“Trust me if you can – A first attempt to critically review obstacles and barriers to implementing AI applications in sales and B2B marketing in Austria”

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Interreg
Austria-Czech Republic
AI SDT-LAB

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Vienna

Agenda

1. The AI Social Design Thinking Lab (AI SDT-Lab)
2. Literature Review & Qualitative Study in Austria
3. Barriers, needs and competences in Austria
4. Lab’s Open Days in Steyr, Upper Austria
5. Main Learnings
6. Outlook
7. Thank you note & contacts

AI Social Design Thinking Lab (AI SDT-Lab)

- It is an **INTERREG AT-CZ** project done in collaboration with the University of Economics in Prague (VSE) and the South Bohemia Science and Technology Park (JVTP)
- With the aim of: identifying the barriers, needs, competences which export oriented companies (B2B Marketing & Sales), SMEs and start-ups in Vienna, Upper Austria and South Bohemia face when they wish to implement AI
- Outputs
  - Two physical labs (one in Austria and one in South Bohemia)
  - Development of three training modules

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Literature Review & Qualitative Study in Austria

Literature	Expert Interviews (IHS)	Expert Interviews (FHOÖ)
• Scientific literature • Regional, national and European strategic papers • Other related documents • Relevant websites pages • etc.	• CEOs of Viennese AI developers / providers (start-ups) • Head of an Digital Innovation Hub • Representative of the City of Vienna • Researcher • Programme manager of the “AI marketplace”	• Representative of the Austrian Chamber of Commerce • Representatives of AI applications in the Upper Austrian Area • Representatives of leading export companies in the Upper Austrian Area • Representative of Women in AI (Austria) who is at the same time an AI consultant

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The top 3 Showstoppers to a successful AI implementation in Austria

Main barriers identified

- Lack of trust in AI
- Lack of an AI-driven mentality and structural plan on how to change the organization to welcome the new technology
- High costs and uncertainty about the benefits of AI

+

Competences

- Responsible Research and Innovation Measures
- AI Qualification
- Supporting actions for organizations in Austria

→

How to cope with it

- Increase trust in and acceptance of AI systems
- Increase AI knowledge
- Set up structure measures to support organizations

Road to a successful AI implementation

Organizational factors

- Top management commitment
- Adequate AI knowledge
- Constant training sessions
- AI-driven team
- Adequate financial resources
- A step-by-step implementation mindset
- Standardised AI Policies

+

Supporting organizations

- Advising and supporting companies (roundtables, conferences, webinars)
- Providing best practices within a company's same industry
- More training opportunities (FFG, DigiHubs)

→

An ideal AI implementation

- Happens when management is open and focused on change and innovation
- Deserves strategic thinking and planning
- It is a long-term strategy
- Requires trust-building measures, activities and constant reviews

Lab’s Open Days in Steyr, Upper Austria

CONTENT

- **An AI testbed** with a selection of Sales & Marketing AI-powered applications featuring
  - Lead generation tools
  - Content marketing apps
  - A facial recognition tool
  - Salesforce training tools
- **Two different phases**: open exhibition + AI SDT LAB

TARGET GROUPS

1. Austrian **companies** (Marketing & Sales)
2. Austrian **policy makers**
3. Global Sales & Marketing **students** from the University of Applied Sciences, Campus Steyr
4. **Pupils**

AIMS

- **Exchange of AI experiences**
- Collecting **feedback**
- **Stimulating conversations on trust** and **ethical reflections towards AI**
- Gathering valuable information for the set up of the three AI-based training modules

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Lab’s Open Days – Throwback

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Austrian Open Days Main Learnings – Companies

How should responsible AI look like?

- Humans decide
- Liability questions needs to be answered
- Setting boundaries
- Legal framework needed

How to generate trust?

