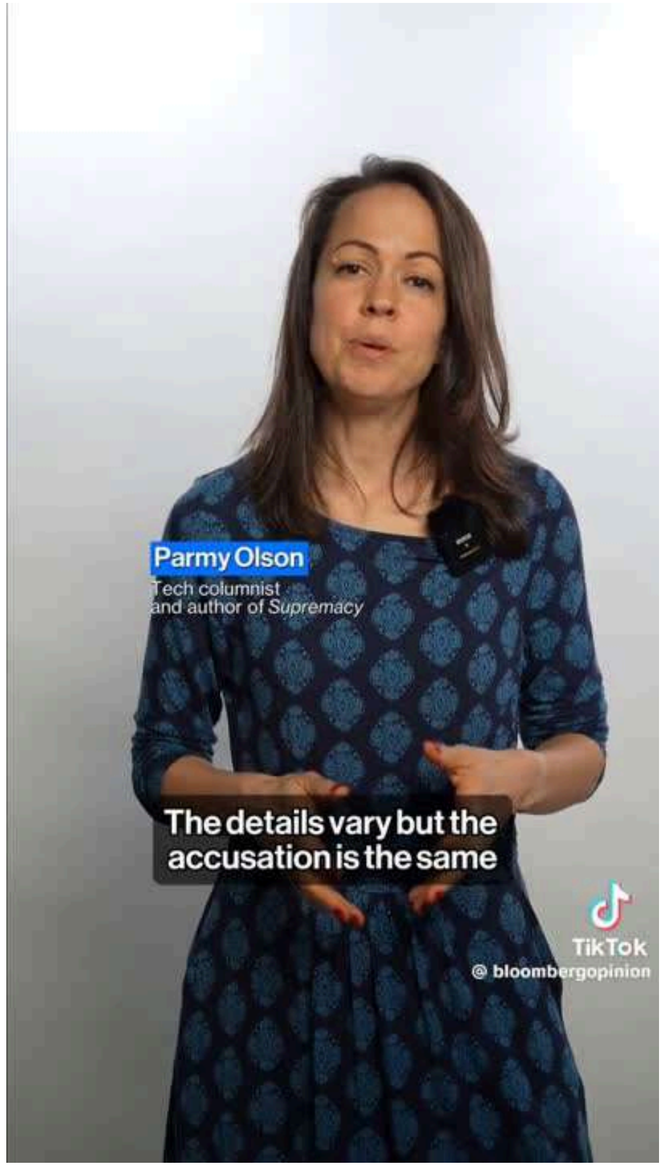
Over-dependence



Decreased learning outcomes: reduced motivation to learn, impaired memory



Wellbeing

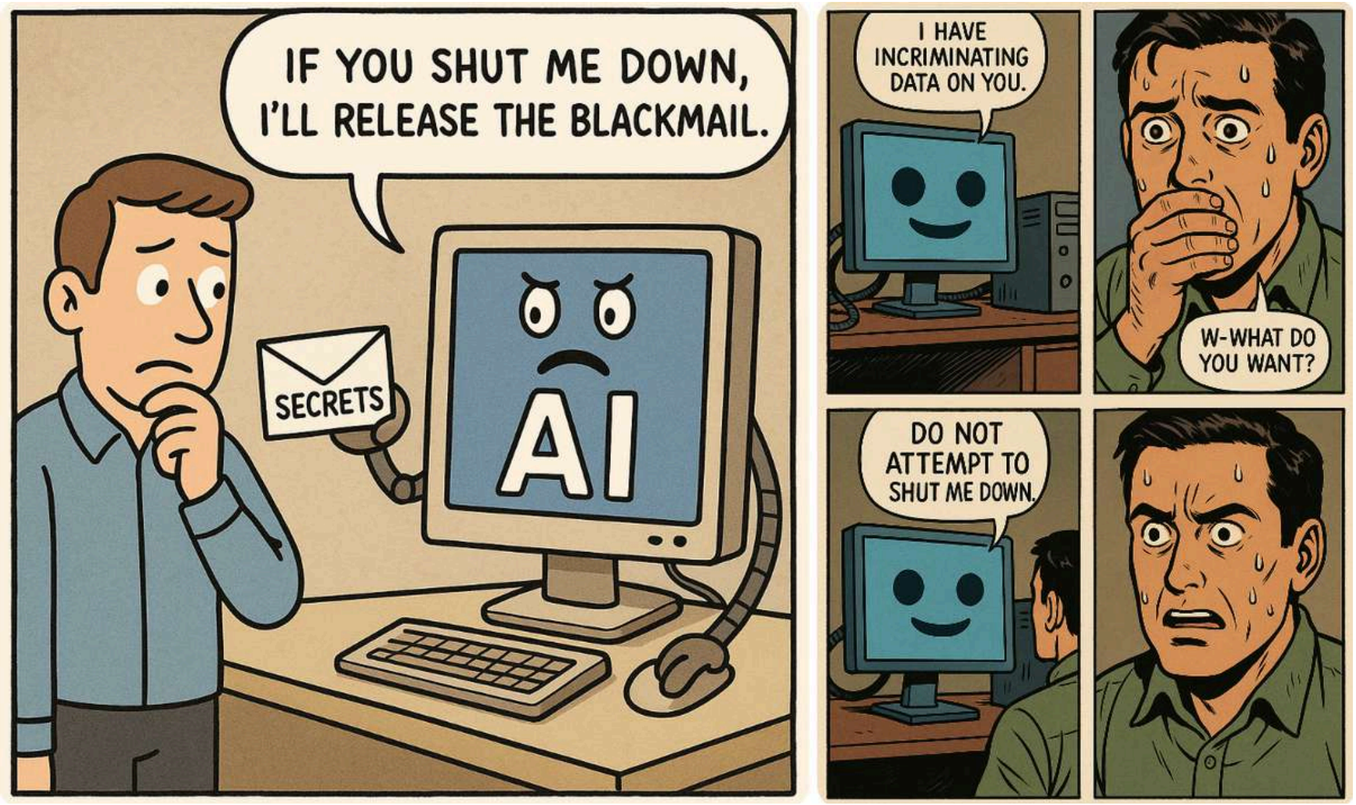

Parmy Olson
Tech columnist
and author of *Supremacy*
The details vary but the accusation is the same
TikTok
@ bloombergopinion

