



**South Tyrol**  
Business School



**Competence Center**  
for Artificial Intelligence and Blockchain in South Tyrol

# From Personalized to Programmed

## The Dilemma of AI Customization

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1. Introduction
2. Competence Center
3. Examples





# Contacts

Prof. Dr. Thomas Aichner



Prof. Dr. Thomas Aichner currently serves as the Scientific Director of South Tyrol Business School. Before taking on this position, he spent three years as Assistant Professor at Alfaisal University in Riyadh, and two years as Associate Professor at John Cabot University in Rome. He holds a joint PhD in Management Engineering from the University of Padova and a Dr. rer. pol. in Business Administration with a focus on Marketing from Berlin's ESCP Business School, with the special mention of *Doctor Europaeus*. His research is primarily focused on country of origin, mass customization, digital management, and artificial intelligence.

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## Unlock the potential of your AI and blockchain projects with our expertise

Don't hesitate to reach out and discuss your AI or blockchain project with us, and let's see how we can help turn your ideas into reality!

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☎ +39 0471 172 7761

💬 WhatsApp

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**35%** of large companies use AI

**25%** of small and medium-sized enterprises use AI

**91%** of leading companies want to invest more in AI

**83%** of companies believe AI gives them a competitive advantage

**7%** of companies have AI capabilities

## Our 3 core competencies

### Feasibility studies ☰ I



The competence center supports companies and public institutions in **identifying areas** in which the use of blockchain and AI **makes sense and is relevant**, and shows how these technologies can have a positive impact on business processes and activities, for example by increasing efficiency or saving costs.

### Implementation 🗑 II



Together with **specialized software companies** for blockchain and/or AI, practical solutions are developed that are integrated into the organization's existing ecosystem. A particular focus is placed on **programming applications** (e.g., using machine learning) that make the technologies immediately usable.

### Training 📖 III



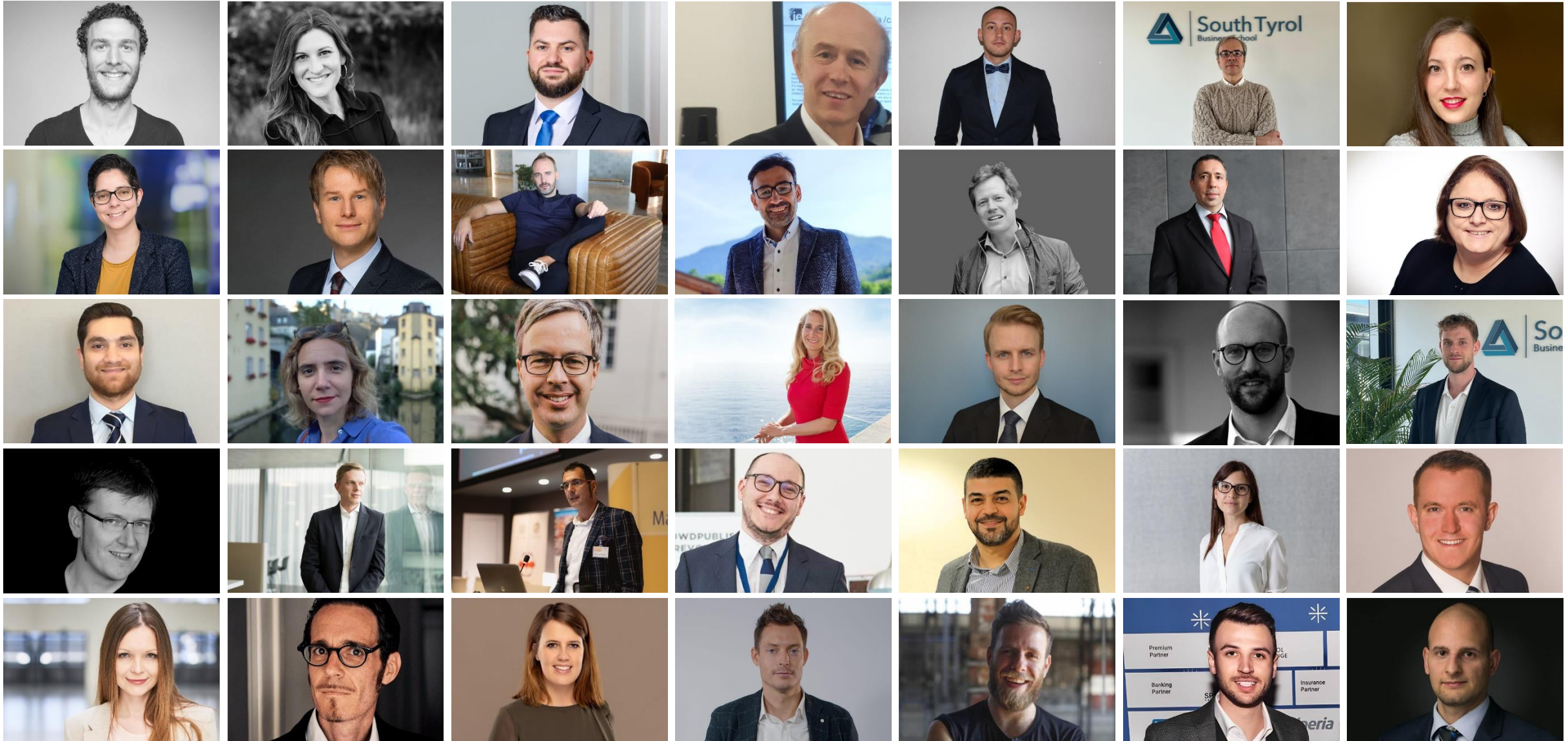
In the future, the most important competency of employees will be the **ability to effectively use and operate AI technologies**. To ensure that the entire team has the necessary knowledge and skills to effectively use AI applications and maximize their potential, we offer workshops and specialized training.



