LBS Research-to-Agentics Application Mapping

Detailed Research Translation Opportunities

Purpose: This document provides specific examples of how London Business School's published research and faculty expertise can be translated into practical agentic AI applications.

PLATFORMS & ECOSYSTEMS RESEARCH

Faculty Lead: Professor Michael Jacobides

Published Research Foundation

Key Publications:

- "Towards a Theory of Ecosystems" (Strategic Management Journal - most read article)

- "How to Compete When Industries Digitize and Collide" (California Management Review - Best Article Award 2023)

- "Externalities and Complementarities in Platforms and Ecosystems"

- "Digital Entrant Scaling & Dynamics: How Grab Transformed SE Asian Mobility"

- WEF White Paper on Digital Platforms and Ecosystems

Agentic Applications

1. Platform Governance Advisor

Research Input: Jacobides' frameworks on platform governance models (open vs. closed vs. managed)
Agent Capabilities:

- Analyzes platform architecture and recommends governance approach

- Simulates different governance scenarios and predicts outcomes

- Monitors platform health metrics and flags governance issues

- Benchmarks against successful platform case studies **Technical Approach:** Multi-agent system with specialized agents for:
  - Market analysis

  - Competitive intelligence

  - Policy recommendation

  - Simulation and forecasting

2. Ecosystem Gap Identifier

Research Input: Theory of ecosystem complementarities and value capture mechanisms
Agent Capabilities:

- Maps existing ecosystem players and offerings

- Identifies underserved customer needs

- Spots gaps where new complementors could add value

- Recommends partnership opportunities **Data Sources:**

- Platform APIs

- App store data

- Social media listening

- Market research databases

3. Cross-Industry Collision Predictor

Research Input: Research on sector convergence and digital disruption patterns
Agent Capabilities:

- Monitors technology trends across industries

- Identifies early signals of sector collision

- Alerts companies to competitive threats from adjacent industries

- Recommends defensive or offensive strategies **Use Cases:**

- Financial services + healthcare convergence

- Automotive + tech platform competition

- Retail + logistics integration

4. Modular Business Model Designer

Research Input: Research on value chain restructuring and modular production
Agent Capabilities:

- Interviews entrepreneur about business concept

- Recommends which activities to own vs. partner

- Suggests optimal business model architecture

- Generates pro-forma financial models for different configurations **Student Value:** Used in strategy and entrepreneurship courses as interactive case study tool

DATA SCIENCE & AI INITIATIVE

Faculty Leads: Multiple Faculty Across Disciplines

Research Foundation

Key Themes:

- AI adoption barriers and enablers in organizations

- Impact of AI on employment, skills, and inequality

- Ethical AI and responsible innovation

- AI-driven business model transformation

- Measurement of AI's economic impact

Agentic Applications

5. AI Maturity Assessment System

Research Input: Initiative's research on organizational AI adoption factors
Agent Capabilities:

- Conducts structured interviews with leadership

- Audits data infrastructure and governance

- Assesses technical capabilities and talent gaps

- Evaluates organizational culture and change readiness

- Generates comprehensive readiness report with recommendations **Target Market:** Mid-market companies seeking to adopt AI **Revenue Model:** Freemium (basic assessment) + paid (detailed roadmap)

6. Ethics Review Board Agent

Research Input: Faculty research on AI ethics, bias detection, and responsible innovation
Agent Capabilities:

- Reviews AI project proposals for ethical risks

- Flags potential biases in training data or algorithms

- Recommends mitigation strategies

- Generates ethics documentation for stakeholders **Differentiation:** Embeds LBS ethical frameworks into automated review process **Partnership Opportunity:** Could be mandated for all internal LBS AI projects

7. Skills Gap Analyzer for AI Transition

Research Input: Research on workforce transformation and reskilling needs
Agent Capabilities:

- Analyzes job descriptions and required skills

- Identifies employees whose roles may be impacted by AI

- Recommends personalized reskilling pathways

- Connects to online learning resources and internal training **Alumni Appeal:** HR professionals need tools for workforce planning in AI era

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ENTREPRENEURSHIP & PRIVATE CAPITAL (IEPC)

Faculty Lead: Professor Florin Vasvari (Academic Director)

Research Foundation

Key Publications:

- ESG disclosures in private equity

- Value creation in PE-backed companies

- Entrepreneurship in emerging markets

- Platform governance and market competition

- Fundraising and capital allocation

Agentic Applications

8. ESG Disclosure Analyzer

Research Input: Vasvari's research on PE firm ESG reporting and regulatory drivers
Agent Capabilities:

- Scrapes and analyzes company websites, reports, and communications

- Scores ESG disclosure quality against frameworks (UN PRI, SASB, TCFD)

