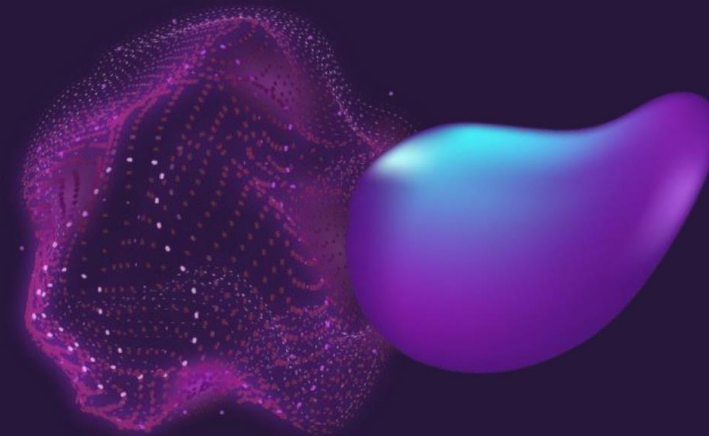
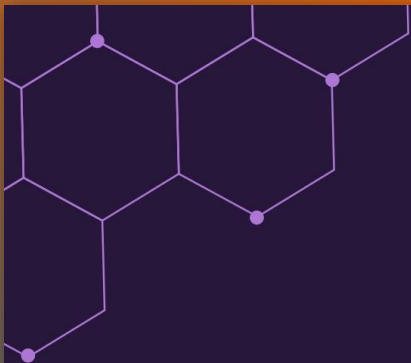


SESSION 03 | AI & INNOVATION

Presentation 03

Mr. Máté PROROK

University Lecturer, VIVES University of Applied Science,
Commercial Sciences, Business Management and Informatics
Gál Ferenc University, Faculty of Economics

