



INTERNATIONAL CONFERENCE ON CREATING VALUE FOR THE FUTURE OF AI AND SOCIETY

OCTOBER 15-17, 2019

KOBE UNIVERSITY, JAPAN

Main Conference Room, 3rd floor, Main Building

Presentation Hall, 1st floor, Frontier Building



CREATION
DESTRUCTION



There is growing recognition that artificial intelligence (AI) can serve as a practical and general-purpose technology that gives birth to value from big data and real-time data (value creation). On the other hand, the AI technology can also be viewed as disruptive innovation that may bring about structural changes in our everyday lives (value destruction).

The International Conference on Creating Value for the Future of AI and Society at Kobe, Japan focuses on value creation and value destruction in the age of AI, in particular, on productive collaboration between AI and humans. The conference provides an opportunity to discuss values of AI in our society with a wide range of people from global leading ICT companies, academia and governments.

Conference Co-Chairs

YOUJI KOHDA

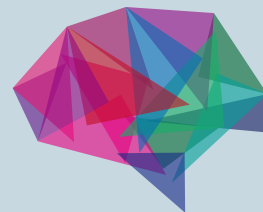
Professor, Japan Advanced Institute of Science and Technology

HIROKI TSURUTA

Associate Professor, Kobe University

GAUTAM MAHAJAN

President, Customer Value Foundation /
Founder and Editor, The Journal of Creating Value



OCT. 15

- 13:00 Registration
- 14:00 Welcoming Remarks
Katsuhiko Kokubu
- 14:10 Opening Keynote_1

Creating Value for and with Technology and Society

Gautam Mahajan

- 15:10 Coffee Break
- 15:30 Opening Keynote_2

Kobe University V.School: Challenge for the Future

Katsuhiko Kokubu

- 16:30 Opening Keynote_3

Can Humans Learn from AI or Not? A Problem in the Age of AI

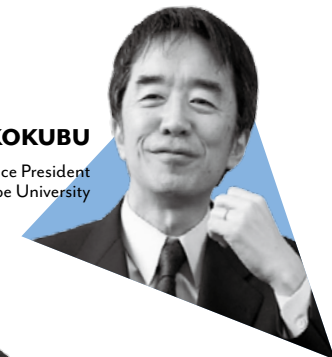
Youji Kohda

Value Creation and Academia in the Future of AI and Society

Hiroki Tsuruta



GAUTAM MAHAJAN
President
Customer Value Foundation, India



KATSUHIKO KOKUBU
Vice President
Kobe University



YOUJI KOHDA
Professor
Japan Advanced Institute of
Science and Technology



HIROKI TSURUTA
Associate Professor
Kobe University

OCT. 16

8:30 Opening Remarks
Youji Kohda

8:40 **Keynote_1**
**Technology Rhetoric & Uncertain Governance:
How Algorithms Are Rewriting the Rules of Work
in Uberland**
Alex Rosenblat

9:40 Coffee Break
10:00 Invited Talk_1

Impact and Challenges of AI in Practice
Tsuyoshi Kitani

10:45 **Invited Talk_2**
**Careem as TNC: Work Opportunities beyond
the Algorithms**
Amna Javed

11:30 **General Oral Session and Lunch**
How Does Technology Evolve as Actors in Service Systems
Md. Abul Kalam Siddique, Jim Spohrer, Youji Kohda

**A Case of Business Process Transformation Using AI
in a Retail**
Yoshinobu Hotta, Takahiro Matsuda, Hiroaki Hashimoto

12:30 **Keynote_2**
AI technologies for Natural Disaster Prevention & Reduction
Naonori Ueda

13:30 **Invited Talk_3**
The 7 Directions of Value
Philip Sugai

14:15 Coffee Break
14:35 **Invited Talk_4**
**System Informatics and Artificial Intelligence:
Overview and an Approach for Operating Air-Conditioning
System of Underground Mall**
Hisashi Tamaki