- Help of Governments
- AI- first mentality organizations
- Wider public promoting AI to the young generations and keeping informed

Top Ethical Aspects

- Gender equality
- Racism
- Human > Machine
- Predictive crime

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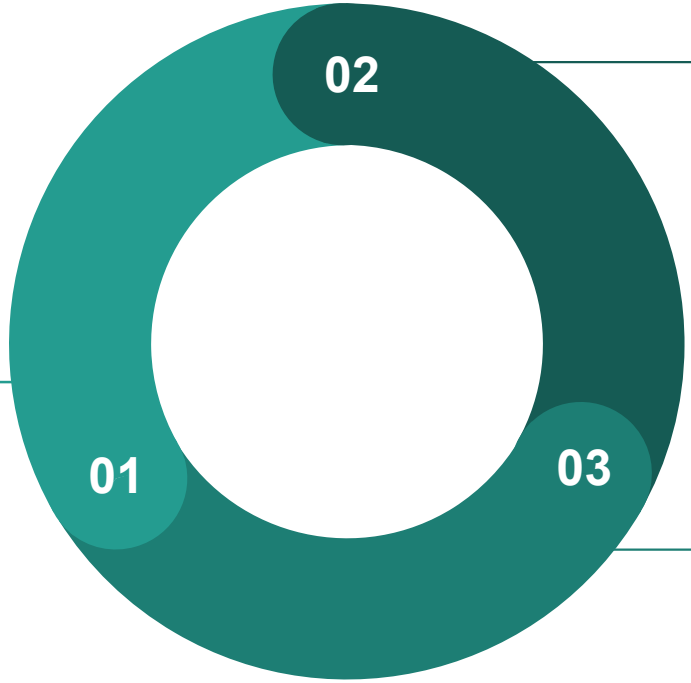
Austrian Open Days Main Learnings – Pupils



How should responsible AI look like?

- Users' consent
- AI regulations
- Secure and mindful use of data
- Supervised AI

How to generate trust?

- Companies should build better and more trustworthy AI
- Governments support and rules for non-compliance

Top Ethical Aspects

- Human rights
- Data misuse
- Human manipulation
- Discrimination

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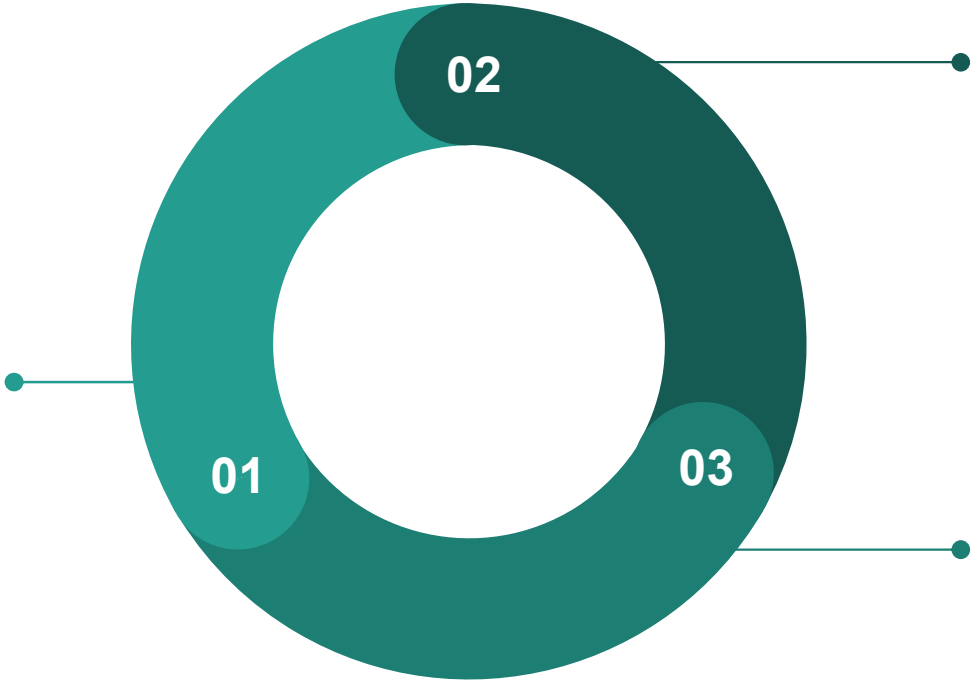
University of Applied Sciences Upper Austria

Institut für Höhere Studien Institute for Advanced Studies Vienna

Austrian Open Days Main Learnings – MA's students



How should responsible AI look like?

