



ON DEMAND

**WOBI PRESENTS THE  
EXCLUSIVE MASTERCLASS ON**  
**AI & INNOVATION**  
*with*

**HILA  
LIESHITZ-ASSAF**

PROFESSOR OF MANAGEMENT  
AND HEAD OF THE ARTIFICIAL  
INTELLIGENCE INNOVATION  
NETWORK RESEARCH CENTER AT  
WARWICK BUSINESS SCHOOL

**In this masterclass you will learn:**

- Determine the potential of AI to stimulate creativity and innovation within your teams
- Implement effective AI integration strategies in research and development to improve innovation quality and outcomes
- Learn how to integrate AI into complex decision environments, facilitating more informed managerial decision-making and driving innovation forward





## ABOUT

# Hila Lifshitz-Assaf

*Professor of Management and Head of the Artificial Intelligence Innovation Network Research Center at Warwick Business School*

Professor of Management and Head of the Artificial Intelligence Innovation Network Research Center at Warwick Business School, Hila Lifshitz-Assaf's research is centered on understanding scientific and technological innovation in the digital age.

Lifshitz-Assaf has received recognition for her work in Artificial Intelligence (AI) for critical decision-making, including the ISSIP Excellence in Service Innovation award in 2023. Before her academic career, she spent seven years as a strategy consultant, specializing in growth and innovation strategies in various industries.



*“The more we understand how AI is built, the more we’ll be able to understand when and how to use it.”*

Hila Lifshitz-Assaf



**SESSION 1**

1.5 hours

- The Impact of General AI on Creativity and Innovation Among High-Skilled Professionals: Should your Organization Embrace AI for Innovation?
- Leveraging AI to Boost your Culture and Creative Problem-Solving
- Integrating AI into Research and Development: Catalyzing a Paradigm Shift in Innovation, Quality and Outcomes
- Balancing Risks and Opportunities in AI Integration for Complex Decision-Making



## BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English, Spanish and Italian
- **Content:** 1.5 hours of content

## PRICES

INDIVIDUAL	GROUPS
249 <sup>USD</sup>	3 tickets 639 <sup>USD</sup>
	5 tickets 1,039 <sup>USD</sup>
	10 tickets 1,999 <sup>USD</sup>



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