Inteligencia Artificial
Cap a la societat 5.0



Karina Gibert

Knowledge Engineering and Machine Learning group at

Intelligent Data Science and Artificial Intelligence Research Center

Universitat Politècnica de Catalunya, (IDEAI-UPC) Barcelona

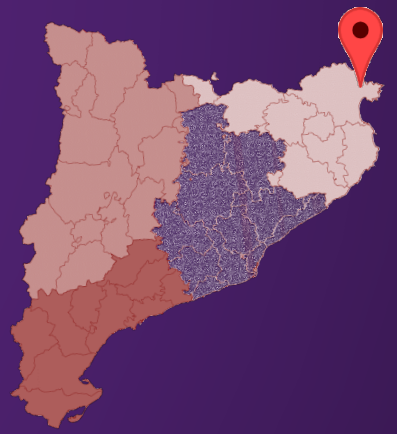
Dean of Illustrious Professional College of Informatics Engineering of Catalonia

President and founder of donesCOEINF

https://www.eio.upc.edu/en/homepages/karina,

karina.gibert@upc.edu, karina.gibert, @karinagibertk

Figuerenca

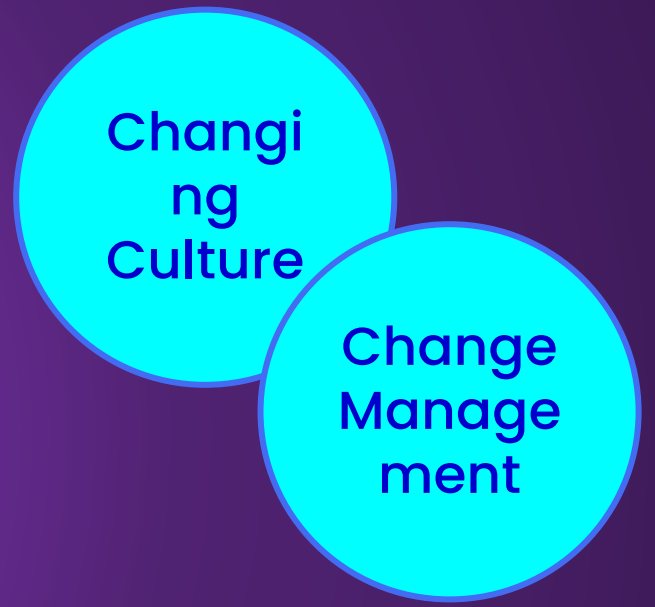


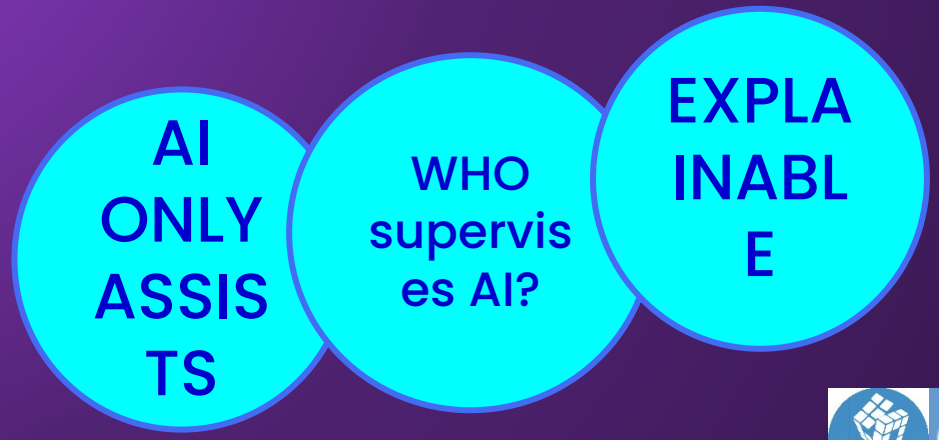
Catalunya Futura, Palau Macaya, Barcelona 13 de febrer de 2025

© K. Gibert

Transforming Organizations through AI

- Internally
  - Quality of work of staff
  - Interactions among departments
  - Integrating data into decision-making
- Relationship with customers/providers
  - Digital services
  - Proactivity
  - Attending, listening, interacting
  - Understanding needs and feelings
  - Communications





© K. Gibert

Highlights

ELSEC

- Ethical AI ≠ Legal AI
  - Inclusiveness (Digital gap)
  - Organization change management / talent management
- Deployment
  - + time to market
  - + cost
  - - accuracy

Global market

Compet itivity

Lack of talent

Digital gap

HR policy

© K. Gibert

Artificial Intelligence

Care with SME

Collaborative approach

Federated data

AI expert + Domain expert in the loop

Big Data vs Right Data



Transparency = open the code????

© K. Gibert

Find the formula

ALL involved

Systemic issue

Develop ethical AI

Transfer

Innovation

Deployment

Adoption

Responsible USE

Worldwide governance

General culture on AI and DT

Ethics, Deontology, Responsability

© K. Gibert

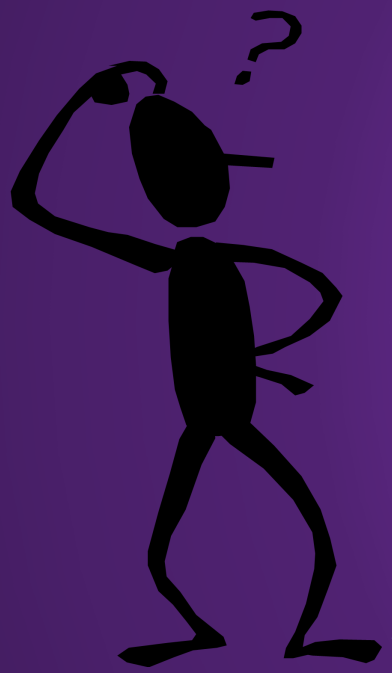
K. Gibert
https://www.eio.upc.edu/en/homepages/karina
karina.gibert@upc.edu @Karinagibertk

KEMLG-@-IDEAI: Knowledge Engineering and Machine Learning group at Intelligent Data Science and Artificial Intelligence Research Center

Universitat Politècnica de Catalunya, Barcelona

Dean of Illustrious Professional College of Informatics Engineering of Cataloonia (COEINF)

Founder and president of donesCOEINF



Any question?...

© K. Gibert