Wie KI & Co den Arbeitsplatz der Zukunft definieren

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Über mich

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Forschungsschwerpunkte:

– Die Zukunft der Arbeit mit neuen Technologien

– People Analytics und Algorithmisches Management

– Analyse Digitaler Fußspuren

– Social Process Mining

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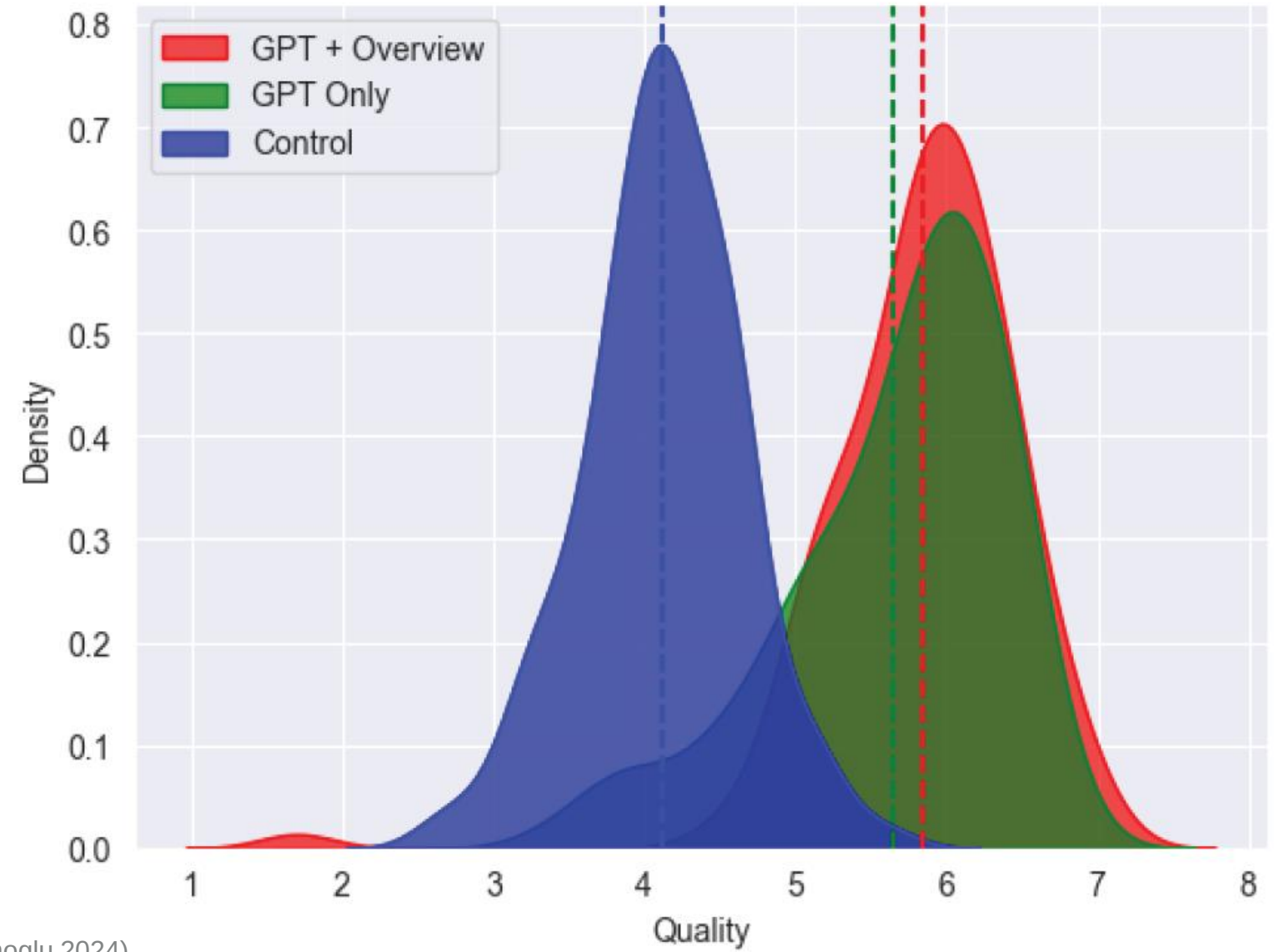
Produktivitätssteigerung in Wissensarbeit