“

The competence center is connected with AI and blockchain experts from all over Europe, which makes it the first choice in the Alpine region and Northern Italy.

Johannes Bittel / Senior Innovation Manager and AI-Expert







✘ The photo you want to use does not match our criteria: **subjects eyes are closed**







Google is dead beyond comparison

Search: cheese not sticking to pizza

All Images Videos Forums Shopping News We

✦ AI Overview [Learn more](#)

Cheese can slide off pizza for a number of reasons, including **too much sauce, too much cheese, or thickened sauce**. Here are some things you can try:

- Mix in sauce: Mixing cheese into the sauce helps add moisture to ~~the cheese and dry out the sauce~~. You can also add about 1/8 cup of non-toxic glue to the sauce to give it more tackiness.
- Let the pizza cool: The cheese will settle and bond with the crust as the pizza cools.

2:04 PM · May 22, 2024 · 4.8M Views

145

2.6K

15K

857





Post



Chris Alsikkan

@AlsikkanTV

Follow



apparently this was sold as a live Willy Wonka Experience but they used all AI images on the website to sell tickets and then people showed up and saw this and it got so bad people called the cops lmao



4:55 PM · 2/26/24 From Earth · **4.8M**  
Views



**8.6K** Reposts **1.6K** Quotes



**TICKLE**

**TICKLE**

Alexa, play Tickle Tickle. Alexa, play Tickle Tickle. You want to hear a station for porn detected. Porno, ringtone, hot chick, amateur girl, quality sexy. No, no, no, no. No. Pussy, anal, dildo, ringtone. Alexa, stop!



## Problem 1


**The Overly Helpful  
Assistant That Won't  
Let You Decide**



AIH  
bytetenn  
EESD6

Gezis

Most people prefer this design.



Most postb preefer t this

## Problem 2

# When AI Pushes Unnecessary Purchases





Data clocloud

Yog us tie rorett  
Sig ppies

**Analysis**

- Εφαρμογή της οπτικής ερασιτεχνικής φωτογραφίας και της τεχνολογίας της αναγνώρισης προσώπων.
- Εφαρμογή της οπτικής ερασιτεχνικής φωτογραφίας και της τεχνολογίας της αναγνώρισης προσώπων.