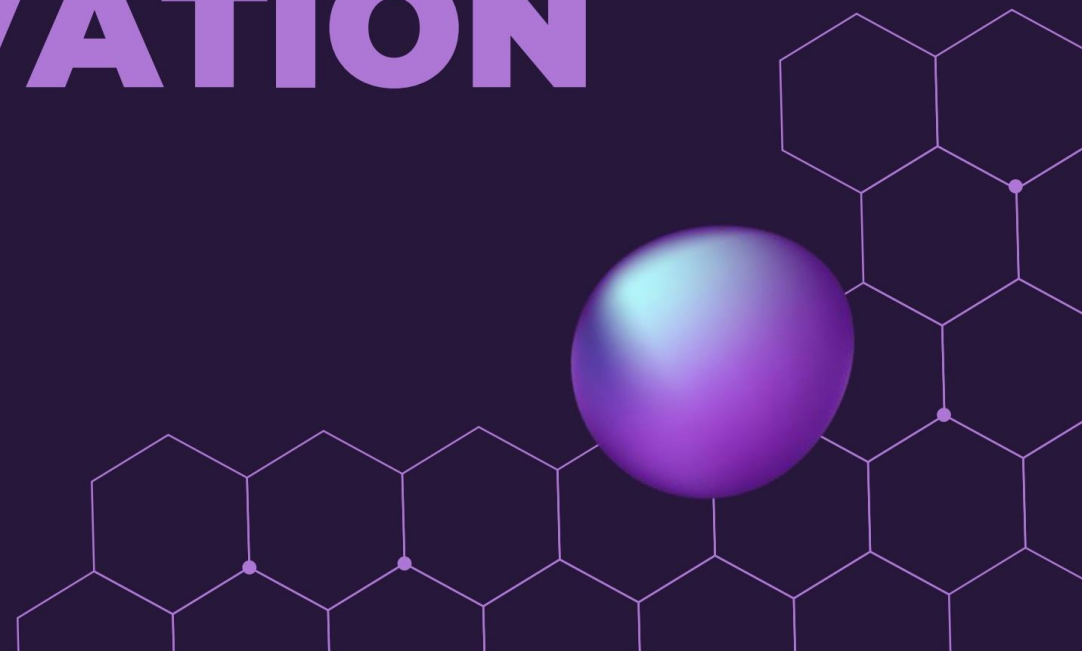


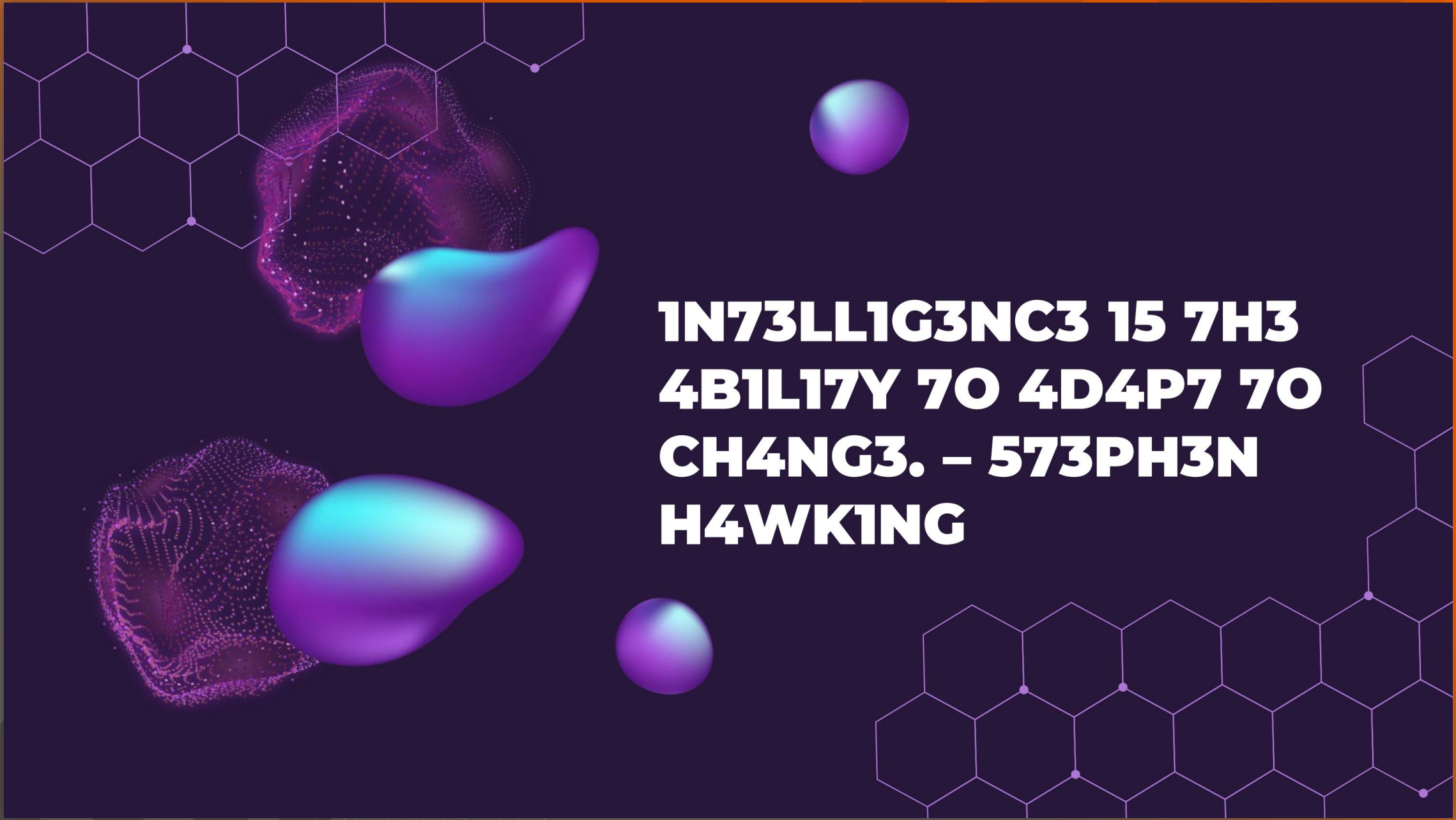
AI & INNOVATION

MÁTÉ PROROK

University lecturer, researcher

03.10.2024, Budapest





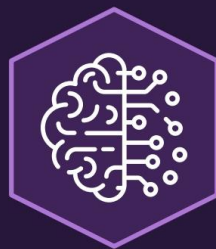
**INTELLIGENCE IS THE
ABILITY TO ADAPT TO
CHANGE. – STEPHEN
HAWKING**

The New Driver of Innovation



SOURCE

What if AI becomes the main source of future innovations?



TRANSITION

Transitioning from a tool to a partner in creativity and problem-solving.