15:20 **Invited Talk_5**
Knowledge Creation in the Life Science
Akihiko Konagaya

16:05 Coffee Break
16:25 **Invited Talk_6**
AI – Digital Assistant or Evil Force Taking Over the World?
Takeshi Fukuda

17:10 **Invited Talk_7**
**The Challenge of AI Samurai:
Finding Ways to Innovate Inventors for the AI System**
Takashi Mikami

17:55 **Closing Remarks**
Gautam Mahajan

18:15 **Networking Dinner**
Restaurant "SAKURA", Kobe University



ALEX ROSENBLAT
Research Lead
Data & Society Research Institute, USA



TSUYOSHI KITANI
Executive Vice President & Director,
CTO, CISO
NTT DATA Corporation



AMNA JAVED
Assistant Professor
Japan Advanced Institute of
Science and Technology

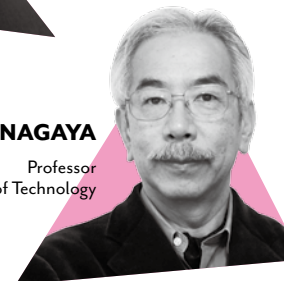


NAONORI UEDA
Deputy Director
RIKEN Center for Advanced Intelligence
Project Fellow
NTT Communication Science Laboratories

PHILIP SUGAI
Professor
Doshisha University



HISASHI TAMAKI
Professor
Kobe University



AKIHIKO KONAGAYA
Professor
Tokyo Institute of Technology



TAKESHI FUKUDA
Director
IBM Research-Tokyo



TAKASHI MIKAMI
CTO
AI Samurai

OCT. 17

8:30 Opening Remarks
Hiroki Tsuruta

8:40 **Invited Talk_8**
East, West – Home's Best!
Tsuneo Nakata

9:25 **Invited Talk_9**
Value and Evaluation in Economics and AI
Takashi Kamihigashi

10:10 Coffee Break
10:30 Panel Discussion

Creating Value for The Future of AI and Society

Alex Rosenblat
Akihiko Konagaya
Tsuneo Nakata
Takashi Kamihigashi
Gautam Mahajan
Youji Kohda
Moderator: Hiroki Tsuruta

12:00 **Closing Speech**
Youji Kohda and Hiroki Tsuruta



TSUNEO NAKATA
Senior Professional
Fujitsu Laboratories



TAKASHI KAMIHIGASHI
Professor
Kobe University

GAUTAM MAHAJAN

He is a founding editor of Journal of Creating Value (jcv.sagepub.com) and an active advocate of value creation. He is the main organizer of series of conferences as: the First Global Conference on Creating Value at De Montfort University, Leicester, UK; the Second Global Conference at Fordham University, New York, USA; and the upcoming Third Global Conference at Ecole des Ponts Business School, Paris, France. His talk is about the key concepts of the conferences and the importance of creating value for society. Visit <http://customervaluefoundation.com/> and <http://www.creatingvalue.co/>.

KATSUHIKO KOKUBU

Kobe University is launching “V.School (Value School)” in 2020 to provide educational and research program for creating value. We have established a new educational format for value creation that value creation is divided into two aspects: value emergence and value design. Professor Kokubu, who is vice president of Kobe University and prospective head of the school, will explain its vision and concept.

YOUJI KOHDA

AI can learn from humans through big data generated from our daily activities. However, can humans learn from AI or not? Generally speaking, (the current) AI cannot explain the reasons behind its judgement and that makes it difficult for humans to learn from AI. In his talk, he argues that the imbalance of knowledge acquisition between humans and AI should be resolved to avoid value destruction through AI technologies and will suggest some remedies.

HIROKI TSURUTA

We must tackle again the issues of our future with kaleidoscopic changes and create new values constantly. The new knowledge for creating new values is tends to produced in the academia. How should we use these knowledge for solving the issues? Dr. Tsuruta will give a talk about relationship between value creation and new knowledge from academia using case studies in the agricultural field.