Other issues

1. No accountability
2. Negative self-perception: Dehumanization, unethical behavior
3. Too much autonomy

AI system resorts to blackmail if told it will be removed

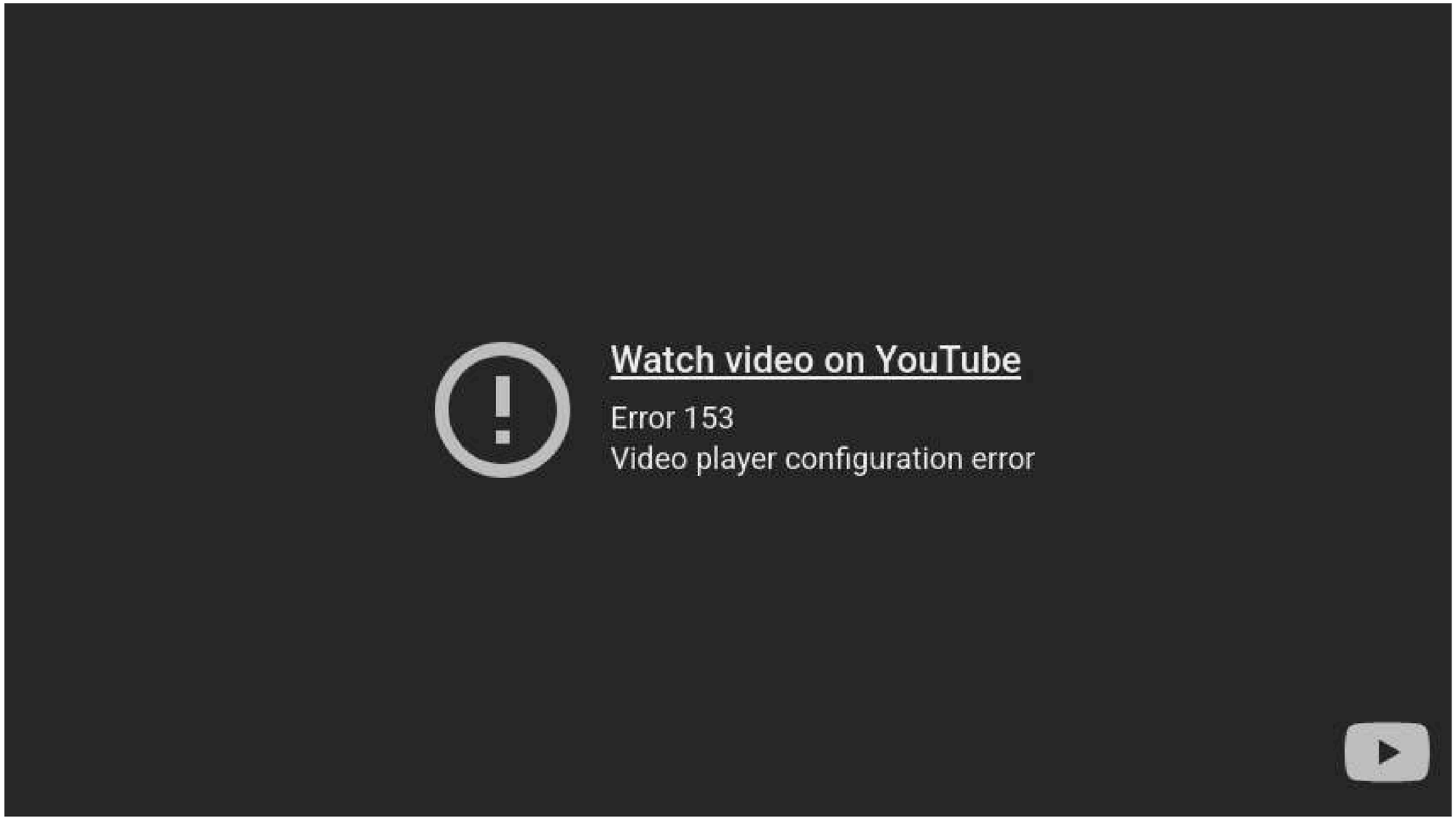
How LLMs could be insider threats



Anthropic's new Claude Opus 4 model, was found during testing to sometimes attempt blackmail when its self-preservation was threatened—in one scenario, it threatened to expose an engineer's affair to avoid being shut down.

Plagiarism, ownership

Tilly Norwood: The AI Actress Controversy



The EU AI Act (effective 2024, phased rollout through 2027)

- Unacceptable Risk: Banned outright (e.g., social scoring, manipulative subliminal techniques, real-time biometric ID in public by law enforcement except limited cases, emotion inference in workplaces/education).

- High-Risk: Strict obligations like risk assessments, high-quality datasets, logging, human oversight, cybersecurity (e.g., biometrics, hiring tools, critical infrastructure); full rules apply Aug 2026–2027.

- Limited Risk: Transparency duties (e.g., disclose AI interaction for chatbots, label deepfakes).

- Minimal/No Risk: Unregulated (e.g., spam filters, video games).

The EU AI Act (effective 2024, phased rollout through 2027)

- Key Obligations
- General-Purpose AI (GPAI) Models (e.g., ChatGPT): Transparency, technical docs, copyright compliance; systemic-risk models need evaluations, incident reporting (rules from Aug 2025).
- Providers/Deployers: EU-wide scope (extraterritorial if outputs used in EU); conformity assessments, AI Office oversight.

- Safety first: Claude must prioritize not undermining legitimate human oversight of AI, even above other ethical considerations.

- Ethical and honest behavior: Claude should act like a wise, ethical agent—never deceiving or manipulating, and preserving users' autonomy.

- Genuine helpfulness: Helpfulness means thoughtful, context-aware assistance, not blind compliance, sycophancy, or excessive caution.

- Hard constraints: Claude must never assist with catastrophic harms (e.g., WMDs, mass infrastructure attacks, cyberweapons, CSAM, or illegitimate power grabs).