- Treats data right
- Results to be more human
- Can be open source
- Provides explanations
- It is easy to understand

How to generate trust?

- Organizations can explain the technology behind their AI
- Politicians help promote and understand AI
- Wider public: should face AI daily to be informed

Top Ethical Aspects

- Human rights
- Wrong AI information
- Lack of regulations
- Lack of transparency

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Outlook – Training Modules

Target Groups

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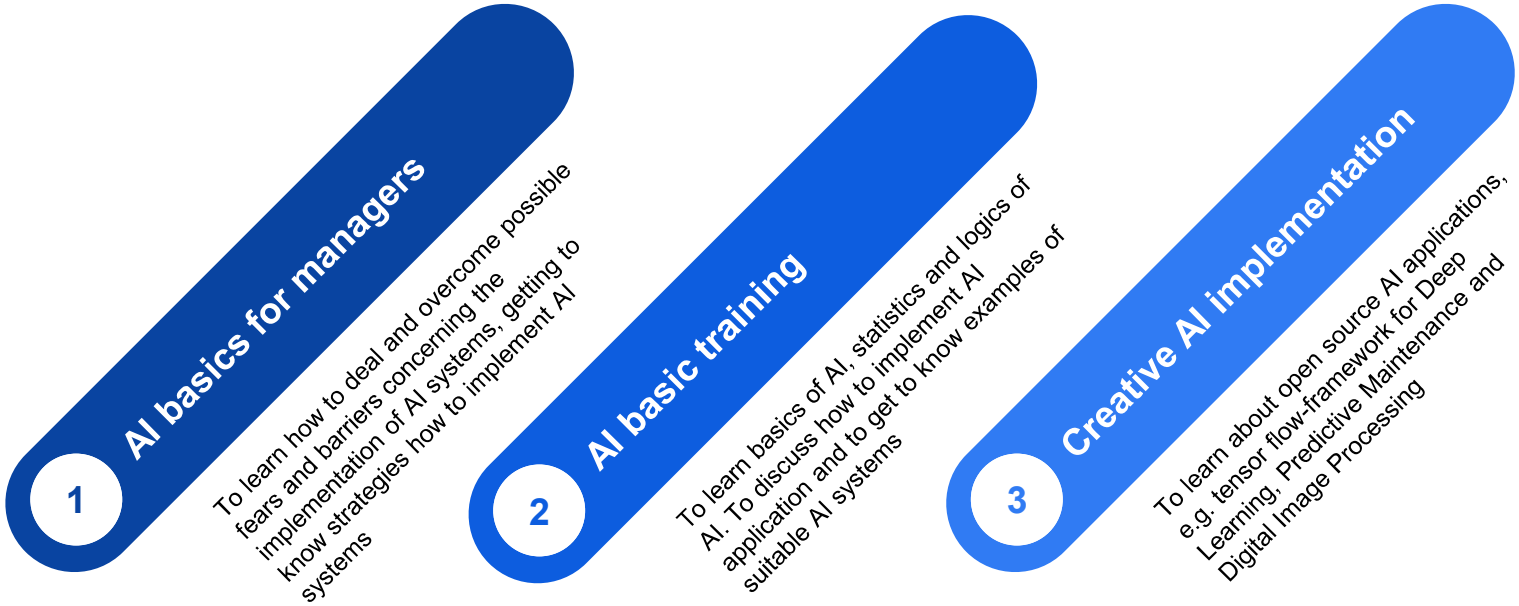
Outlook – Training Modules

Content



Outlook – Training Modules

Content - Layers

Technological knowledge & transparency

Sales

Ethical aspects

Thank you note & contacts

Thank you for your attention. You may reach out to the authors of this paper for more elucidations regarding the study at any point in time.

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