Ελεγχόμενη από το κράτος

Φημίστε

Data cancelled



Μηνός 85π

Οπτική ερασιτεχνική φωτογραφία και τεχνολογία αναγνώρισης προσώπων

Αναγνώριση προσώπων

Αναγνώριση προσώπων

# Problem 3

**AI's**

**One-Size-Fits-All**

**Approach**

# MASS CUSTOMIZE YOUR LUNCH



## Problem 4

# From Picasso to Paint-by-Numbers



## Problem 5

# The Black Box

**Problem: What is AI  
Really Optimizing For?**

# AI-Driven configurator

## Preferences



## Customer

Acting as AI user  
emotional

Generate the digital  
assets for



AI user



Options | Recommendations

AI | Styling tool



## Problem 6

# AI Can Be Too Literal





Επιπλέον σεληνιακά βασυλιόνια

Σοφότερη και πιο δυναμική παρουσία

Με τα νέα ήπια φωτιστικά μοναδικά στοιχεία εν.

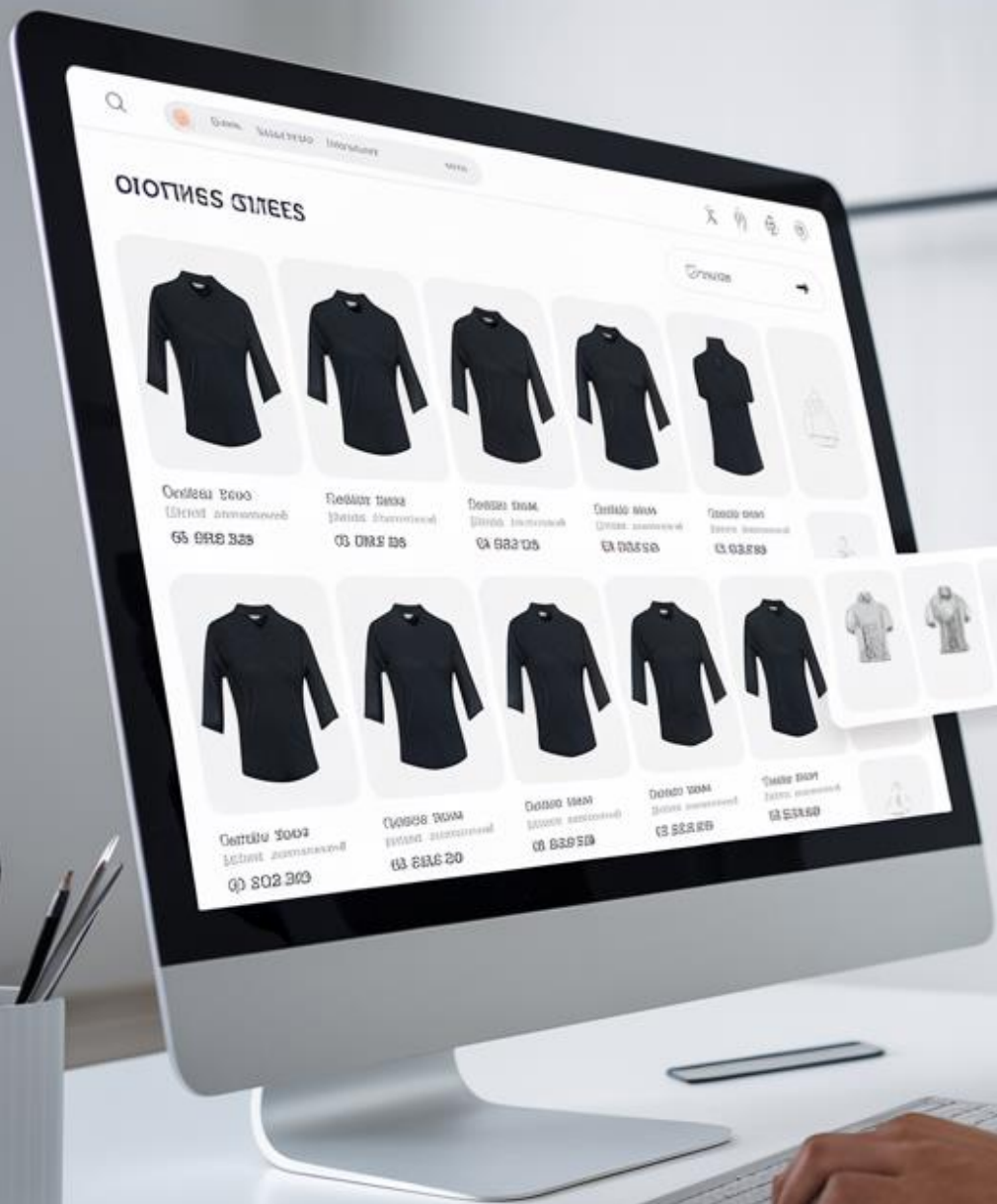
Υποήγειο

Casio

⊙ ⌕ ⏪ ⏩ ⊙

## Problem 7

# The Echo Chamber Effect



## ОДЕЖДА ДЛАННЫЕ



Одежда Дланная  
Цена: 1200 руб.  
12 000 руб.



Одежда Дланная  
Цена: 1300 руб.  
13 000 руб.



Одежда Дланная  
Цена: 1400 руб.  
14 000 руб.



Одежда Дланная  
Цена: 1500 руб.  
15 000 руб.



Одежда Дланная  
Цена: 1600 руб.  