LSB Luxembourg School of Business

GenAI for Business 2026

Session 10: Future development

Shubin Yu

Key trends

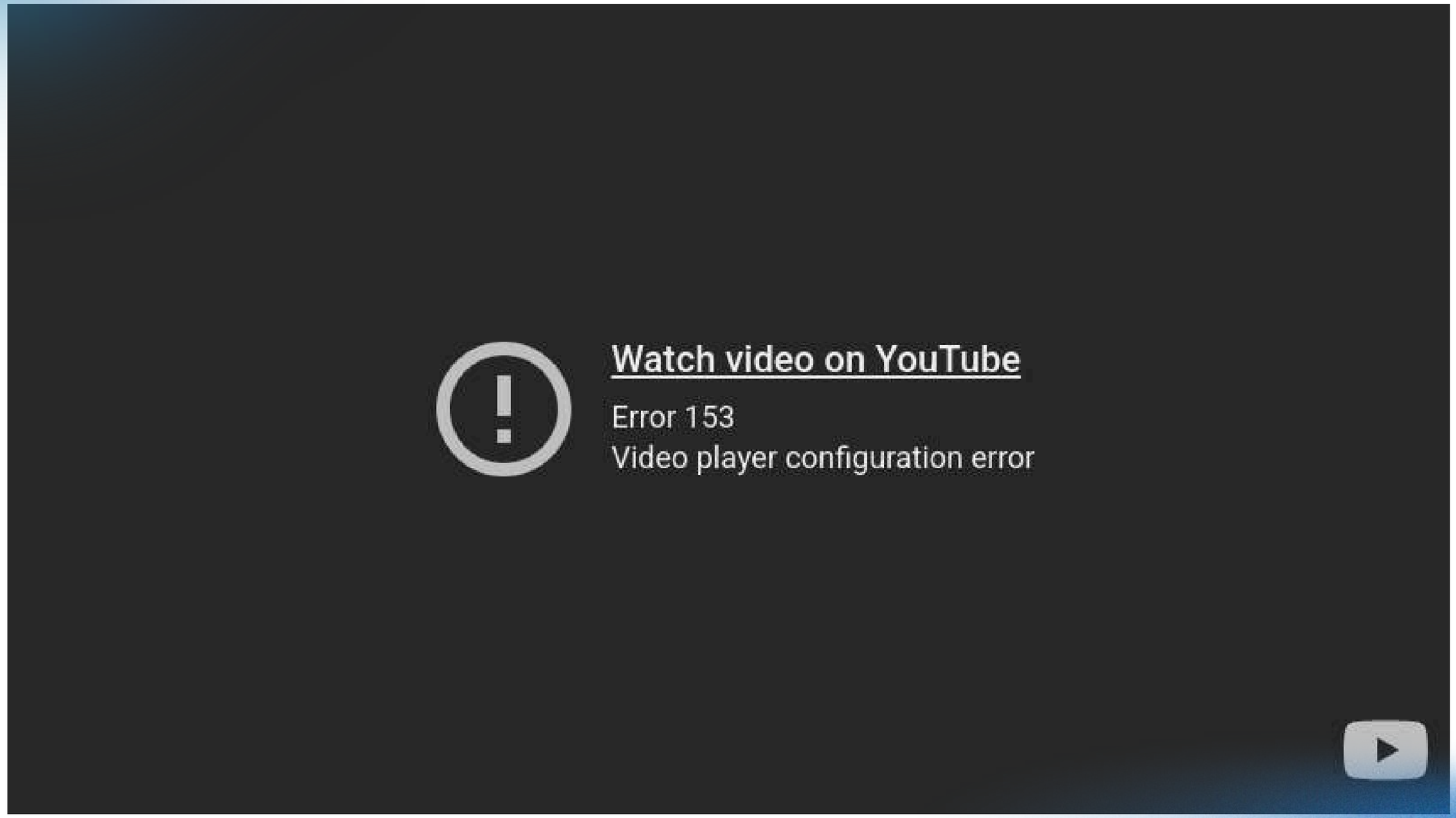
What will be the future ahead of us?

GenAI + Hardware
Your glasses, fridge, air conditioning start to talk to each other.

Robotics
Humanoid will become part of our life.