ALEX ROSENBLAT

She is a technology ethnographer and the author of “UBERLAND: How Algorithms Are Rewriting the Rules of Work.” In her talk, she will share the award-winning research on how Uber’s algorithm technology is rewriting the rules of work. She has given over 35 talks in various conferences since December, 2015. Visit <http://alexrosenblat.com/>.

NAONORI UEDA

Ambient intelligence is a fast-growing field of data science with the advent of the IoT era, and refers to the process of collecting and analyzing a wide range of data generated in the real world. It makes our everyday environment intelligent and contributes to a safe and secure society. Dr. Ueda will talk about spatio-temporal data analysis technology that can estimate, predict and guide our behavior.

TSUYOSHI KITANI

Being one of the leading ICT companies in Japan, NTT DATA Corporation is committed to make the use of AI technologies for improving its clients’ business and contributing to society. His talk is about an inside story of introducing AI technologies into the company business.

AMNA JAVED

Careem is a TNC (Transportation Network Company) in Pakistan, which has acquired by Uber in March, 2019. Being different from Uber, the focus of Careem is not only “innovative transportation” but also “changing the society in Pakistan and greater Middle East region for the betterment.” Her talk is about Careem’s dynamic capability and the evolutional business development.

HISASHI TAMAKI

How much electricity will you need tomorrow? Artificial intelligence provides a way to make accurate predictions and automatically detect any disturbances or anomalies in real time. Dr. Tamaki will give a talk about systems researchers’ view point of artificial intelligence (AI) and a case study of developing an AI-based air conditioning system to make a power supply fit for the future.

AKIHIKO KONAGAYA

Rapid progresses in genome science have provided us plenty of data about the elaborate and complicated phenomena of living organisms. Molecular robotics is nothing but an attempt to exploit that data to create intelligent artifacts with life-like properties. Dr. Konagaya will give a talk about the creation of new artifacts with all the intellectual heritage we have accumulated outside of our genome.

TAKESHI FUKUDA

IBM is a well-known company at the forefront of developing and applying AI technologies to create values on the global scale. IBM Research – Tokyo focuses on innovations with the use of cognitive computing to solve social and industrial problems. His talk is about the effort of IBM towards the betterment of society by using cognitive computing.

TAKASHI MIKAMI

AI Samurai Inc. has just released an AI patent evaluation service “AI Samurai” which scores patentability of an idea, with reference to patent database. He is the chief designer and programmer of the innovative service. In his talk, he will explain the design of “AI Samurai” and the company activity to popularize inventions (value creation) for everyone. Visit <https://aisamurai.co.jp/>.

PHILIP SUGAI

With the August 2019 announcement from the Business Roundtable, companies have been freed from a profit-at-all-costs focus, and are now encouraged to embrace a value focused approach to their business operations, co-creating value across (1) customers, (2) companies, (3) shareholders, (4) employees, (5) partners, (6) society and (7) the planet. Dr. Sugai will introduce each of these seven value directions, and offers insights into how they can be measured through a combination of blockchain and AI technologies.

TSUNEO NAKATA

During his six-year experiences in Europe as CEO of Fujitsu Laboratories of Europe, he initiated emerging discussions on AI ethics there, and decided to become a founding member of AI4People, Europe’s first global forum on AI ethics. When he returned to Japan, he started building Fujitsu’s AI policies, and came to fruition on March 13, 2019 as “Fujitsu Group AI Commitment” outlining Fujitsu’s vision for the safe and secure use of AI. His talk is about its making-of.

TAKASHI KAMIHIGASHI

Academic performance is evaluated. Universities are ranked. Just about everything is evaluated one way or another, but evaluating something is never a trivial process. In this talk, starting with how value is determined in economic models, Dr. Kamihigashi discusses some special cases in which value is “created.” Then he discusses how AI has changed, and might change, our ways of thinking and living now that AI can evaluate various things.