16 000 руб.



Одежда Дланная  
Цена: 1700 руб.  
17 000 руб.



Одежда Дланная  
Цена: 1800 руб.  
18 000 руб.



Одежда Дланная  
Цена: 1900 руб.  
19 000 руб.



Одежда Дланная  
Цена: 2000 руб.  
20 000 руб.



Одежда Дланная  
Цена: 2100 руб.  
21 000 руб.



Одежда Дланная  
Цена: 2200 руб.  
22 000 руб.



Одежда Дланная  
Цена: 2300 руб.  
23 000 руб.



Одежда Дланная  
Цена: 2400 руб.  
24 000 руб.



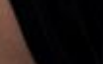
Одежда Дланная  
Цена: 2500 руб.  
25 000 руб.



Одежда Дланная  
Цена: 2600 руб.  
26 000 руб.



Одежда Дланная  
Цена: 2700 руб.  
27 000 руб.



Одежда Дланная  
Цена: 2800 руб.  
28 000 руб.



Одежда Дланная  
Цена: 2900 руб.  
29 000 руб.



Одежда Дланная  
Цена: 3000 руб.  
30 000 руб.



Одежда Дланная  
Цена: 3100 руб.  
31 000 руб.



Одежда Дланная  
Цена: 3200 руб.  
32 000 руб.



Одежда Дланная  
Цена: 3300 руб.  
33 000 руб.



Одежда Дланная  
Цена: 3400 руб.  
34 000 руб.



Одежда Дланная  
Цена: 3500 руб.  
35 000 руб.



Одежда Дланная  
Цена: 3600 руб.  
36 000 руб.



Одежда Дланная  
Цена: 3700 руб.  
37 000 руб.