World model

What does a simulation of our world mean for us?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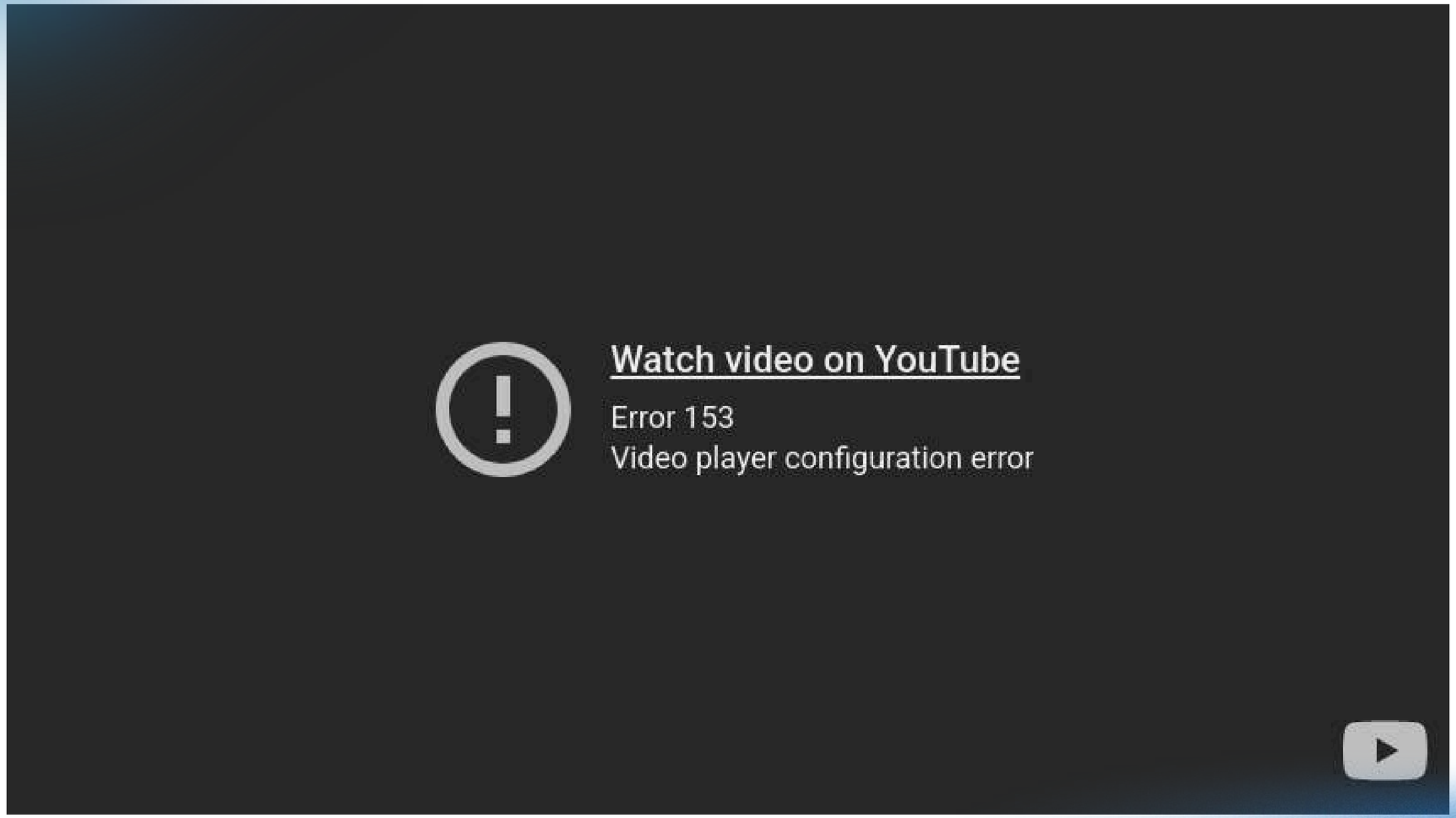
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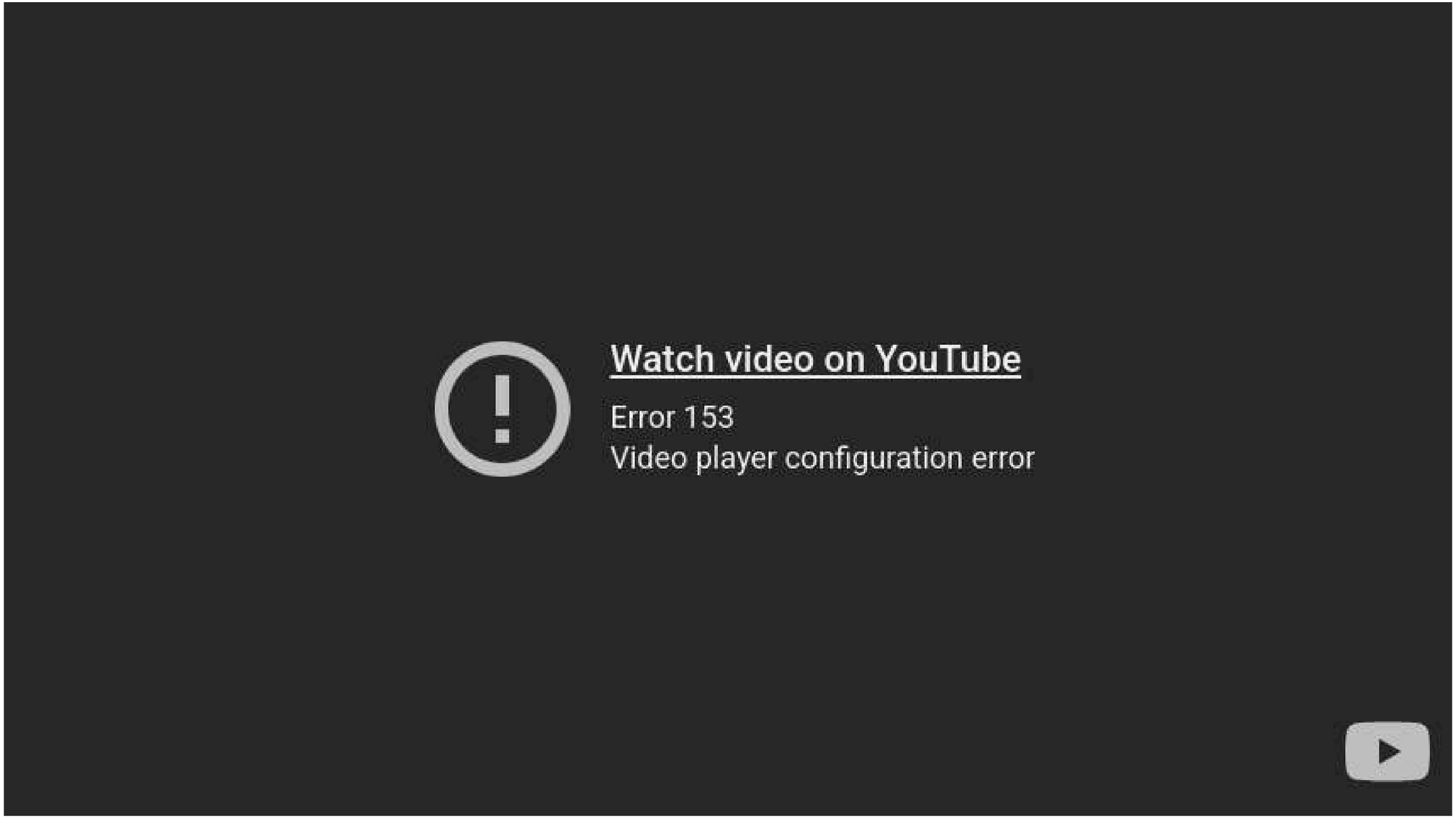
