Entrepreneurship Education

START DSP

Digital - Sustainable - Profitable

Introduction
Tool: Stakeholders Radar AI for Universities

MMS, Ireland

Co-funded by the European Union

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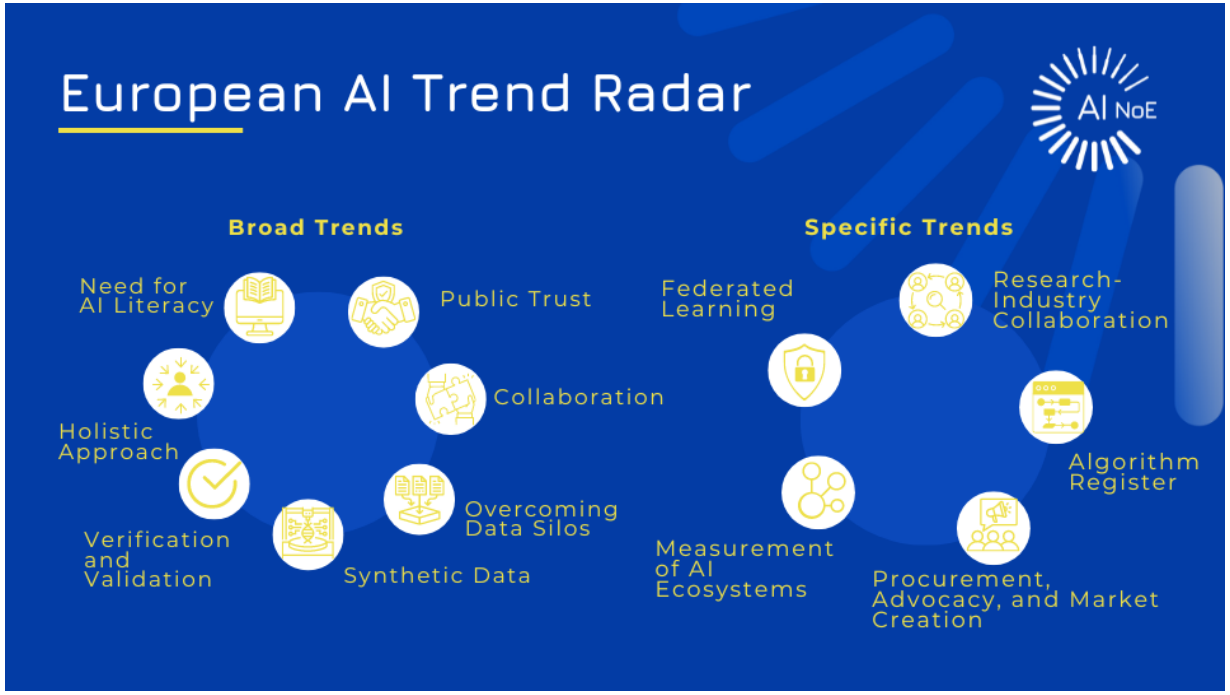
What is a Stakeholder Radar AI?

Stakeholders Radar AI is an advanced tool designed to **map, analyse, and visualize key stakeholders** within a university ecosystem.

It leverages **artificial intelligence (AI)** and **data analytics** to identify internal and external stakeholders, understand their interests, measure their influence, and track engagement over time.

This helps universities build stronger relationships with students, faculty, research partners, policymakers, and the community, enhancing strategic planning, collaboration, and decision-making.



https://www.vision4ai.eu/trend-radar/

Why Universities Need a Stakeholders Radar AI

- **Improves Stakeholder Engagement:** Helps universities better understand the expectations and needs of diverse stakeholder groups (e.g., students, faculty, industry partners, alumni, government bodies).
- **Informs Strategic Decisions:** Supports data-driven decisions regarding research collaborations, funding opportunities, policy advocacy, and student success initiatives.
- **Enhances Communication:** Facilitates targeted outreach and more meaningful interactions with different stakeholders.
- **Risk Management:** Identifies potential conflicts or disengaged groups early, reducing reputational and operational risks.

How Stakeholders Radar AI Work

Feature	Description
Stakeholder Mapping	Identifies key individuals and groups influencing university operations.
Sentiment Analysis	Uses AI to assess stakeholder perceptions based on feedback, social media, and communication patterns.
Engagement Tracking	Monitors interactions and engagement levels over time.
Relationship Analysis	Maps connections between stakeholders, revealing collaboration opportunities.
Predictive Insights	Forecasts potential stakeholder concerns or emerging alliances based on trends.

