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האוניברסיטה העברית בירושלים THE HEBREW UNIVERSITY OF JERUSALEM

THE JERUSALEM SCHOOL OF BUSINESS ADMINISTRATION FOUNDED BY DANIEL AND RAPHAEL RECANATI

THE HEBREW UNIVERSITY BUSINESS SCHOOL

EXECUTIVE INNOVATION & ENTREPRENEURSHIP PROGRAM

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Mr. Tzach Harari

Tzach Harari is an active leadership in the Israeli innovation and technology arenas, working closely with hundreds of companies as consultant, evaluator, program manager, mentor and accelerator CTO. He is working on a wide range of technologies such as Industry 4.0 & IoT, data science & AI, robotics & nanomaterials, sustainability & ESG. Evaluated hundreds business plans of Israeli startups. Tzach is also the Co-Founder of two startups and managed multi-discipline projects at global companies. He has an unique experience with commercial AI developments in manufacturing, construction, agriculture and other industries.



Al new opportunities for organizations in different industries:

This lecture provides a concise overview of AI (Artificial Intelligence), ML (Machine Learning), and Big Data, highlighting their essential features and interconnections. It emphasizes the significance of AI in the present business landscape and explores its potential impact on future industry trends. The lecture delves into the new opportunities that AI presents for organizations across various sectors, showcasing how it can drive innovation, efficiency, and competitive advantage. Additionally, it addresses the challenges and considerations involved in implementing AI strategies for organizational growth. With a focus on business and markets, this lecture equips participants with a comprehensive understanding of AI's transformative potential and empowers them to leverage AI opportunities for sustainable business success.

Innovation processes and new product developments based on AI that lead to corporate growth

This lecture provides a concise overview of AI (Artificial Intelligence), ML (Machine Learning), and Big Data, highlighting their significance in today's business landscape. It explores the main data science algorithms and techniques, specifically focusing on regressions, decision trees, and neural networks, which play a vital role in extracting insights and making predictions from data. The lecture further examines how organizations can leverage AI to drive innovation processes and foster new product developments, ultimately leading to corporate growth. It emphasizes the potential of AI in transforming various industries by exploring its implementation in key sectors.

In the manufacturing industry, the lecture explores the integration of data flow and digital twin, robotics, sensors and manipulators, computer vision, chip manufacturing, AI-enhanced algorithms, simulation, and validation. It highlights how AI can revolutionize processes and enhance efficiency in this sector. For the food and agriculture industry, the lecture showcases AI-based processes for food factories and digital agriculture. It also explores the application of data algorithms along the entire chain, from farm to fork, enabling optimization and improved decision-making.

Additionally, the lecture touches upon the diverse applications of Al in other industries such as healthcare, education, autonomous vehicles, smart cities, and construction. It demonstrates how Al can drive innovation and unlock new possibilities in these domains.

Throughout the lecture, the primary focus remains on the intersection of technology, data, and algorithms. By understanding these aspects, participants will gain valuable insights into harnessing the power of AI to drive technological innovation and achieve corporate objectives.

Challenges and risks of AI and guidelines for implementing the AI strategy for the company

This lecture delves into the challenges of implementing AI (Artificial Intelligence) across diverse industries. It explores the unique obstacles organizations face when integrating AI technologies into their operations and highlights the importance of addressing these challenges effectively. The lecture also emphasizes the significance of utilizing tools for analytics and deriving valuable insights from the vast amount of data collected by organizations. It explores various analytical tools and techniques that enable businesses to harness the power of data to make informed decisions, identify patterns, and uncover valuable business insights.

Ethical considerations and bias in AI algorithms are critical aspects discussed in the lecture. It explores the ethical implications associated with AI technologies, including potential biases that can arise in algorithmic decision-making. The lecture emphasizes the need for ethical frameworks and strategies to mitigate bias and ensure fairness, transparency, and accountability in AI systems. ESG (Environmental, Social, and Governance) factors, regulatory frameworks, and legal considerations are also examined within the context of AI implementation. The lecture emphasizes the importance of integrating ESG principles into AI initiatives, complying with regulatory requirements, and navigating legal considerations such as data privacy, security, and intellectual property rights.

Throughout the lecture, the focus remains on the challenges and risks organizations face when implementing AI. By understanding these challenges and taking proactive measures to address them, businesses can effectively navigate the complexities of AI implementation, mitigate risks, and maximize the benefits of AI technologies in a responsible and compliant manner.