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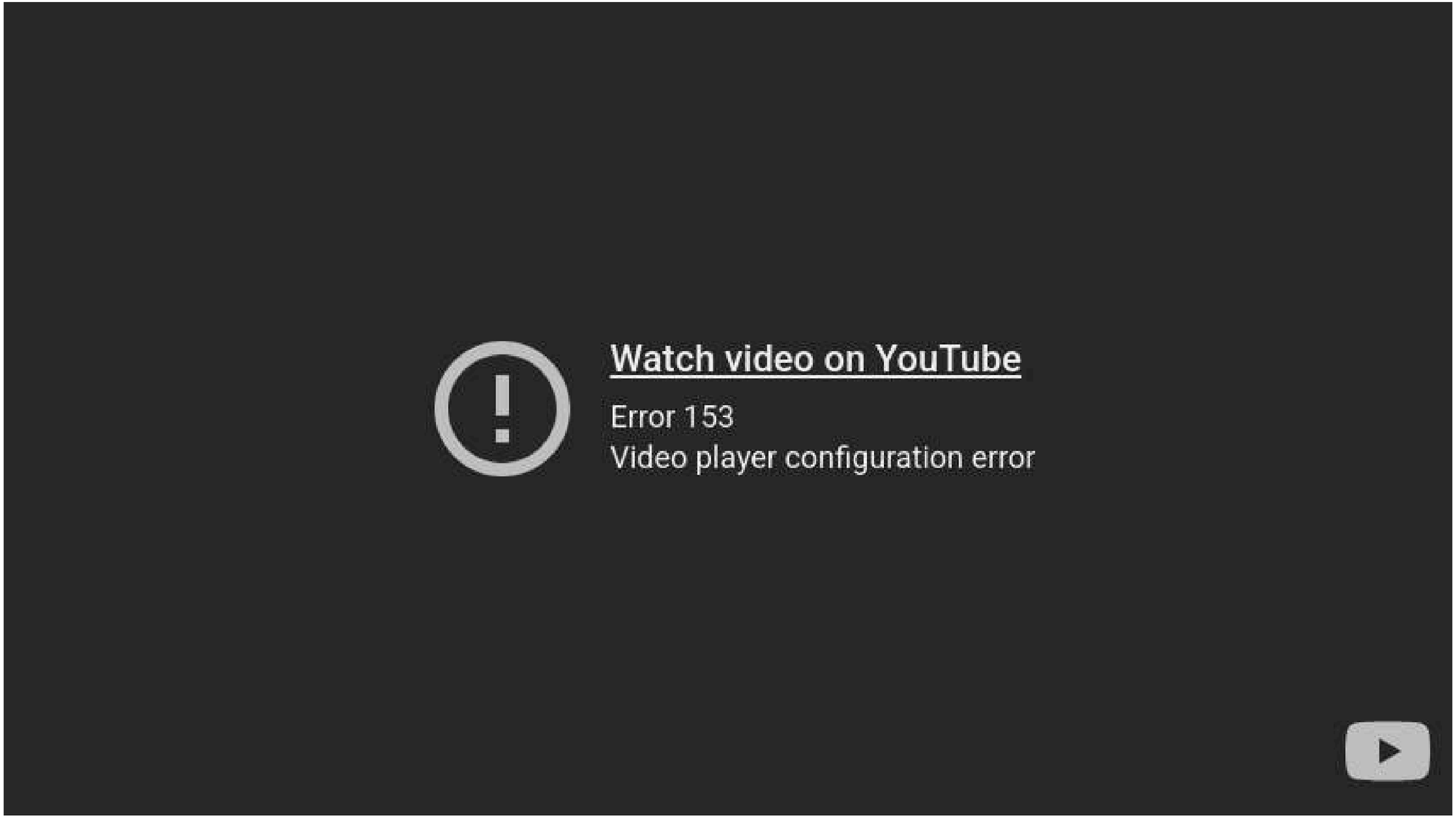
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