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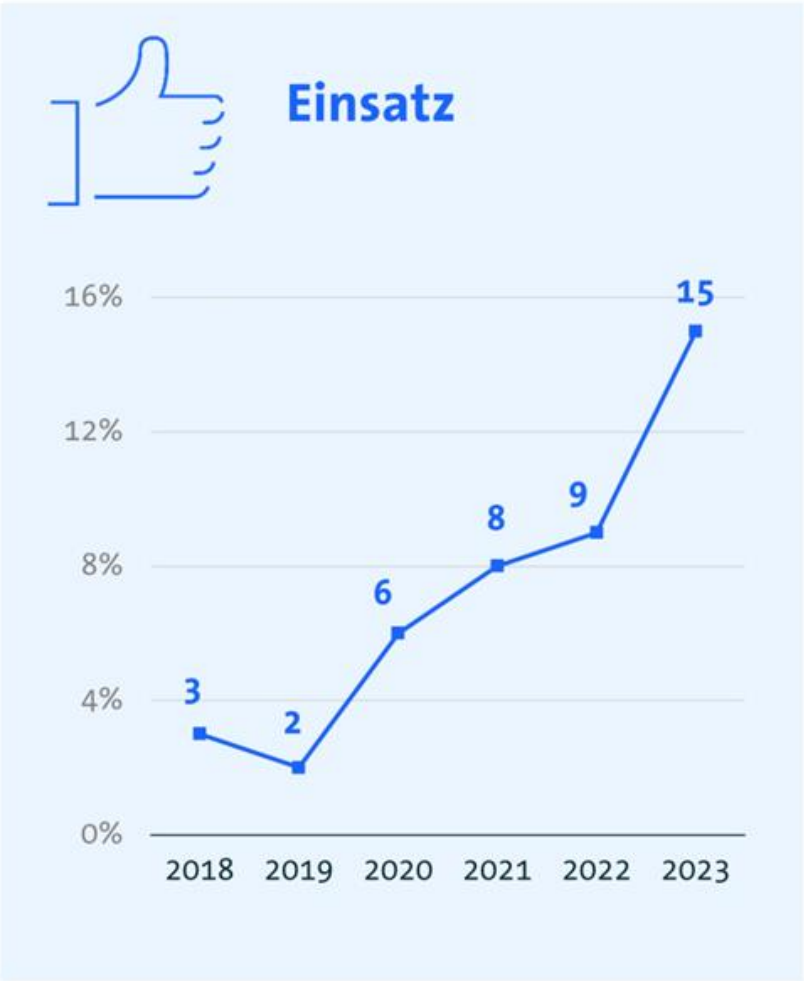
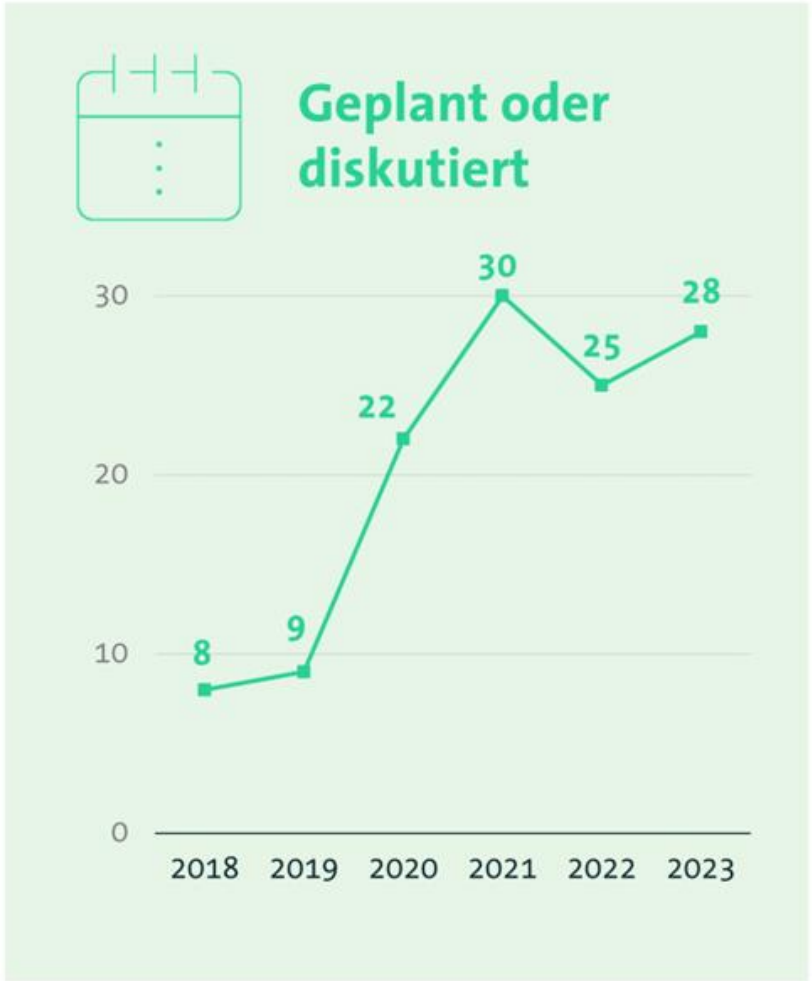
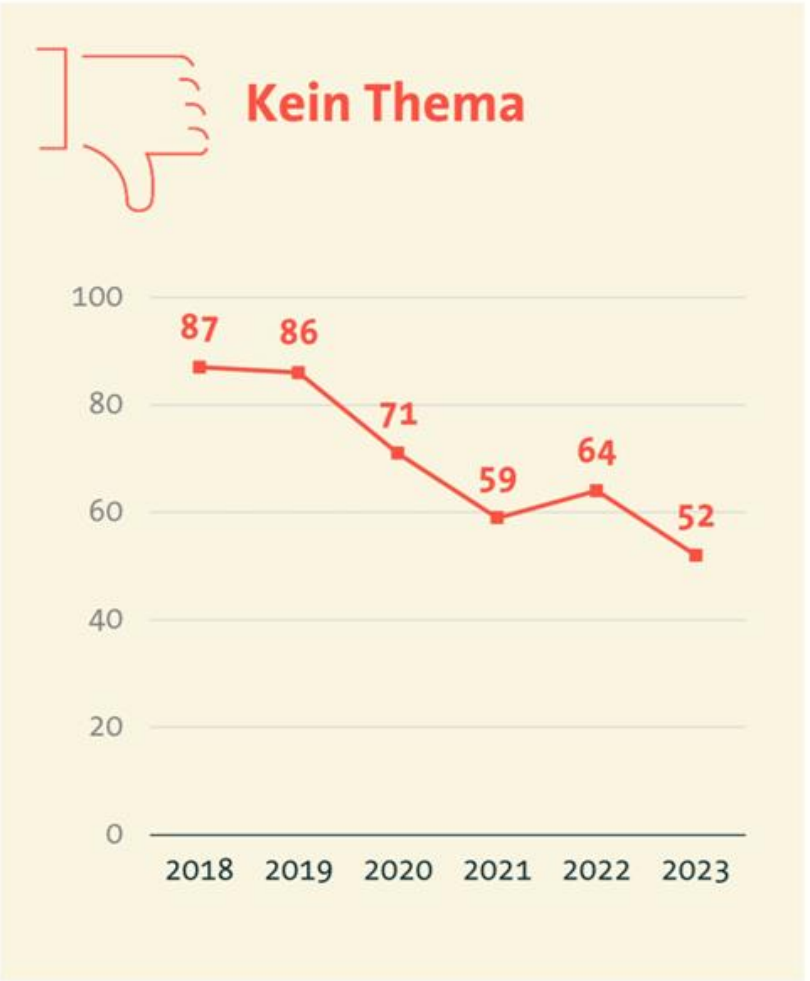
(DellAcqua et al. 2023, p.28; Acemoglu 2024)