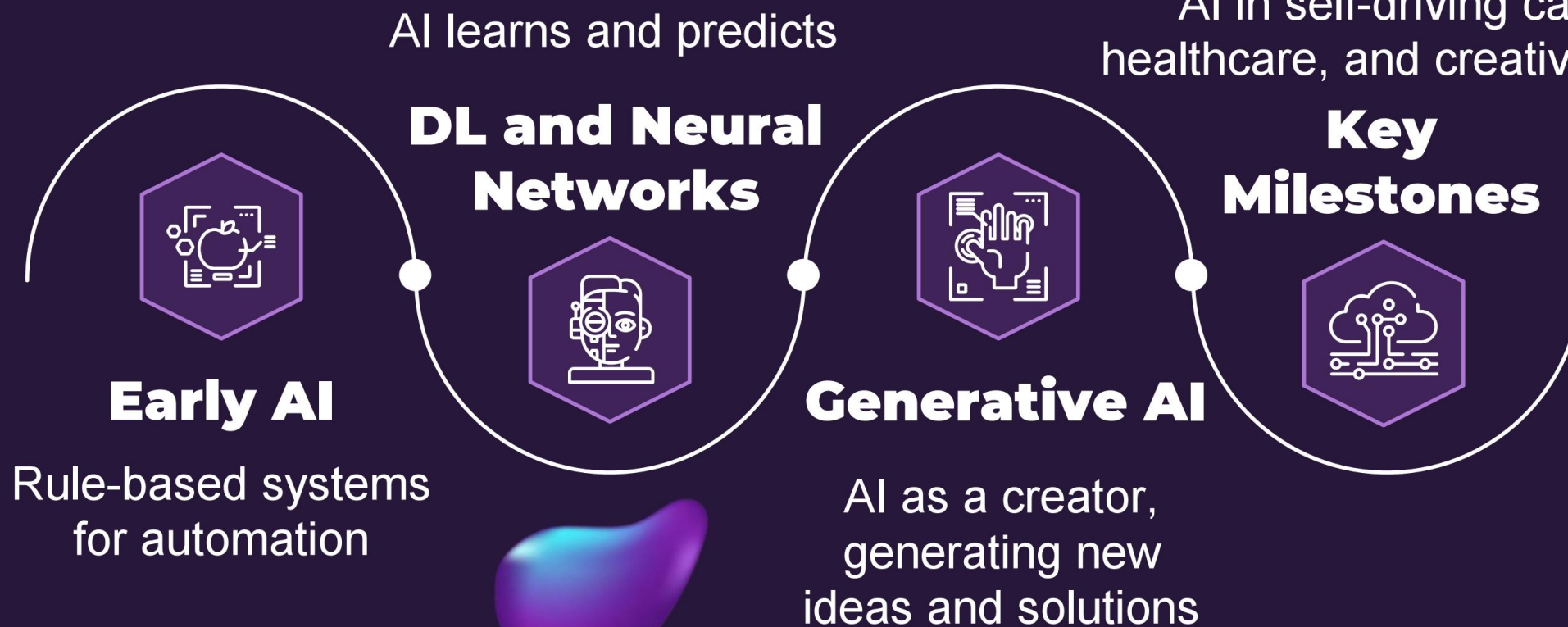


RESHAPE

Reshaping industries and driving new forms of innovation.



Evolution of AI in Innovation



AI Innovations



SUSTAINABILITY



AI models for energy efficiency and climate solutions.

HEALTHCARE

AI in drug discovery and personalized treatment.

CREATIVE ARTS

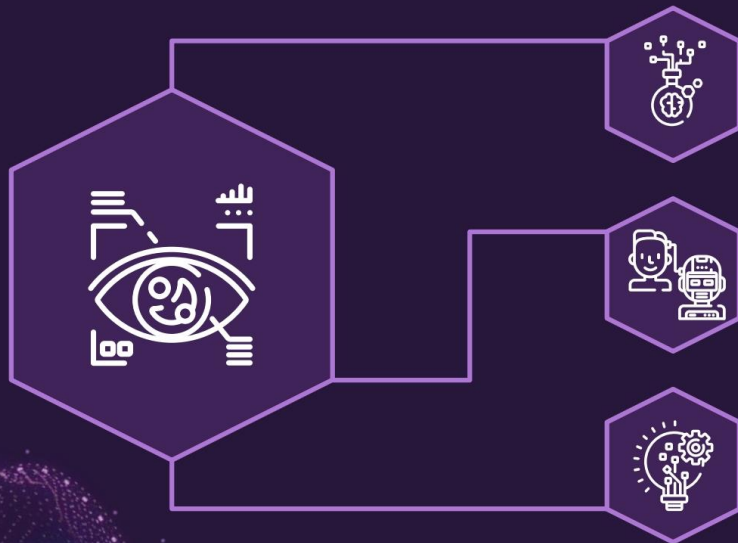
AI-generated music, art, and literature.