Did you know that human biases in stakeholder management can **lead to costly project delays of up to 20%?** However, with AI transforming the way we approach stakeholder management, these challenges are rapidly being minimised.

https://www.itsdart.com/blog/ai-powered-stakeholder-analysis

Imagine using algorithms that analyze sentiments, predict reactions, and even pinpoint potential conflicts before they happen—welcome to the world of **AI-powered stakeholder analysis**.

This cutting-edge approach brings precision to understanding stakeholder dynamics, **making it easier than ever to optimise project outcomes. Explore:**

- How to **transform stakeholder management** using AI-driven insights
- Implement AI **stakeholder analysis** for improved project outcomes
- **Overcome challenges** in AI integration for stakeholder analysis
- Select the **best stakeholder approach** tailored to your project

Source IT Start

1

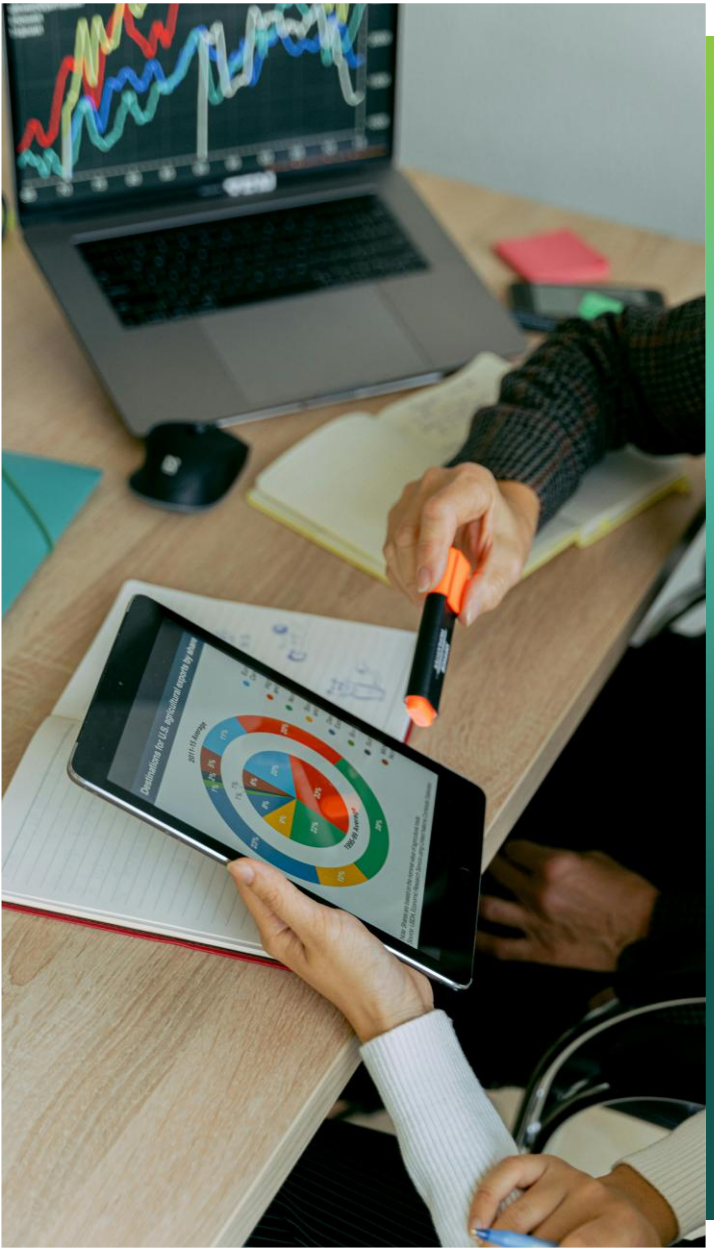
Rapid and Efficient Stakeholder Data Analysis

AI tools have dramatically enhanced the speed and efficiency of stakeholder data analysis. Traditional methods involved time-consuming manual processes, but AI can process vast amounts of data in a fraction of the time. AI Radar Tool's rapid analysis allows project managers to make informed decisions quickly, responding to stakeholder needs and concerns in near real-time.