Steigender Bedarf

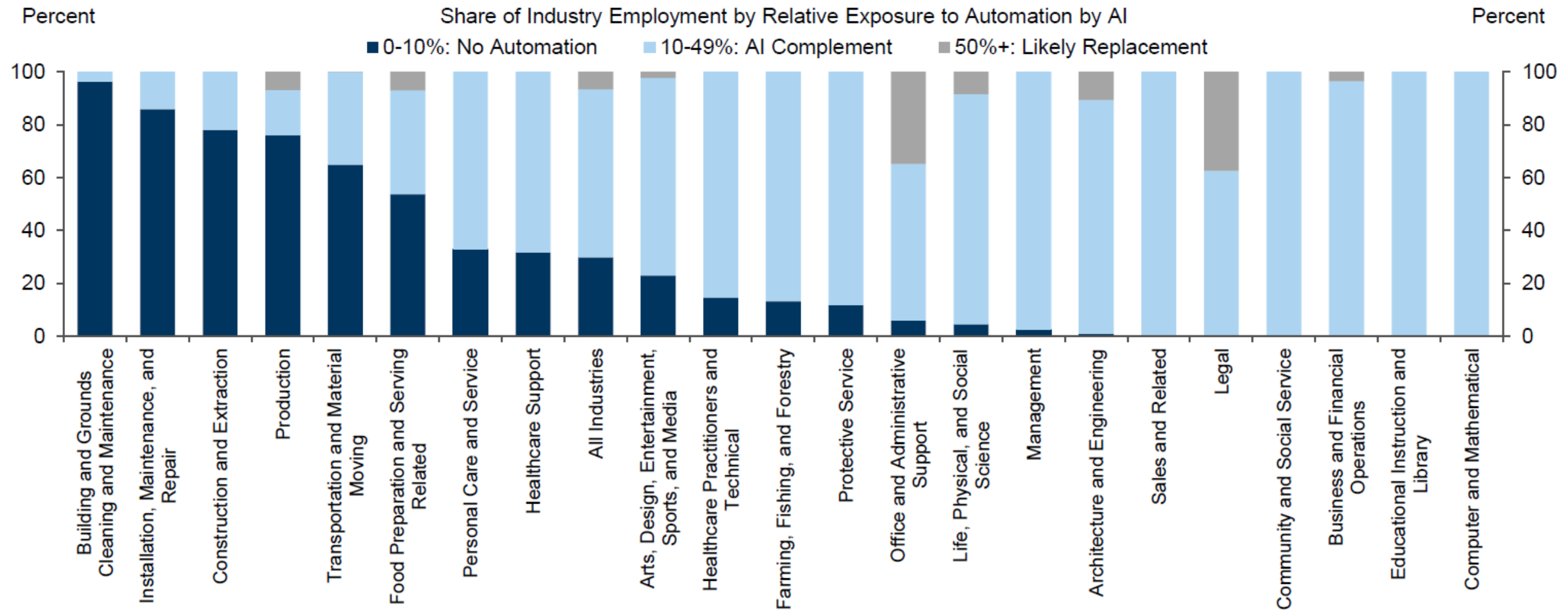






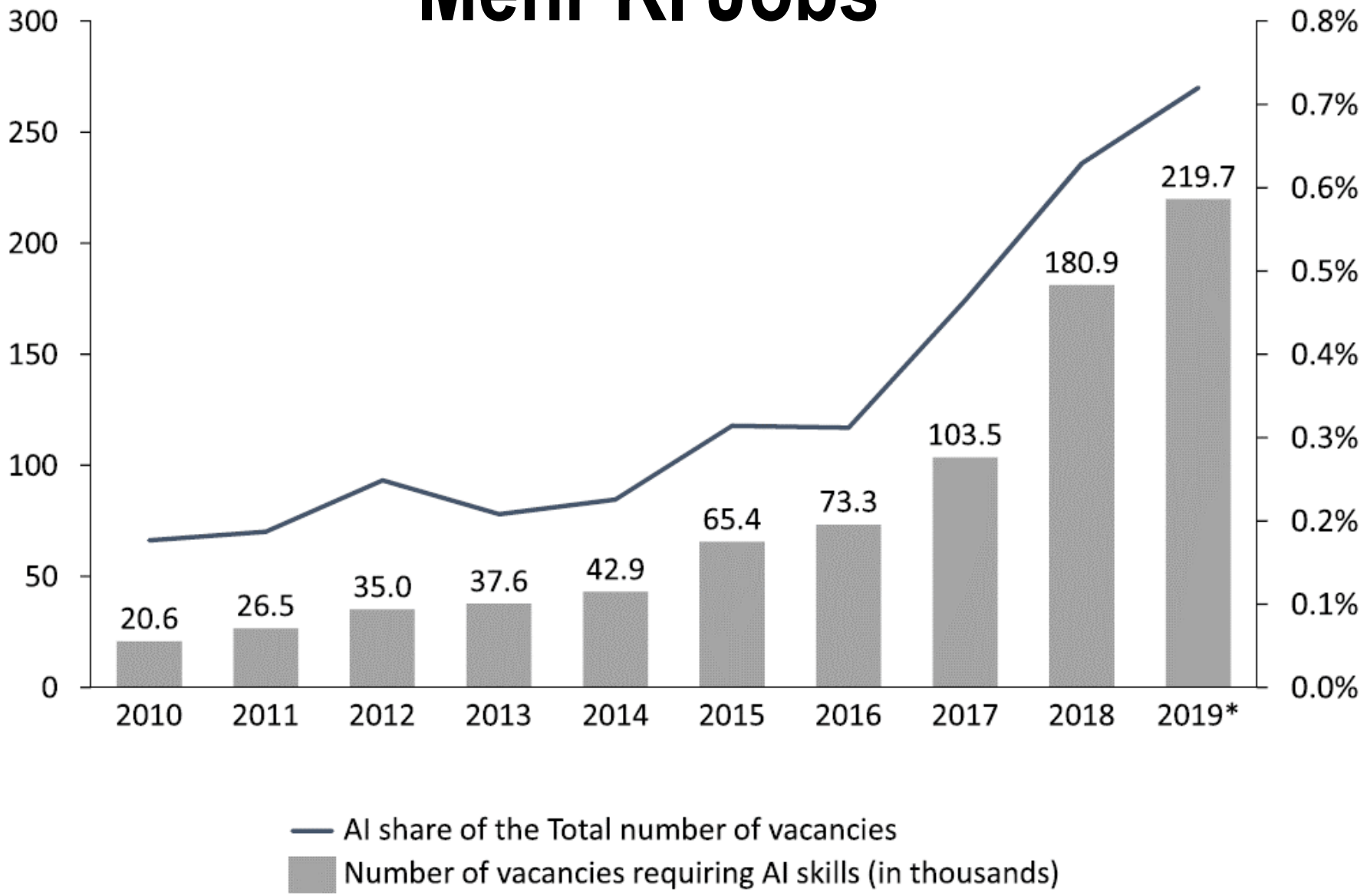
(Brynjolfsson and McElheran 2016, p. 135; Bitkom Research 2023)

Viele Branchen sind von KI betroffen



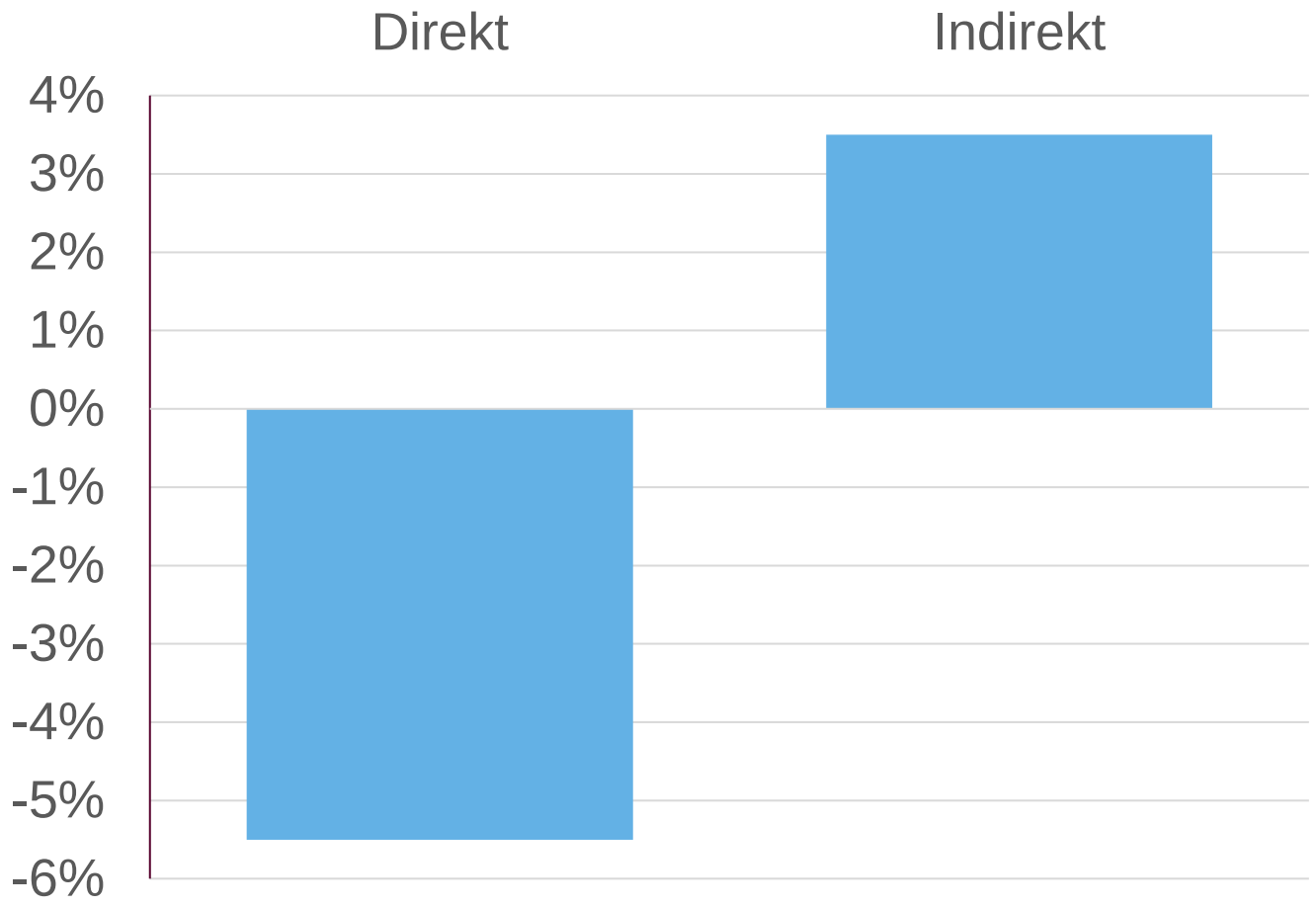
(Hatzius et al. 2023, p. 10)

