

Lectio Inauguralis Fondazione Romeo ed Enrica Invernizzi
Chair in Innovation Management
**Firms and Innovation in the
Third Machine Age**

3 October 2024
6:15-7:45 pm
Bocconi University
Aula Magna
Via Gobbi 5
Milano

The development and diffusion of predictive and generative Artificial Intelligence are bringing the firm's potential of value creation towards new venues. While many firms are still struggling with the implementation of digital transformation brought by the second machine age due to lack of human skills and inertial forces, we are now facing additional challenges and opportunities related to big and small data and the use of AI instruments. How are firms and institutions tackling this revolution? How are innovation processes being transformed? The workshop will provide insights on this topic and discuss some research and policy implications with leaders of the industrial and institutional field.

Registration required.

REGISTRATION FORM

Registration will close on
Monday, 30 September
at 10:00 am

A simultaneous interpreting
service will be available.

FOR INFORMATION
Bocconi University
Events & Protocol
eventi@unibocconi.it

6:15 pm

Welcome Addresses

Francesco Billari Rector, Bocconi University

Giuseppe Bertoni President, Fondazione Romeo ed Enrica Invernizzi

6:25 pm

Lectio Inauguralis

Firms and Innovation in the Third Machine Age

Gianmario Verona Fondazione Romeo ed Enrica Invernizzi Professor of Innovation Management, Bocconi University; Chairman, Fondazione Human Technopole

6:45 pm

Panel Discussion

Sergio Dompé CEO, Dompé farmaceutici

Monica Iacono CEO, Engie

Luca Mignini Professor of Practice, Bocconi University

Marcella Panucci Chief of Staff, Minister of University and Research

Marco Tronchetti Provera Executive Vice President, Pirelli

Moderator

Daniele Manca Vicedirettore, Corriere della Sera

7:40 pm

Closing Remarks

Andrea Sironi President, Bocconi University

A cocktail reception will follow.