Key AI Technologies

1. **Natural Language Processing (NLP):** Quickly sifts through emails, social media posts, and project documents. Extracts relevant stakeholder information automatically
2. **Machine Learning Algorithms:** Identify patterns and relationships in stakeholder data. Uncover insights that might be missed by human analysts
3. **Automated Data Collection and Integration:** Gathers data from multiple sources. Provides a comprehensive view of stakeholders without manual effort

Source: IT START



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Real-Time Stakeholder Sentiment Analysis

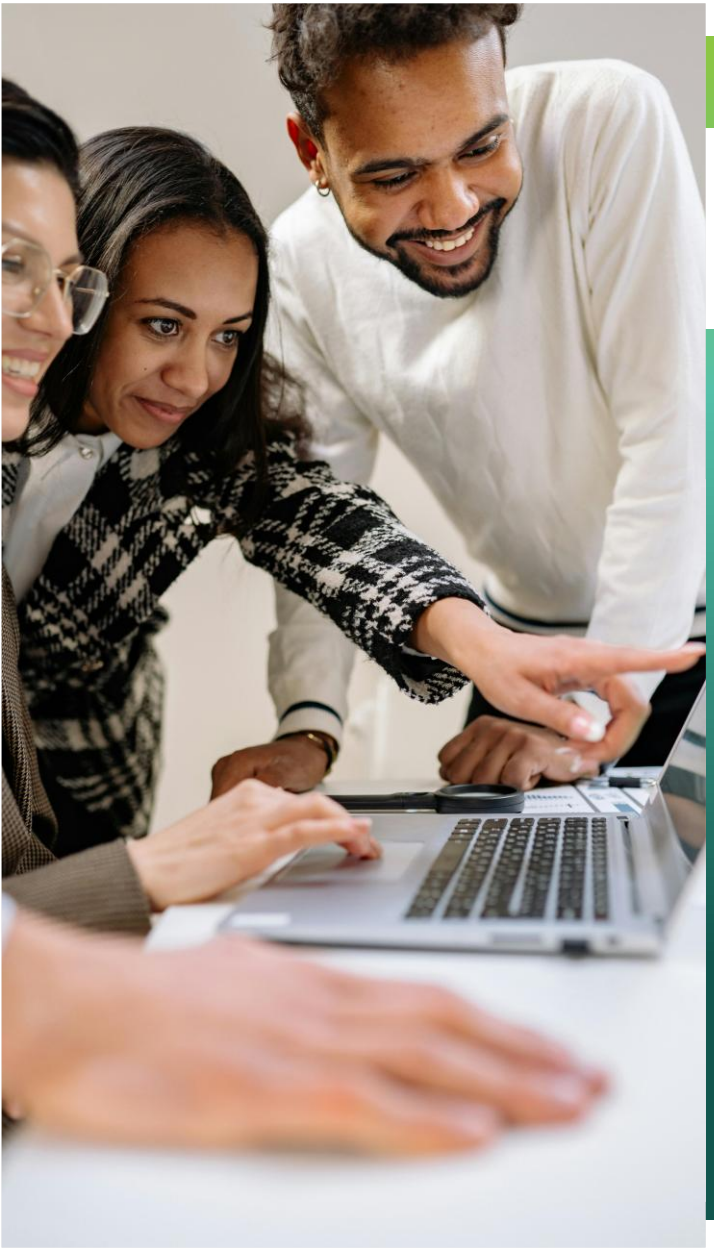
One of the most powerful features of predictive stakeholder intelligence is its ability to provide real-time insights into stakeholder sentiments.

Impact: By staying ahead of stakeholder concerns, project managers can maintain positive relationships and address issues promptly, significantly reducing the risk of project derailment due to stakeholder dissatisfaction.

Capabilities of AI Tools

1. **Continuous monitoring** of stakeholder communications across various channels
2. **Detection of sentiment** shifts as they occur
3. **Interpretation of emotional tone** in stakeholder interactions
4. **Visualization of stakeholder sentiment trends** through real-time dashboards

Source: IT START



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Predicting Stakeholder Influence and Impact

AI's predictive capabilities are perhaps its most groundbreaking contribution to stakeholder analysis. By leveraging historical data and complex algorithms, AI can;

- **Forecast stakeholder reactions** to project decisions or changes
- **Identify key influencers** within stakeholder groups
- **Predict potential alliances or conflicts** among stakeholders

Strategic Advantage: This predictive power enables project managers to strategically plan their stakeholder engagement, focusing resources where they'll have the most significant impact and preemptively addressing potential challenges.