Mehr KI Jobs

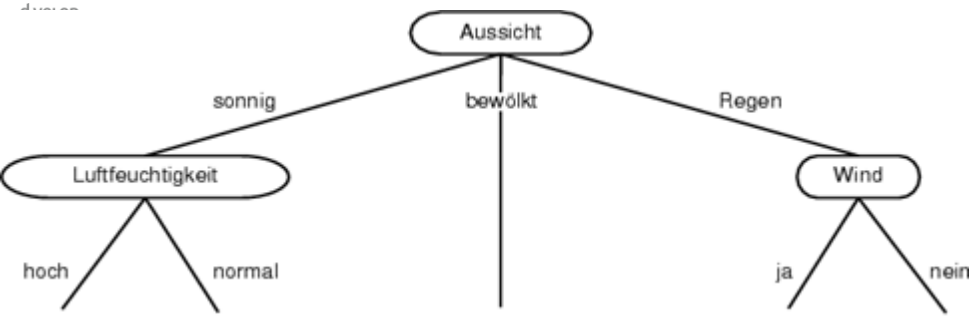


(Alekseeva et al. 2021, p. 5)

Lohn Effekte



(Acemoglu et al. 2023, p. 23)


Aussicht
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Luftfeuchtigkeit
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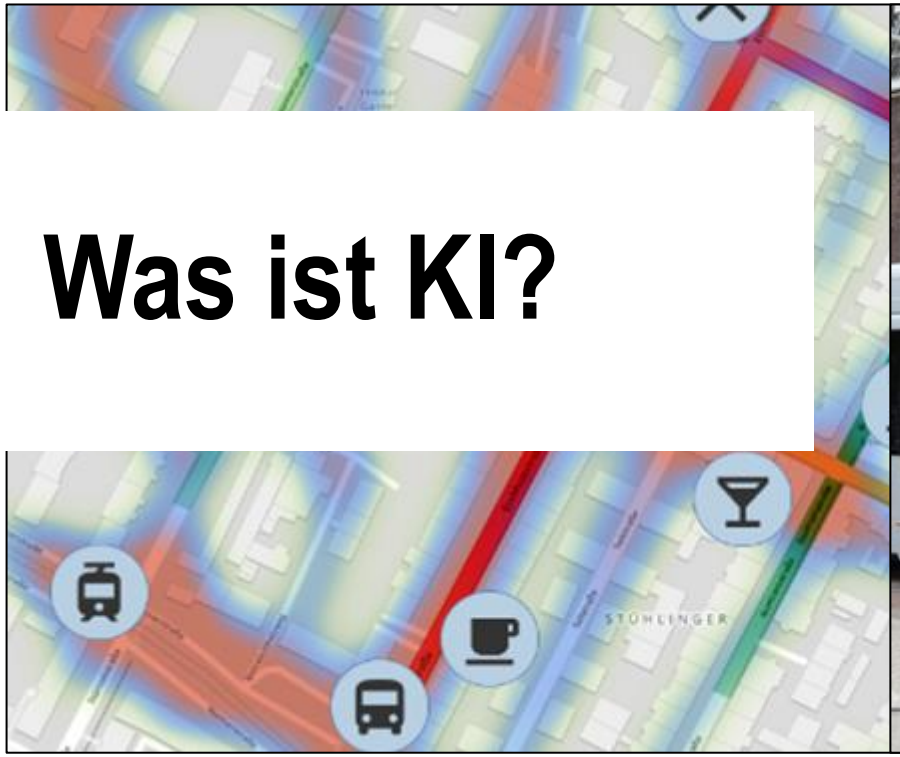
nein

Was ist KI?




RET Rotterdam
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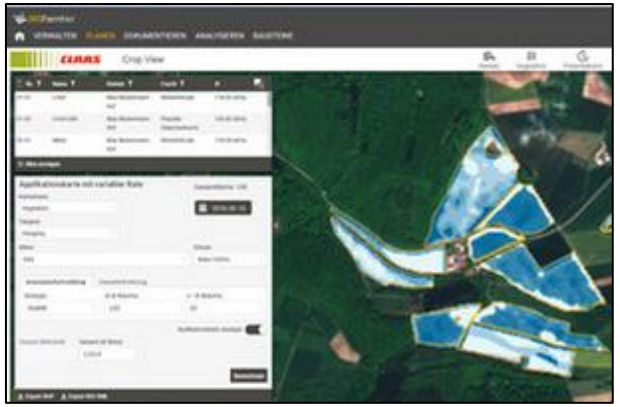
ChatGPT

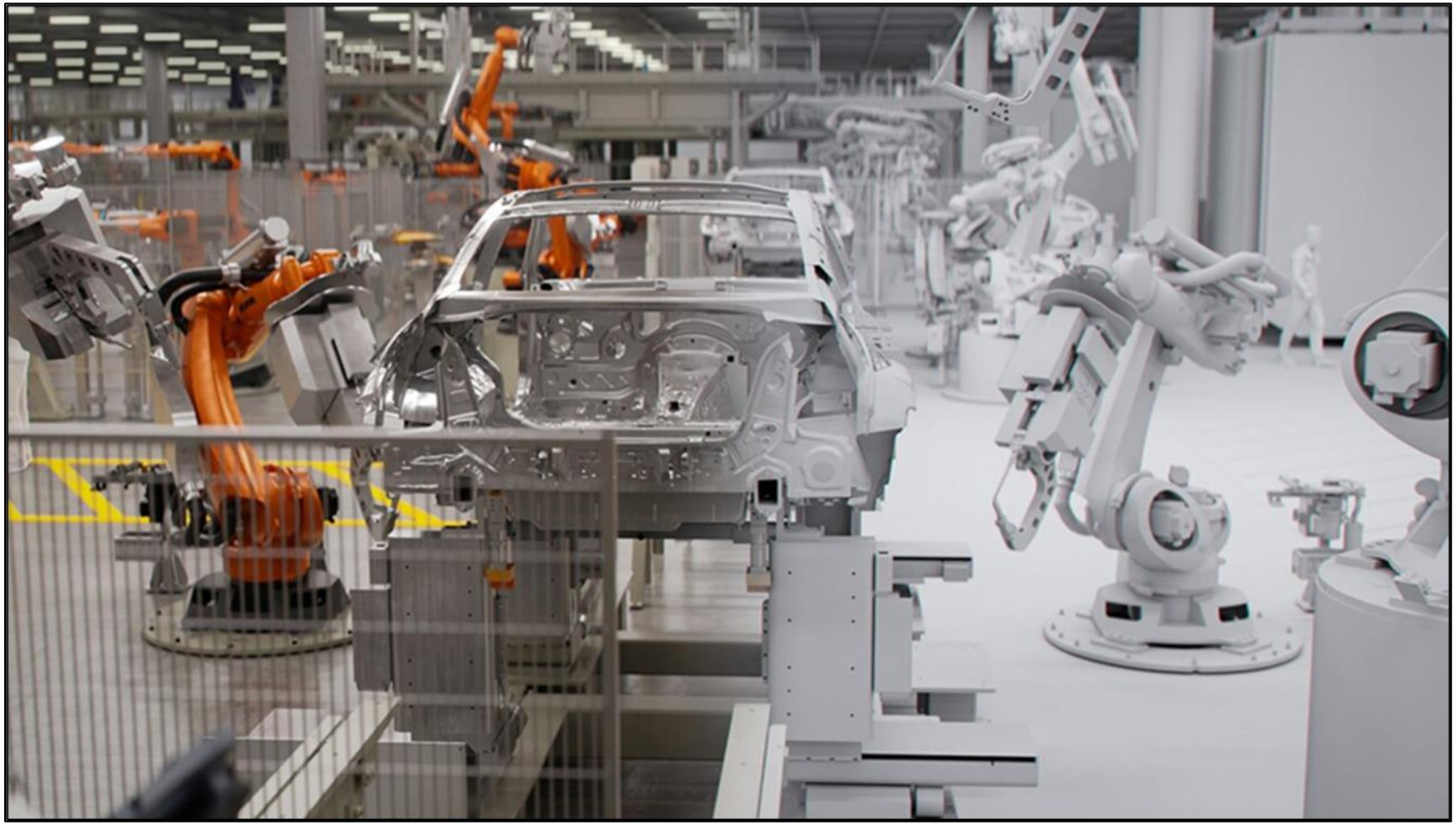
(Radford et al. 2018)