BUSINESS MODELS

Autonomous systems and AI-driven services.



Future of AI and Innovation



DESIGN

AI-designed smart cities and infrastructure.

EDUCATION

Personalized education and healthcare systems.

FUTURE

Speculative future: AI achieving general intelligence?
Humans and AI as co-creators of a new future.

ETHICAL CONSIDERATIONS



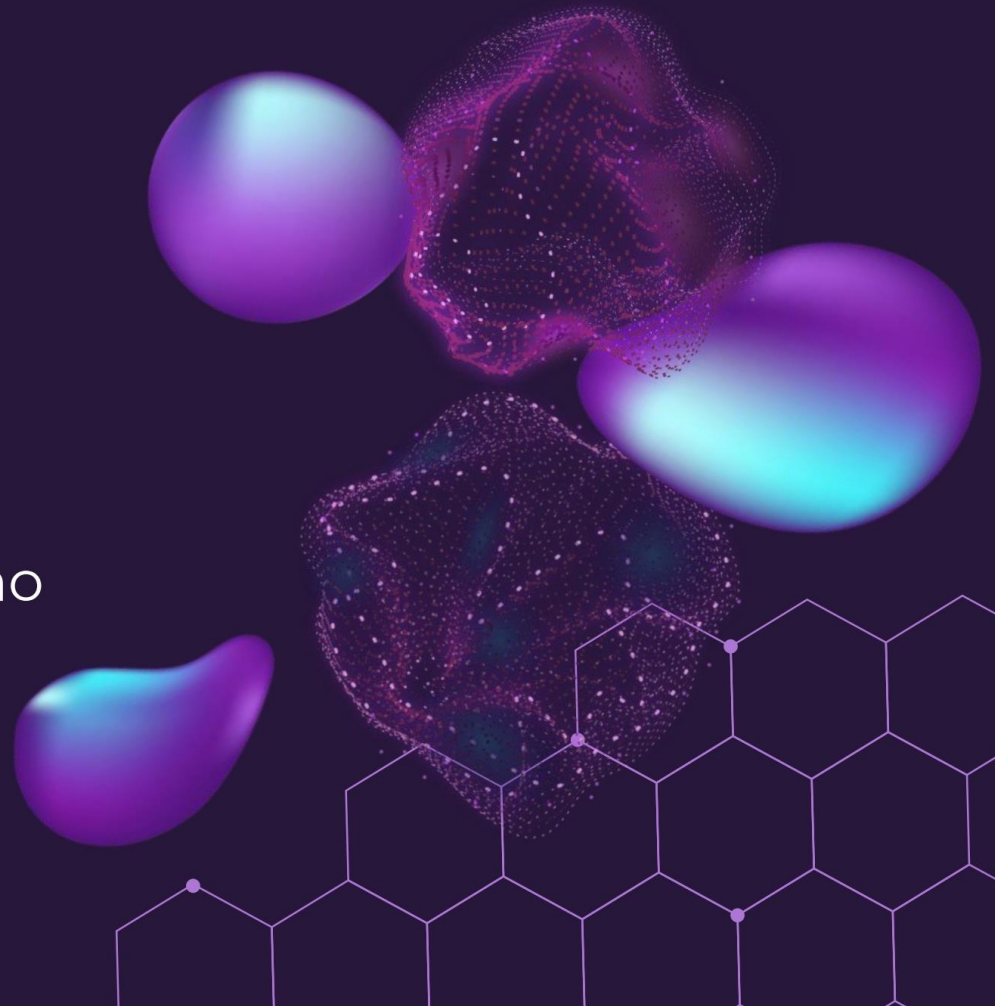
- Bias in AI algorithms affects decision-making and creativity.
- Can AI fully replace human creativity, or should it only enhance it?
- Regulation is key to preventing misuse and ensuring ethical AI-driven innovation.

A Catalyst for Endless Innovation

AI is not just a tool but a creative partner.

- ◆ The possibilities for AI-driven innovation are vast and untapped.
- ◆ The future belongs to those who collaborate with AI.

Call to Action: Embrace AI as a driver for your next innovation!



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**Thank you for
your kind
attention!**