- Identifies gaps and recommends improvements

- Tracks disclosure evolution over time

- Benchmarks against peer companies **Market Need:** Private equity firms and portfolio companies need cost-effective ESG monitoring

9. Deal Sourcing Agent

Research Input: IEPC research on successful investments and pattern recognition
Agent Capabilities:

- Monitors startup ecosystems for emerging companies

- Scores startups based on investment criteria

- Identifies founders with successful track records

- Alerts investors to pre-emption rights and follow-on opportunities **Technical Innovation:** Combines alternative data (web traffic, hiring, product launches) with traditional metrics

10. Portfolio Company Performance Dashboard

Research Input: Research on operational improvements and value creation levers
Agent Capabilities:

- Integrates data from portfolio company systems

- Calculates and visualizes key performance indicators

- Predicts underperformance before it happens

- Recommends interventions (e.g., management changes, strategic pivots) **User Base:** PE/VC professionals (many are LBS alumni)

11. Pitch Deck Generator & Critic

Research Input: IEPC insights on successful fundraising strategies
Agent Capabilities:

- Interviews founder about business model, market, and traction

- Generates initial pitch deck with industry-appropriate structure

- Critiques deck for common weaknesses

- Suggests data points and visuals that strengthen narrative **Student Value:** Every MBA student with a venture idea gets AI-powered pitch coaching

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MARKETING RESEARCH

Faculty Leads: Professors Simona Botti, Rajesh Chandy, and others

Research Foundation

Key Topics:

- Consumer choice and decision-making

- Paradox of choice and decision fatigue

- Digital marketing effectiveness

- Brand management and equity

- Innovation and new product adoption

Agentic Applications

12. Product Assortment Optimizer

Research Input: Botti's research on optimal choice set size and consumer satisfaction

Agent Capabilities:

- Analyzes e-commerce product catalogs

- Identifies categories with too many or too few options

- Recommends assortment changes to maximize conversions

- A/B tests different choice architectures **Technical Challenge:** Balances selection breadth with decision fatigue **Startup Potential:** CRO consulting for e-commerce brands

13. Marketing Mix Modeler

Research Input: Research on marketing channel effectiveness and attribution

Agent Capabilities:

- Ingests marketing spend and performance data across channels

- Builds statistical models of channel effectiveness

- Recommends budget reallocation for maximum ROI

- Simulates scenarios (e.g., "What if we cut TV spend 50%?") **Differentiation:** Combines econometric modeling with machine learning

14. Brand Health Monitor

Research Input: Research on brand equity, customer perceptions, and competitive positioning

Agent Capabilities:

- Continuously monitors social media, reviews, and news

- Scores brand sentiment and tracks over time

- Alerts to brand crises or reputation threats

- Benchmarks against competitors **Use Case:** Proactive reputation management for CPG brands

15. Innovation Adoption Predictor

Research Input: Chandy's research on innovation diffusion and growth strategies

Agent Capabilities:

- Analyzes early adoption patterns for new products

- Predicts likelihood of crossing the "chasm" to mainstream

- Identifies "influencer" customers to target

- Recommends marketing strategies to accelerate adoption **Data Sources:** Purchase data, social media, market research surveys

FINANCE & FINTECH

Faculty Leads: Multiple finance faculty

Research Foundation

Key Topics:

- Behavioral finance and investor psychology

- Fintech disruption and adoption

- Robo-advisors and automated investing

- Cryptocurrency and blockchain

- Risk management and portfolio optimization

Agentic Applications

16. Behavioral Bias Detector

Research Input: Research on overconfidence, loss aversion, anchoring, and herding

Agent Capabilities:

- Analyzes individual's investment history and identifies behavioral patterns

- Provides "bias score" across multiple dimensions

- Intervenes before emotionally-driven trades (e.g., panic selling)

- Educates users about their specific biases **Innovation:** Combines robo-advisor automation with behavioral coaching **Regulatory Edge:** Could help satisfy suitability and fiduciary requirements

17. Crypto Due Diligence Agent

Research Input: Research on blockchain, DeFi protocols, and crypto market dynamics

Agent Capabilities:

- Analyzes smart contracts for security vulnerabilities

- Evaluates tokenomics and governance structures

- Monitors developer activity and community health

- Flags rugpull risk factors and scam indicators **Target Users:** Crypto investors, VCs investing in Web3 startups

18. Regulatory Change Monitor

Research Input: LBS faculty work with UK parliament and regulators on financial services

Agent Capabilities:

- Tracks regulatory developments across jurisdictions

- Summarizes implications for fintech companies

- Alerts to compliance deadlines and requirements

- Recommends policy advocacy opportunities **Partnership Opportunity:** Could be sponsored by fintech industry association