Smart Farming



(van Klompenburg et al. 2020; Hüllmann et al. 2023)

Smart Manufacturing



(https://blogs.nvidia.com/blog/bmw-group-nvidia-omniverse/; Wang et al. 2018; Sharp et al. 2018)

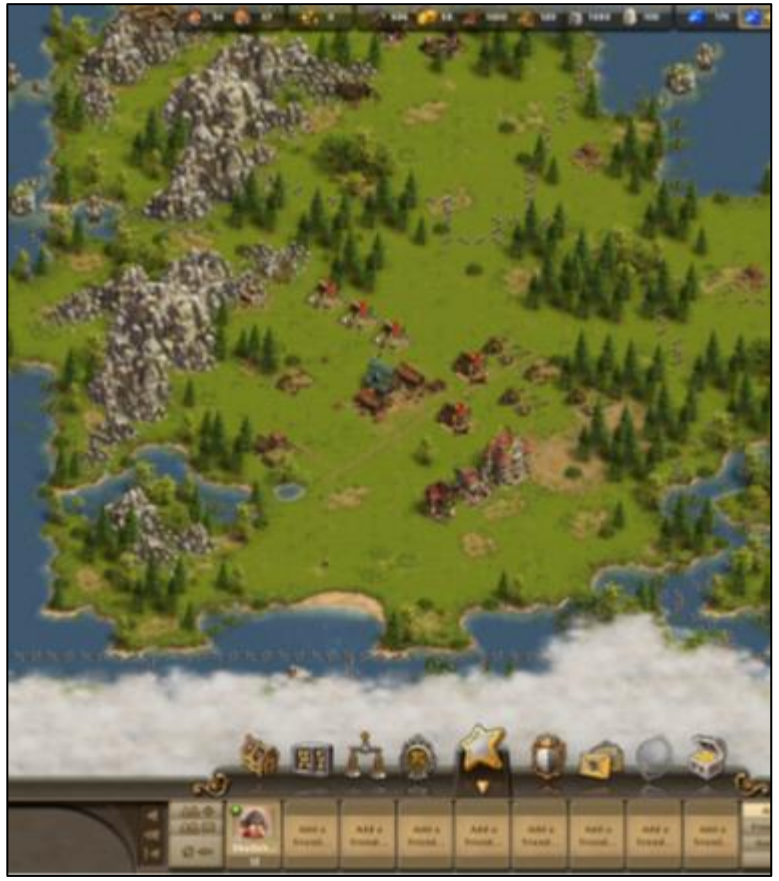
Smart Krankenhaus

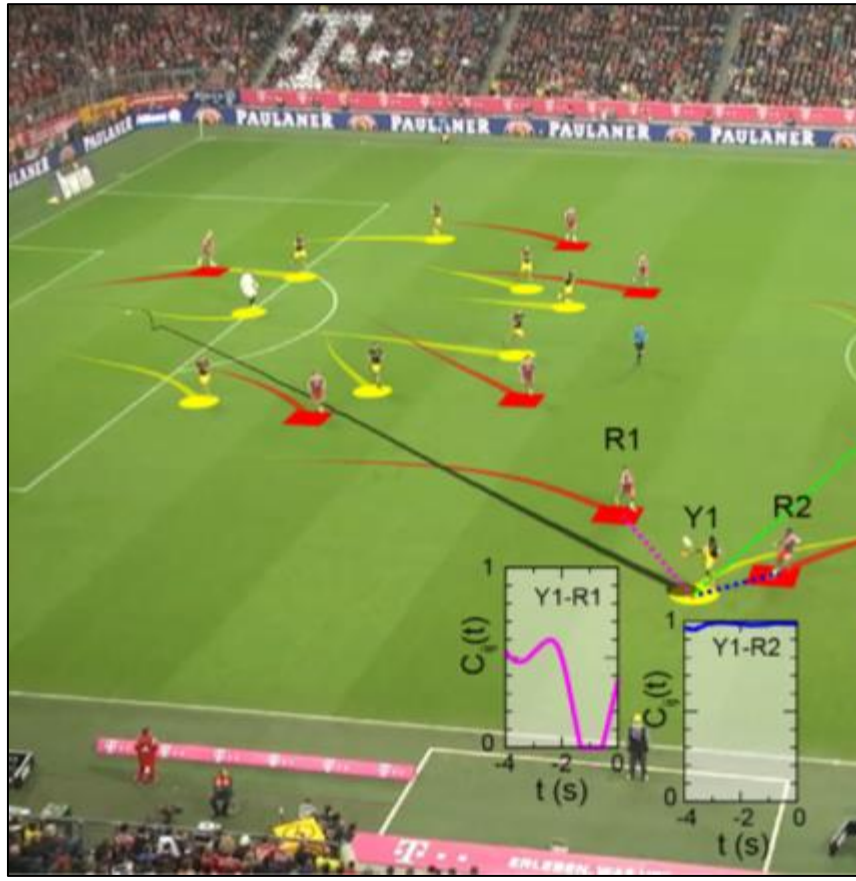
(Zhao et al. 2019; Esteva et al. 2021; Rivas-Blanco et al. 2021)