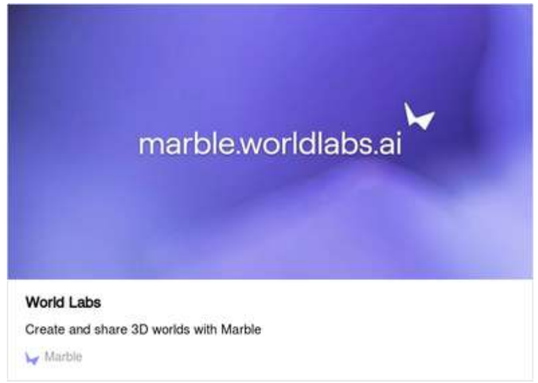
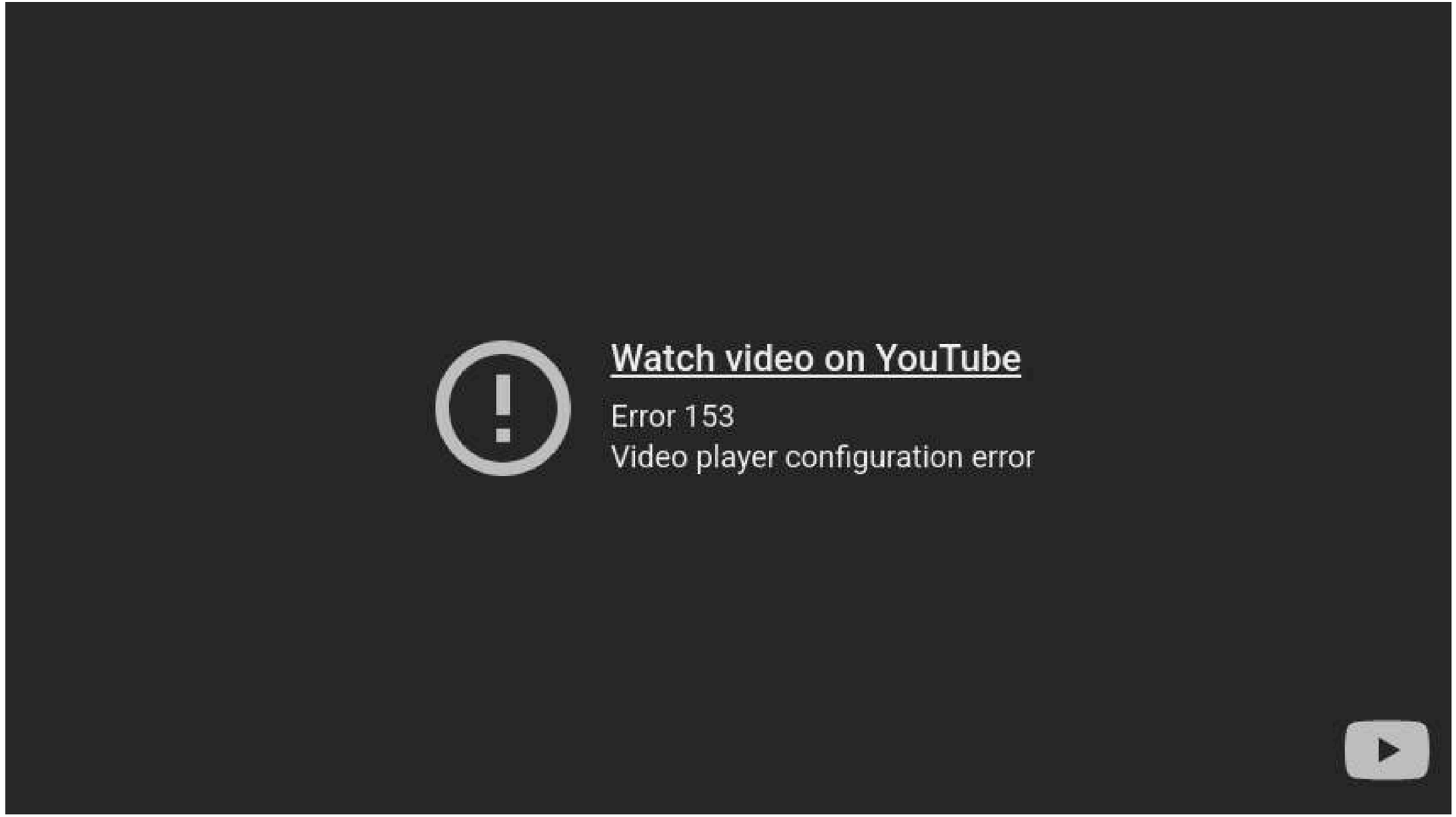
FEIFEI LI'S WORLD MODEL