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ORGANIZATIONAL BEHAVIOR & FUTURE OF WORK

Faculty Lead: Professor Lynda Gratton

Research Foundation

Key Publications:

- "The 100-Year Life" (with Andrew Scott)

- "Redesigning Work: How to Transform Your Organization and Make Hybrid Work for Everyone"

- Research on collaboration, team dynamics, and "hot spots"

- Future of Work Consortium insights from 60+ companies

Agentic Applications

19. Hybrid Work Policy Designer

Research Input: Gratton's frameworks for optimal hybrid work arrangements

Agent Capabilities:

- Surveys employees on preferences, roles, and collaboration needs

- Analyzes office utilization data and meeting patterns

- Generates customized hybrid work policy

- Simulates impact on productivity, culture, and real estate costs **Startup Potential:** HR tech SaaS for remote-first and hybrid companies **Corporate Appeal:** Every major employer is grappling with this challenge

20. Career Stage Advisor

Research Input: "100-Year Life" research on multi-stage careers and transitions

Agent Capabilities:

- Assesses individual's current career stage and future aspirations

- Identifies skills gaps and reskilling opportunities

- Recommends timing for career transitions (e.g., sabbatical, pivot)

- Connects to relevant educational resources and networks **User Base:** Mid-career professionals (LBS executive education audience) **Revenue Model:** Freemium individual use + enterprise licenses for career

counseling

21. Team Chemistry Optimizer

Research Input: Research on collaborative teams, diversity, and "hot spots"
Agent Capabilities:

- Analyzes team communication patterns (Slack, email, meetings)

- Identifies collaboration bottlenecks and silos

- Recommends team restructuring or role changes

- Predicts team performance based on composition **Technical Approach:** Network analysis + NLP sentiment analysis

22. Remote Onboarding Assistant

Research Input: Research on organizational culture transmission and socialization
Agent Capabilities:

- Guides new hires through virtual onboarding journey

- Connects them to relevant people and resources

- Checks in on progress and flags issues

- Personalizes content based on role and background **Market Timing:** Pandemic created massive demand for better remote onboarding

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WHEELER INSTITUTE FOR BUSINESS AND DEVELOPMENT

Focus: Business Solutions to Global Challenges

Research Foundation

Key Topics:

- Microenterprise support in emerging markets

- Women's economic empowerment

- Climate change and sustainability

- Healthcare access and quality

- Inclusive business models

Agentic Applications

23. Microenterprise Business Advisor

Research Input: Wheeler Institute research on micro-entrepreneur needs and success factors
Agent Capabilities:

- Provides business planning guidance in local languages

- Recommends marketing strategies for informal economies

- Connects to microfinance and training resources

- Tracks business performance and offers coaching **Impact Potential:** Could reach millions of entrepreneurs in developing countries **Funding:** Could attract grants from development agencies

24. Climate Action Opportunity Finder

Research Input: Research on climate solutions and carbon markets
Agent Capabilities:

- Identifies climate-positive business opportunities

- Evaluates carbon credit potential of projects

- Connects entrepreneurs to climate finance

- Tracks SDG (Sustainable Development Goal) impact **Strategic Fit:** Aligns with LBS's growing focus on sustainability

25. Women's Economic Empowerment Tracker

Research Input: Wheeler Institute research on gender dynamics in entrepreneurship
Agent Capabilities:

- Monitors women's participation in business ownership and leadership

- Identifies barriers to women's economic participation

- Recommends policy interventions

- Tracks progress toward gender equality goals **Partnership Opportunity:** Could be sponsored by UN Women or foundations

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OPERATIONS & MANAGEMENT SCIENCE

Focus: Data-Driven Decision Making and Optimization

Research Foundation

Key Topics:

- Supply chain optimization

- Healthcare operations

- Digital platforms and marketplaces

- Behavioral operations management

- Predictive analytics

Agentic Applications

26. Supply Chain Risk Monitor

Research Input: Research on supply chain resilience and disruption prediction

Agent Capabilities:

- Tracks supplier financial health and geopolitical risks

- Monitors shipping routes and transportation networks

- Predicts disruptions before they impact operations

- Recommends alternative suppliers and routes **Market Need:** Supply chain shocks (pandemic, Suez Canal) created urgent demand

27. Healthcare Resource Allocator

Research Input: Research on hospital operations and patient flow optimization

Agent Capabilities:

- Predicts patient admissions and resource needs

- Optimizes staff scheduling and bed allocation

- Identifies bottlenecks in care delivery

- Recommends process improvements **Impact:** Could reduce wait times and improve patient outcomes **Partnership:** Could be piloted at NHS hospitals near LBS

28. Dynamic Pricing Agent

Research Input: Research on platform pricing, surge pricing, and revenue management

Agent Capabilities:

- Monitors supply and demand in real-time

- Adjusts prices to maximize revenue and utilization

- Considers fairness and customer satisfaction

- Learns from competitor pricing **Use Cases:** Hospitality, ride-sharing, events, cloud computing

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STRATEGY & INTERNATIONAL MANAGEMENT

Faculty Leads: Multiple strategy faculty

Research Foundation

Key Topics:

- Competitive strategy and positioning

- Corporate innovation

- Mergers and acquisitions

- Global expansion strategies

- Industry disruption

Agentic Applications

29. Competitive Intelligence Agent

Research Input: Research on competitive dynamics and strategic positioning
Agent Capabilities:

- Monitors competitors' moves (hiring, product launches, partnerships)

- Analyzes market share and positioning

- Identifies strategic threats and opportunities

- Recommends competitive responses **Data Sources:** Web scraping, SEC filings, news, job postings

30. M&A Target Screener

Research Input: Research on acquisition success factors and integration challenges
Agent Capabilities:

- Identifies potential acquisition targets based on strategic fit

- Scores targets on financial, strategic, and cultural criteria

- Flags integration risks

- Generates preliminary valuation ranges **User Base:** Corporate development teams and M&A advisory firms

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IMPLEMENTATION FRAMEWORK

From Research to Running Code

For each application above, the development process would follow these stages:

Stage 1: Research Translation (Weeks 1-2)

- Faculty advisor provides key papers and frameworks

- Student team extracts core insights and decision rules

- Identify data requirements and sources

Stage 2: Agent Architecture Design (Weeks 3-4)

- Map out agent capabilities and information flows

- Design conversation flows and user interactions

- Select appropriate LLM and tooling (e.g., LangChain, AutoGen)

Stage 3: Prototype Development (Weeks 5-8)

- Build minimal viable agent

- Test with synthetic data or small user group

- Iterate based on feedback

Stage 4: Validation & Refinement (Weeks 9-12)

- Run pilot with real users (students, alumni, or corporate partners)

- Measure performance against baselines

- Gather case studies and testimonials

Stage 5: Open-Source Release (Week 13)

- Clean up code and documentation

- Publish to GitHub under permissive license

- Write launch blog post and demo video

- Present at LBS Agentics Demo Day

Stage 6: Maintenance & Evolution (Ongoing)

- Community contributions and improvements

- Potential spin-out as startup if traction is strong

- Integration into LBS courses or consulting offerings

Prioritization Matrix

High-Impact, Near-Term Projects (Launch in Year 1)

1. **Hybrid Work Policy Designer** - Huge market need, Lynda Gratton's research is world-leading

2. **Ecosystem Orchestration Agent** - Showcases LBS's unique platform expertise

3. **Pitch Deck Generator & Critic** - Every MBA student could use this immediately

4. **AI Maturity Assessment System** - Aligns with Data Science & AI Initiative priorities

5. **Behavioral Bias Detector** - Novel combination of finance and psychology

High-Impact, Longer-Term Projects (Year 2-3)

6. **Microenterprise Business Advisor** - Significant development challenge but massive social impact

7. **Supply Chain Risk Monitor** - Requires enterprise data partnerships

8. **M&A Target Screener** - Need regulatory/ethical review before launch

Exploratory/Research Projects

9. **Cross-Industry Collision Predictor** - Cutting-edge research translation

10. **Career Stage Advisor** - Could become major standalone platform

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Success Metrics

For Each Application

Technical Quality:

- Code quality and documentation (peer review score)

- System performance (latency, accuracy)

- User experience (NPS, usability testing)

Research Impact:

- Fidelity to original research insights

- Novel contributions to the field

- Potential for academic publications

Business Viability:

- User adoption and engagement

- Revenue potential (if commercialized)

- Partnership and investment interest

Educational Value:

- Student learning outcomes

- Skills developed (technical + business)

- Portfolio value for job seeking

Conclusion

This mapping demonstrates that London Business School possesses an extraordinary depth and breadth of research that can be translated into practical agentic AI applications. Each of the 30+ applications outlined here:

✅ Is grounded in published LBS research or faculty expertise

✅ Addresses a real market need or social challenge

✅ Provides hands-on learning for students

✅ Creates opportunities for alumni and faculty engagement

✅ Differentiates LBS in the AI era

The Agentics Foundation chapter would serve as the translation engine, turning LBS's intellectual capital into open-source tools, student ventures, and societal impact at unprecedented scale.

Next Steps:

1. Faculty advisors identify 3-5 "champion" research papers to prioritize

2. Student teams formed around each priority application

3. Kickoff workshop to align on goals, timelines, and success metrics

4. Launch first prototypes within 3 months

5. Demo Day to showcase progress and attract corporate sponsors