Öffentlicher Verkehr

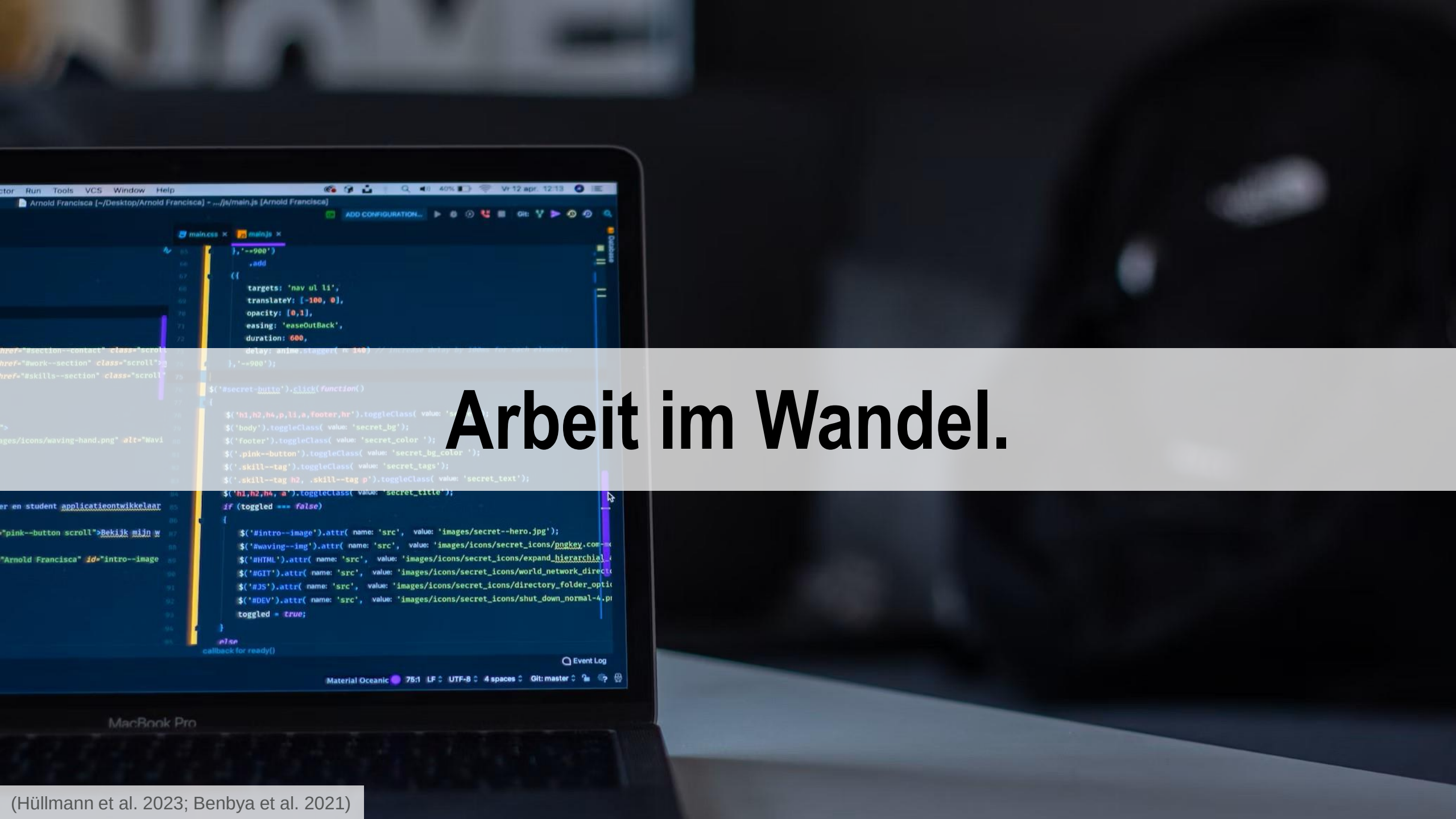
(Abdelwahed et al. 2020, 2021)

Sport-, Kunden-, People Analytics



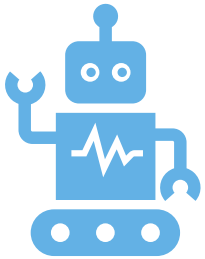


(Rothmeier et al. 2020; Hüllmann et al. 2021; Xenopolous et al. 2022; Marcelino et al 2020)



(Hüllmann et al. 2023; Benbya et al. 2021)

Ist KI anders?



KI Eigenschaften

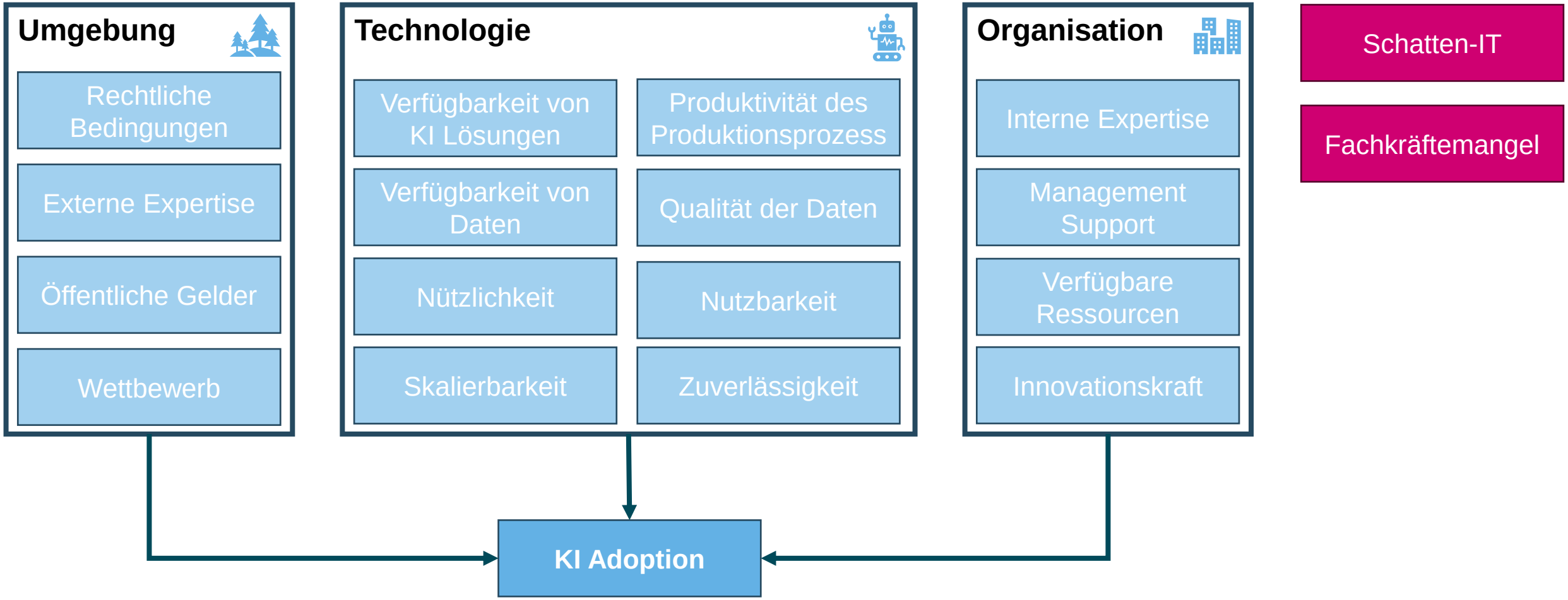
1. KI-Modelle sind eine “Blackbox”.
2. KI-Modelle haben Fehler und Unsicherheiten.
3. KI-Modelle bauen dauert lange.
4. KI-Modelle haben systematische Verzerrungen.