Source: IT START

University Scenario Example

Predicting and Reducing Risks Through Improved Stakeholder Management in a University Context Using AI Stakeholder Radar

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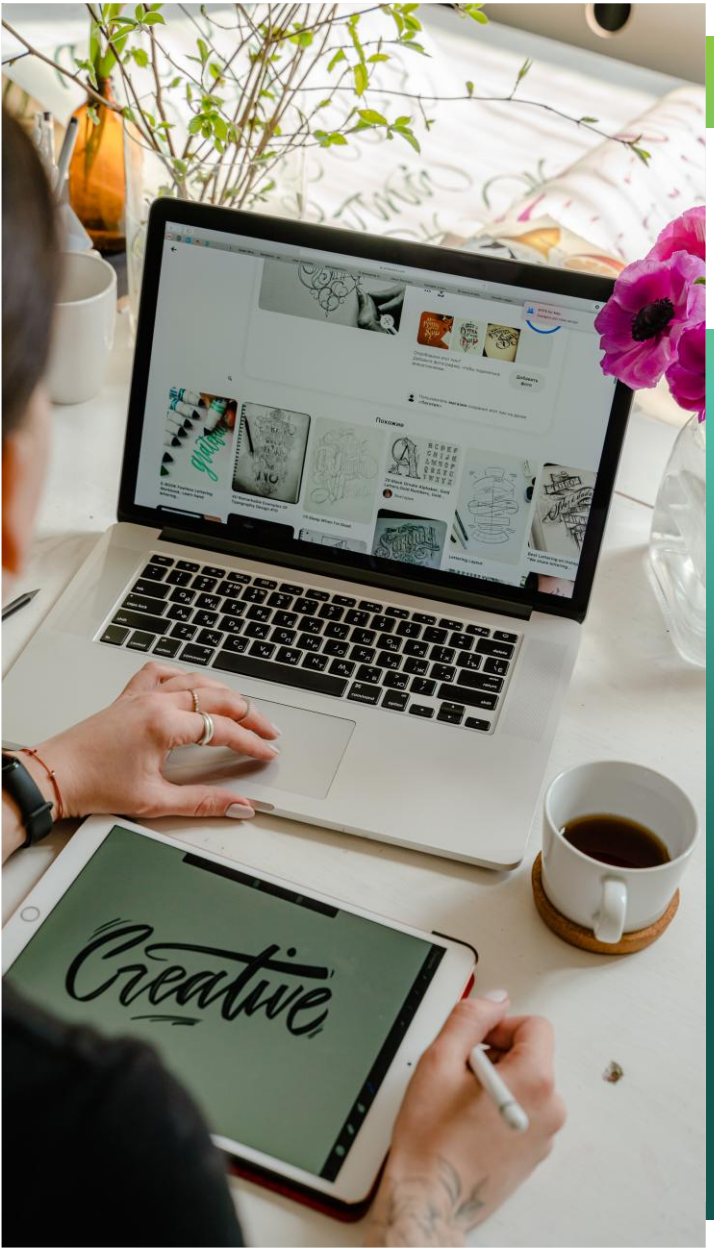
Scenario: University Launching a New Campus Sustainability Initiative

A large university is planning to launch a campus-wide sustainability initiative involving the development of solar power infrastructure, green spaces, and eco-friendly transportation. This ambitious project requires collaboration across various stakeholder groups, including:

- Students and Student Unions
- Faculty & Researchers
- Administrative Staff
- Local Government & Regulatory Bodies
- Community Members & Environmental Activists
- Corporate Partners / Donors

Risk Factors from Stakeholder Mismanagement

Before adopting AI-driven tools, past university projects faced delays and opposition due to student protests over lack of input, and faculty concerns about research disruptions. Regulatory delays from poor government alignment and community backlash over construction impacts. These resulted in cost overruns, reputational damage, and strained relationships.



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Scenario: University Launching a New Campus Sustainability Initiative

How AI Stakeholder Radar Transforms This Approach

1. Faster Analysis and Stakeholder Mapping

The university deploys AI Stakeholder Radar tools (e.g., SAP Analytics Cloud, Insight7, Taskade AI Generator, or Borealis) to:

- Analyse historical data from past campus projects.
- Map influential stakeholders based on their power, interest, and past behavior.

Automatically categorise stakeholders into:

- Key Decision-Makers (e.g., senior faculty, regulators)
- Influencers (e.g., student leaders, environmental groups)
- Potential Blockers (e.g., residents' associations)

Result: Stakeholder mapping that previously took months is completed within days.

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Scenario: University Launching a New Campus Sustainability Initiative

How AI Stakeholder Radar Transforms This Approach

2. Real-Time Insights & Sentiment Analysis

Using AI-powered monitoring tools like Insight7:

- Scans social media, internal feedback forms, and public forums.
- Identifies emerging concerns (e.g., noise pollution complaints or student dissatisfaction with transport plans).
- Detects negative sentiment spikes before they escalate into protests or formal complaints.

Example Insight: A spike in online discussions reveals that students are concerned about reduced parking spaces. This prompts early adjustments to transport and parking plans.

