

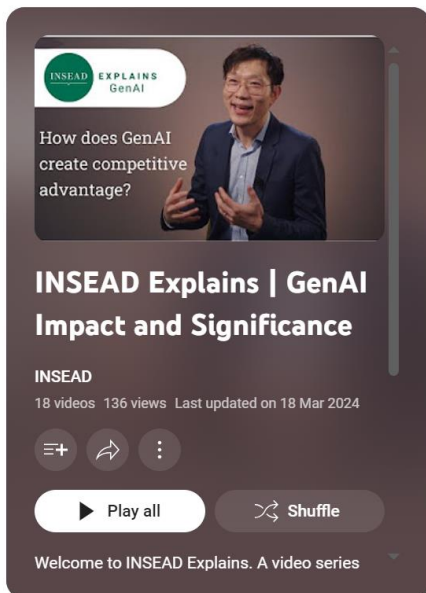


MSEI AI Impact Community

INSEAD Resources on GenAI

INSEAD Explains

INSEAD Explain is a video series where INSEAD faculty address some of the most pressing questions leaders of today are asking about tomorrow. The following curated series explore GenAI.



- 1 How does GenAI create competitive advantage? | Chengyi Lin
INSEAD • 381 views • 2 weeks ago
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- 2 How does GenAI create competitive advantage? | Hyunjin Kim
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- 3 How does GenAI create competitive advantage? | Anton Ovchinnikov
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- 4 How does GenAI create competitive advantage? | David Dubois
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- 5 Adapting to GenAI: What changes await companies? | Chengyi Lin
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3:32

Introduction: INSEAD Explains | How does GenAI create competitive advantage?
Accessible [here](#)

Part I INSEAD Explains | GenAI Foundations and Understanding
Accessible [here](#)

Part II | INSEAD Explains | GenAI Impact and Significance
Accessible [here](#)

Part III | INSEAD Explains | GenAI Challenges and Risks
Accessible [here](#)

Global AI Leaders Series

Upcoming webinar “From Research to Impact: Half a Century Shaping the AI Frontier” scheduled for Thursday, 18 April 2024, 5.00pm CET. This is part of the Global AI Leaders Series launched by digital@INSEAD.

The banner features logos for INSEAD digital, Lifelong Learning, AGI @ INSEAD (A Student Club at INSEAD), and INSEAD AI. A red box on the right contains the text "Global AI Leaders Series". The main title is "From Research to Impact: Half a Century Shaping the AI Frontier". Below the title are three circular portraits of speakers: Amnon Shashua (Sachs Professor of Computer Science, Hebrew University of Jerusalem, Founder & CEO, Mobileye), Tomaso Poggio (Eugene McDermott Professor, Department of Brain & Cognitive Sciences, MIT, Director, Centre for Brains, Minds & Machines), and Theos Evgeniou (Professor of Decision Science & Technology Management, INSEAD). The date and time are "Thursday 18 April 2024, 5.00 pm CET" and the duration is "60 min".

Register [here](#)

Click [here](#) for upcoming and past webinars on GenAI and global digital transformation

HBR Article

Can GenAI Do Strategy? By INSEAD [Michael Olenick](#) and [Peter Zemsky](#)

In today's rapidly evolving business landscape, strategic innovation should not be restricted to boardrooms or corporate leaders. Everyone has the potential to contribute meaningful ideas and strategies – as do computers.



Read more [here](#)