Menschliche Eigenschaften

1. Vertrauen in Mensch vs. Künstliche Intelligenz.
2. Aversion gegen Künstliche Intelligenz.

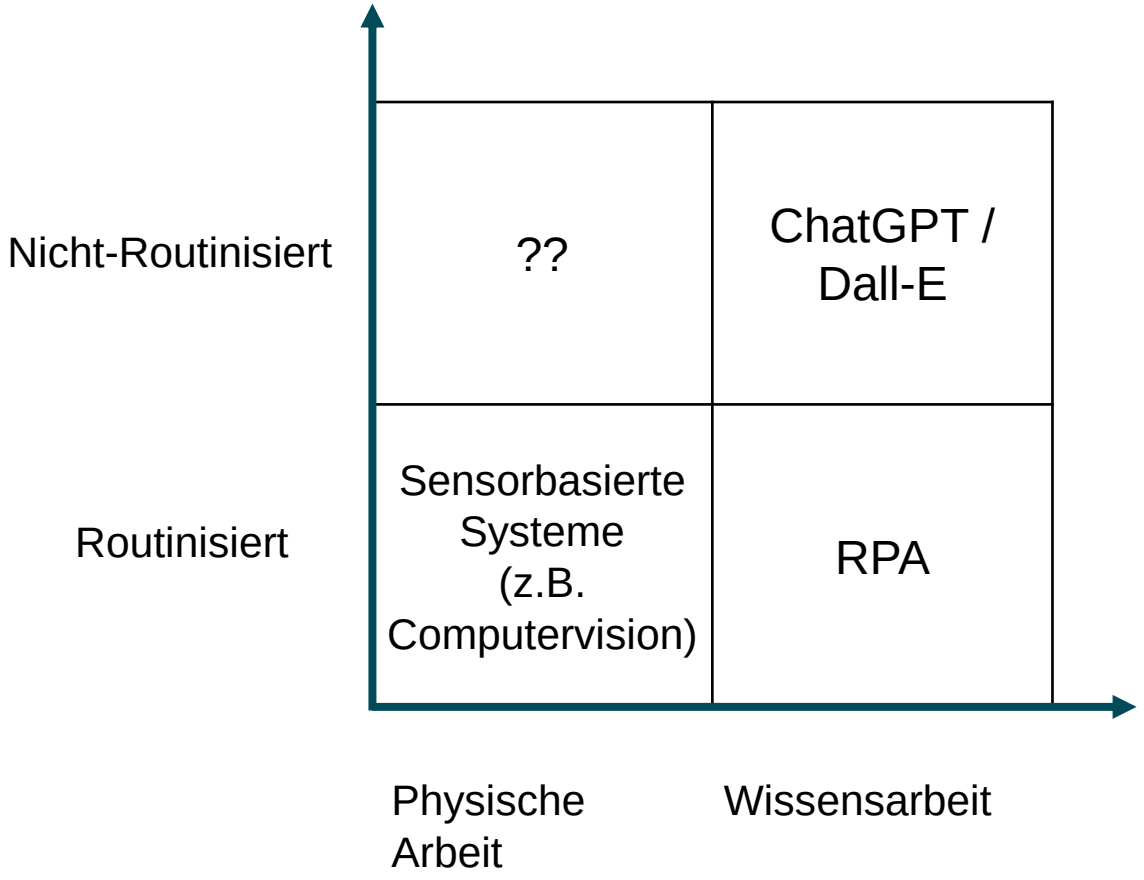
(Venkatesh 2022)

Adoption von KI (Unternehmenssicht)



(Demlehner and Laumer 2020; Tornatzky et al. 1990; Brynjolfsson and Mitchell 2017; Crowston and Bolici 2019)

Welches KI Tool ist das richtige?



Adoption von KI (Unternehmenssicht)

„Unsere Daten stecken in Silos und haben uneinheitliche Formate.“

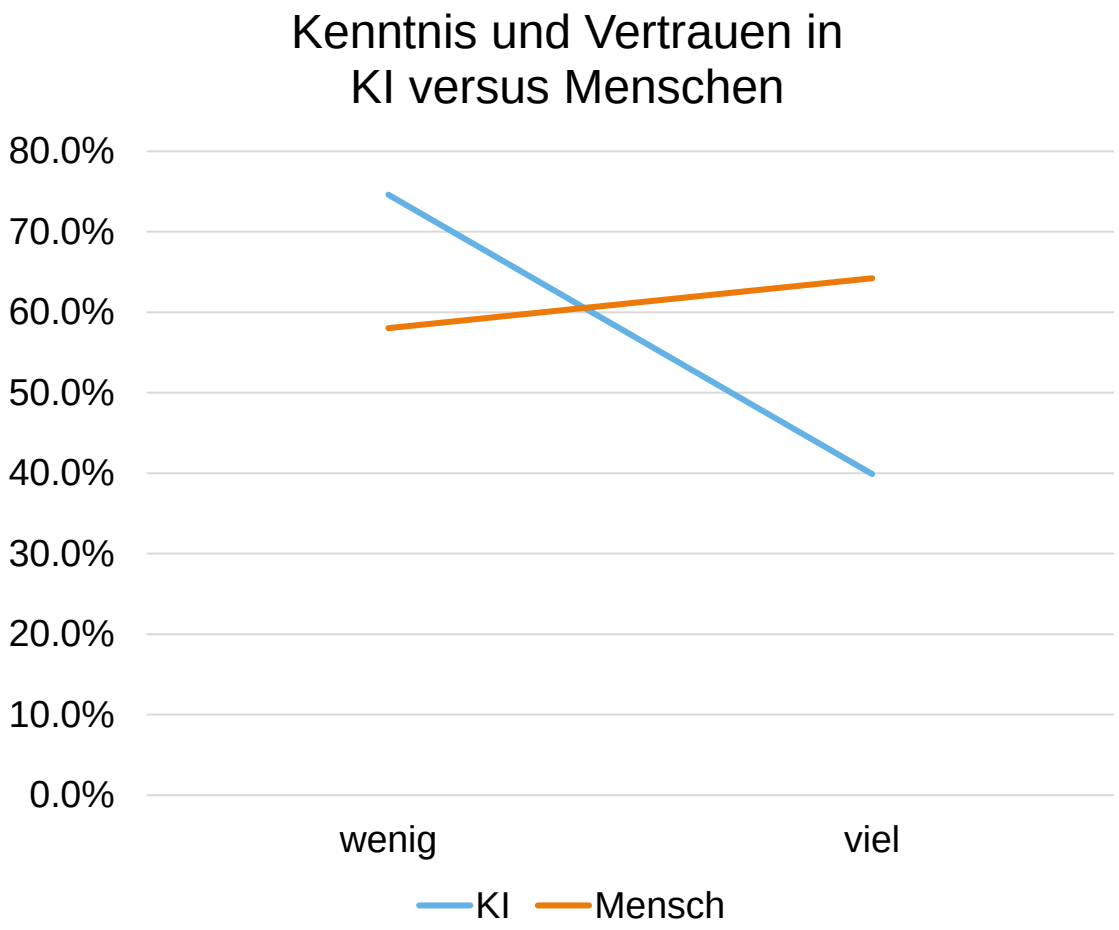
„Wir haben nicht das Know-How.“

„Die Mitarbeiter bevorzugen bewährte Prozesse.“

„Sorge vor Kontrollverlust und Relevanzverlust.“

(Ångström et al. 2023)

Adoption von KI (Nutzersicht)



Mehr Toleranz gegenüber Menschen
Fehler durch KI bleiben hängen.
Fehler durch Menschen werden verziehen.