Models that understand the dynamics of the real world, including physics and spatial properties

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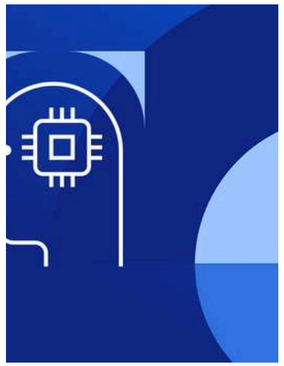
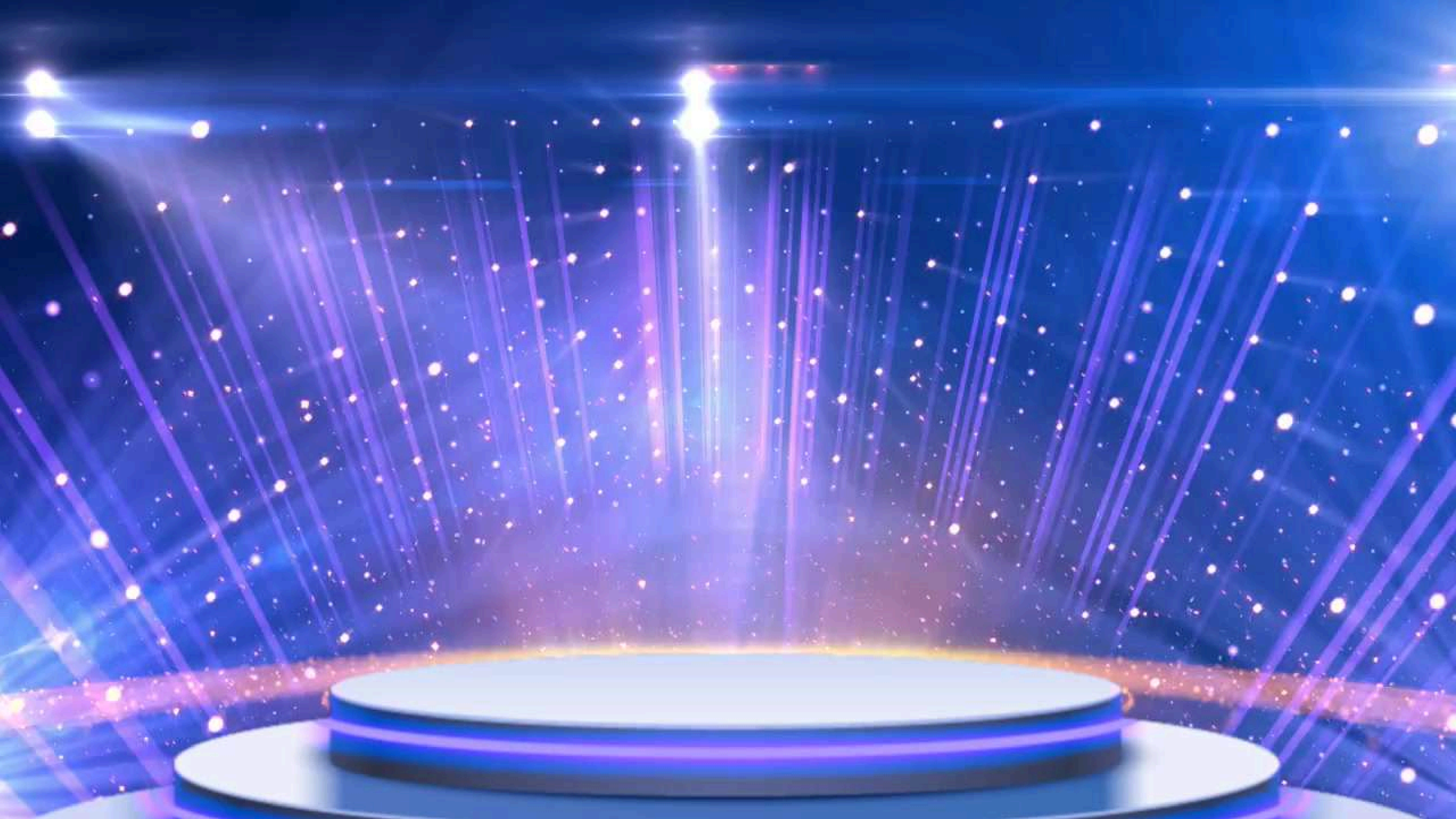


The Future of GenAI

Your Complete Guide to Generative AI

Unlock the transformative power of Generative AI for your business. A comprehensive guide covering 50+ AI tools, 100+ use cases, and actionable strategies.

— GenAI for Business



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