

CÁTEDRA

en Economía y Gestión de la Innovación



I UAM-ASSECO Business Case Award 2022

A Business Case is a communication tool concerning a project or task and is particularly relevant in the management of innovation in organisations. To promote the exchange of experiences in this field, the UAM-Asseco Chair in Economics and Management of Innovation (<https://www.catedrauam-asseco.com/>) announces the first edition of the UAM-Asseco Business Case Award.

The deep transformations resulting from the digital revolution extend to all areas of human activity, and organisational management is no exception. This is especially true in the case of Artificial Intelligence. The emergence and improvement of digital processes capable of learning and deciding is undoubtedly a source of inspiration in developing original management models that involve new control and decision systems, big data, process simulation, etc. Furthermore, the new opportunities opened by Artificial Intelligence generate new expectations of significant transformations in the economy's productive structure. According to the INDESIA association, the penetration of Artificial Intelligence in the Spanish productive sector alone will generate a GDP growth of 1.2% in 2025.

In this context, the UAM-Asseco Chair in Economics and Management of Innovation, aware of the importance of this critical turning point in the global production system, announces the first edition of the UAM-Asseco Business Case Award under the motto:

Artificial Intelligence as a model of economic sustainability and innovation for companies and administrations

The aim of the business case should focus on how Artificial Intelligence can help improve city life for citizens and tourists, becoming Smart cities and improving their national and international image.

They will be positively valued:

- Projects that affect more than one sector within the city.
- Projects related, directly or indirectly, to sustainability.
- Projects focused on monitoring tourists or citizens, always in compliance with the European Directive on Data Protection.

The following rules are applicable for the call of the first UAM-Asseco Business Case Award 2022:

CONDITIONS

First: The UAM-Asseco Business Case Award 2022 is 5,000 Euros (five thousand Euros).

Second: The Business Case submitted must have a maximum length of 20 pages and pdf format. In addition, the necessary annexes may be added. The first page must contain the project's title, author or authors' names with their institutional affiliation, a brief biographical note and e-mail contact. The number of authors may vary between 2 and 5 persons. Proposals will be accepted in English and Spanish.

Third: An executive summary of divulgative character of 2 to 3 pages will be sent together with the full document.

Fourth: The business cases shall be sent by e-mail before 30 November 2022 to the following address: catedra.uam-asseco@uam.es

Fifth: The Board of Directors of the UAM-Asseco Chair will appoint, in due course, the Jury for this 2022 edition. This Jury will be composed of relevant personalities from the business and academic world. In any case, the President of the Chair's Board, representing Asseco Spain, and the Chair's Director, representing UAM, will form part of the Jury.

Sixth: In addition to the specific aspects mentioned above, the Jury will assess the contribution of the project as a whole, taking into account, among other factors: the originality and innovativeness of the proposal, its differences from current business models, technological improvement, the real potential for being implemented, management team, the concreteness of the relationship between objectives and indicators, scalability of the project to other units of the organisation or other organisations, and description of its economic and social impact.

Seventh: In the first phase, the Jury will select those projects that will be orally presented. All participants will be notified whether or not they have passed to the second phase. The Jury's final decision will be made public at the end of March 2023. The organising entity will give the award at a public event organised for this purpose.

Eighth: Regardless of the use and dissemination that the Chair and Asseco wish to make of the project, the authors of the winning project will retain the copyright and may publish it in other publications once it has been submitted to this call, mentioning the awarding organisation and the awarding of the prize. At Asseco's discretion, they may offer the prize winner(s) the possibility of developing the winning project in collaboration with Asseco.

For further information, please contact:

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