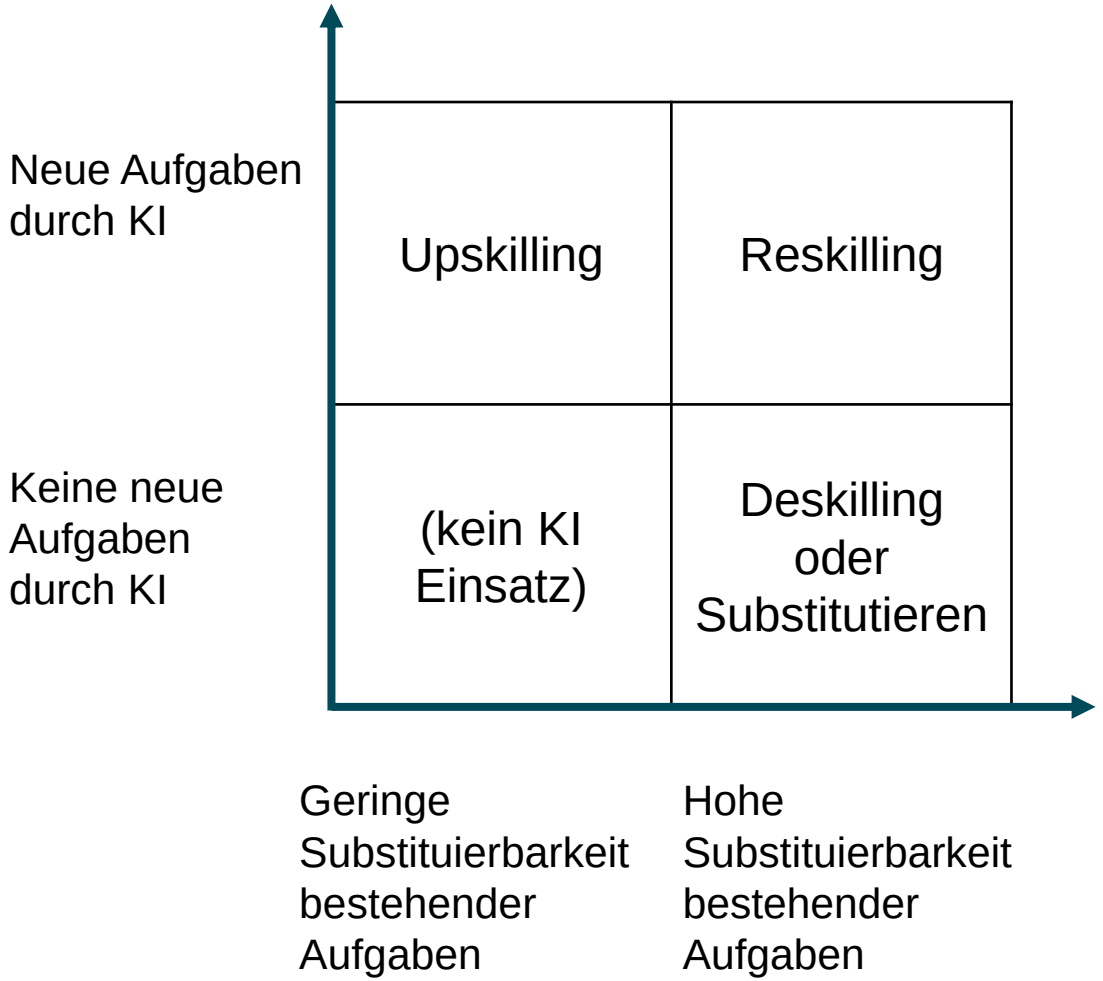
Je mehr man es kennenlernt,
→ desto kritischer werden Nutzer.

Je besser man es versteht,
→ desto einsichtiger werden Nutzer.

Vertrauen & Wissen schaffen, Erwartungen managen!

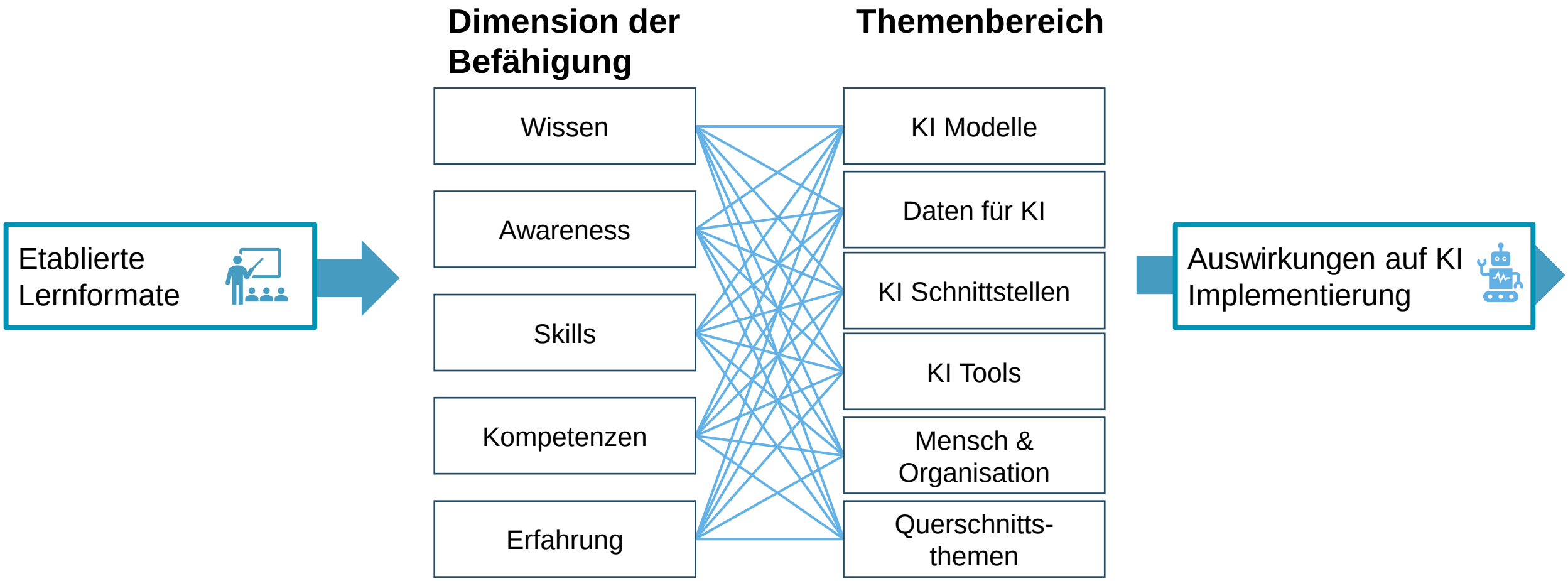
(Berger et al. 2021; Dietvorst et al. 2015; Kocielnik et al. 2019; Logg et al. 2019; Bitzer et al. 2021; Thiebes et al. 2021; Araujo et al. 2020; Hüllmann et al. 2023)

Mitarbeiterentwicklung für KI



(Assis Dornelles et al. 2023)

KI „Literacy“ schaffen



(Pinski and Benlian 2024)

Sinn der Arbeit bei KI

KI Implementierung

1. Substitution
2. Neue Aufgaben (spannend)
3. Neue Aufgaben (langweilig)
4. Verbessern existierender Aufgaben

Bedeutungsvolle Arbeit

1. Integrität der Aufgaben
2. Kompetenzentwicklung und –nutzung
3. Wichtigkeit der Aufgaben
4. Autonomie
5. Zugehörigkeit

(Bankins and Formosa 2023; Bailey et al. 2019; Lipschitz et al. 2023)

Danke.

Jetzt sind Sie dran!

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