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3. Predictive Capabilities & Early Warning System

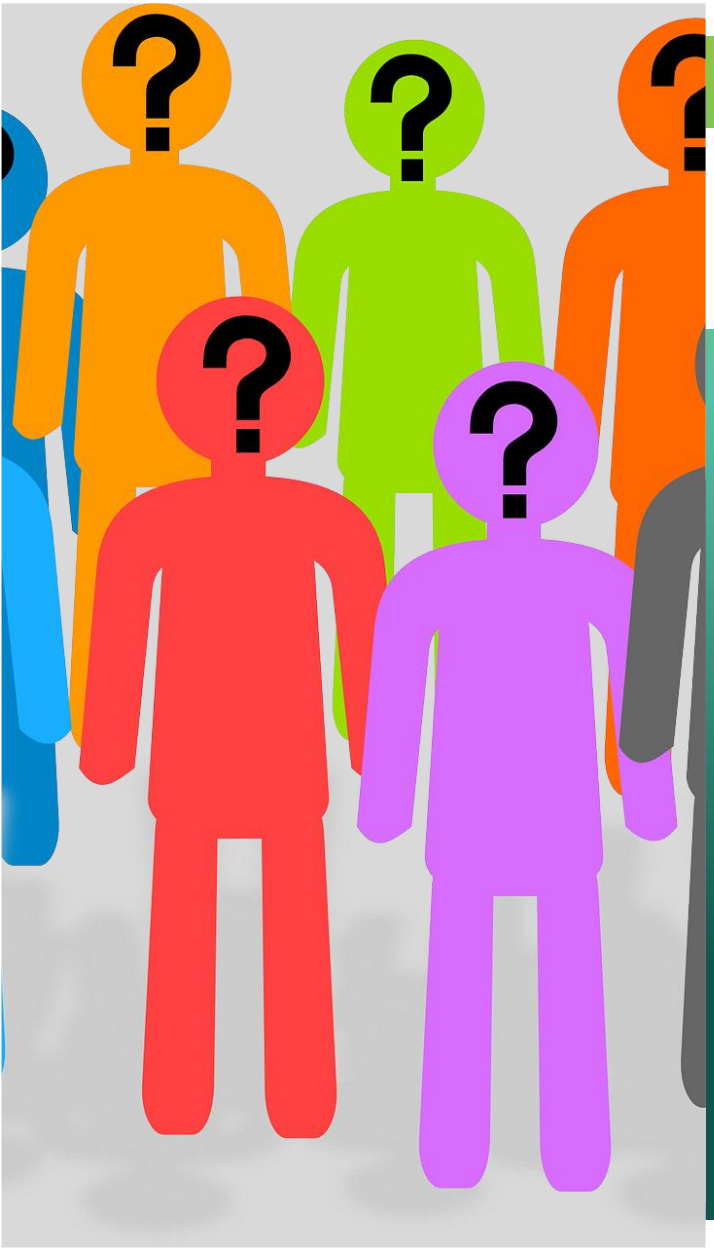
AI Stakeholder Radar predicts **potential conflicts** based on:

- Patterns from **previous infrastructure projects**.
- Behavioral data from **similar universities**.
- Simulating **“What-if” scenarios** (e.g., “How will students react if we cut car access by 50%?”).

Early Warning Trigger:

AI flags that **reducing parking access by 50%** will **likely trigger student opposition** based on **sentiment trends and historical protest data** from similar projects.

Action: The project team engages students **early**, **co-designs transport alternatives** and **averts protests**.



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4. Risk Reduction & Crisis Avoidance

Thanks to **AI-powered stakeholder evaluation** and **early interventions**, the university:

- ✓ Gains **support from student leaders** by **involving them early**.
- ✓ **Prevents faculty disruptions** by **scheduling construction around key research periods**.
- ✓ **Addresses community concerns** by **adding noise barriers and green buffer zones**.
- ✓ **Secures faster government approvals** by **demonstrating proactive environmental planning**.

Key Outcomes Using AI Stakeholder Radar

Traditional Approach	AI-Powered Stakeholder Radar Approach
Reactive to issues (protests, delays).	**Proactive** interventions based on early risk detection.
Manual stakeholder mapping (weeks).	**Automated mapping (days)** with influence analysis.
One-time analysis.	**Real-time, evolving insights** during the entire project.
High cost of conflicts.	**Risk reduction + smoother stakeholder alignment**.

AI-assisted stakeholder evaluation is not just about **efficiency**—it's about **risk prevention**. **In a university context**, this approach helps **transform complex, multi-stakeholder projects into collaborative successes** while **avoiding costly disruptions and reputational damage**. Would you like **help identifying AI tools tailored to your university's specific needs**, or **explore integrating an Early Warning System** into your stakeholder management processes?

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Thank you

Any questions?

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