



## **Plenary Address:**

**“AI in Business: Pitfalls and Lessons Learned”**

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The adoption of Artificial Intelligence (AI) applications in business has occurred more slowly than we would have predicted or wanted. The reasons for this phenomenon are multiple but one of them has to do with the downfall of the AI companies that happened after the 1980s boom. The pitfalls that many of these AI firms fell into provide useful lessons for any company trying to build a business around a new technology, or trying to take advantage of AI in the business domain.

In this talk we start by describing the rise and fall of some of the most famous AI companies of the 1980s. We discuss some of the factors that caused them to never fulfill their original business goals, including management inexperience and academic bias, business models which confused products and consulting, misunderstanding their target market, and failing to manage customer and press expectations.

The problems found by AI companies are then compared to those encountered by other high-tech firms. For this purpose, we use some conceptual frameworks on innovation, strategic positioning and technology adoption as a basis for the analysis. The analysis provides us with some lessons that might be helpful to avoid making similar mistakes whether we are an AI company or we are one of their customers.

The talk ends with a discussion of some promising AI applications that might have an important impact in business. These applications are selected based on some predictions by recognized AI researchers regarding the future of AI.