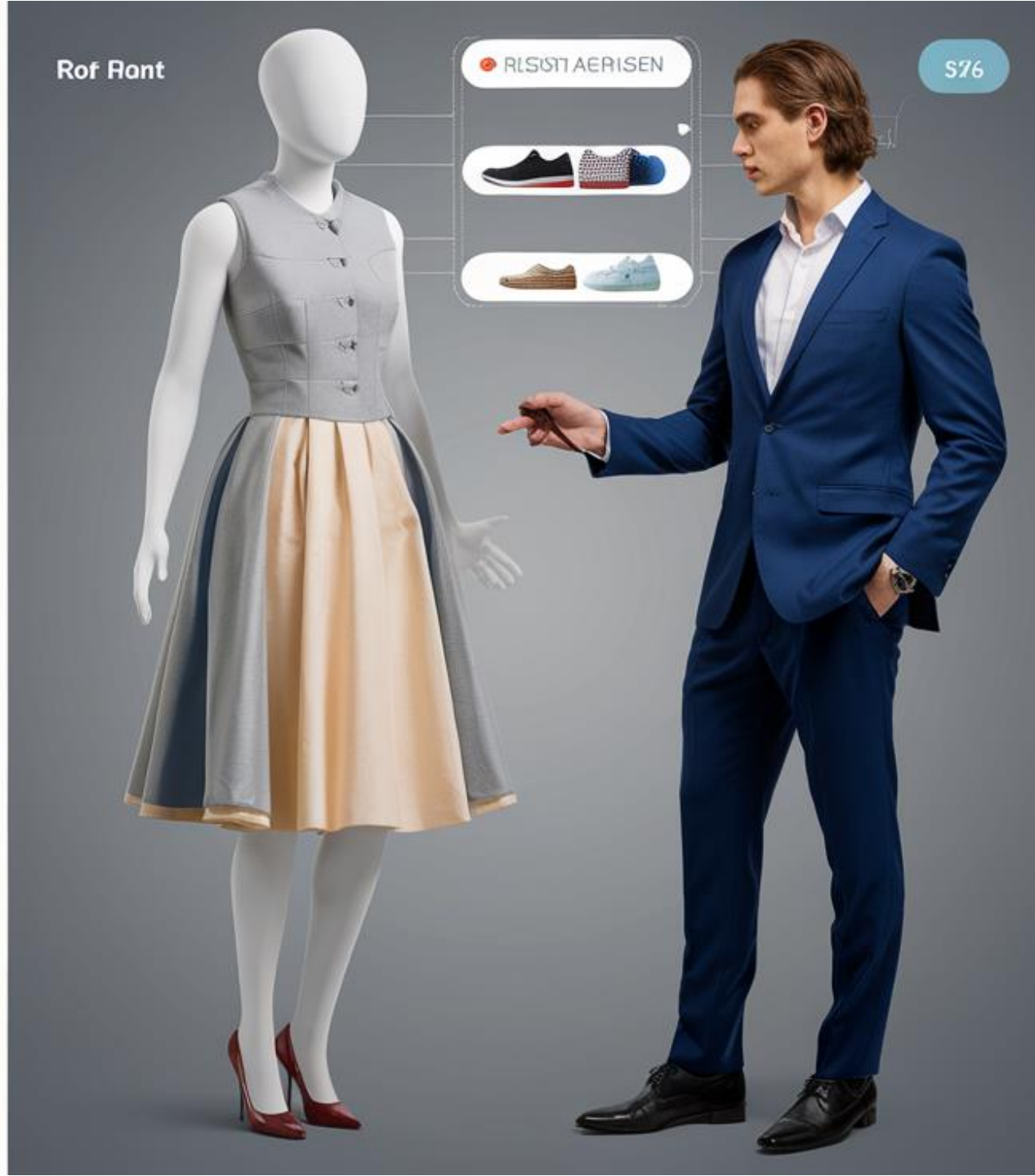
## Problem 8

# Algorithmic Bias: A Double-Edged Sword

Configurator



Rof Ront



## Problem 9

# Surveillance Anxiety



ONLINE SALES

ONLINE SALE  
CONFIGURATORS

Identifikasi lokasi pembeli anda

Rekomendasi

Rekomendasi produk

My Account

Saldo dan riwayat transaksi

Cart

Logout

Dashboard

10/10/2020

Anda memiliki 3 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 5 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 2 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 1 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 4 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 3 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 2 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 1 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 4 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 3 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 2 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 1 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 4 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 3 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Anda memiliki 2 produk yang akan segera habis stoknya. Segera lakukan pembelian agar tidak kehabisan.

10/10/2020

Back to Problem 1

**There is one  
situation though...**





PIZZA

USHQUATOR

PIZZA

PIZZAA

OLIVES

PING 4BPLEB



Photos. fihit' one

ERROR

Photos. fihit' one  
fRt00782P

