

Press Release

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Artificial Intelligence in Management

The "Global Perspectives Barometer 2018 – Owing the Future of Work" shows that young top talents see positive effects through new technologies, such as automation and artificial intelligence

Nuremberg / St. Gallen, April 27, 2018 - Young top talents are optimistic about their careers. They assume that new technologies will bring new industries and opportunities. Nine out of ten expect positive effects through automation and artificial intelligence (AI) - and almost all consider the use of intelligent systems for (selected) management tasks as beneficial. This is shown by the results of the latest "Global Perspectives Barometer 2018 - Voices of the Leaders of Tomorrow"; for which the GfK Verein and the St. Gallen Symposium interviewed over 1,400 top talents from more than 90 countries.

New technologies have positive effects - but not for everyone

Nine out of ten of the surveyed top talents are optimistic about their future careers, see a world of new opportunities in the future, and believe that emerging technologies such as AI will be beneficial to them.

Overall, two-thirds of the Leaders of Tomorrow (LoT) believe that new technologies can lead to new jobs and economic growth. But they also see the dark side of this development: Almost 70 percent think that inequality may increase in the countries in which they live.

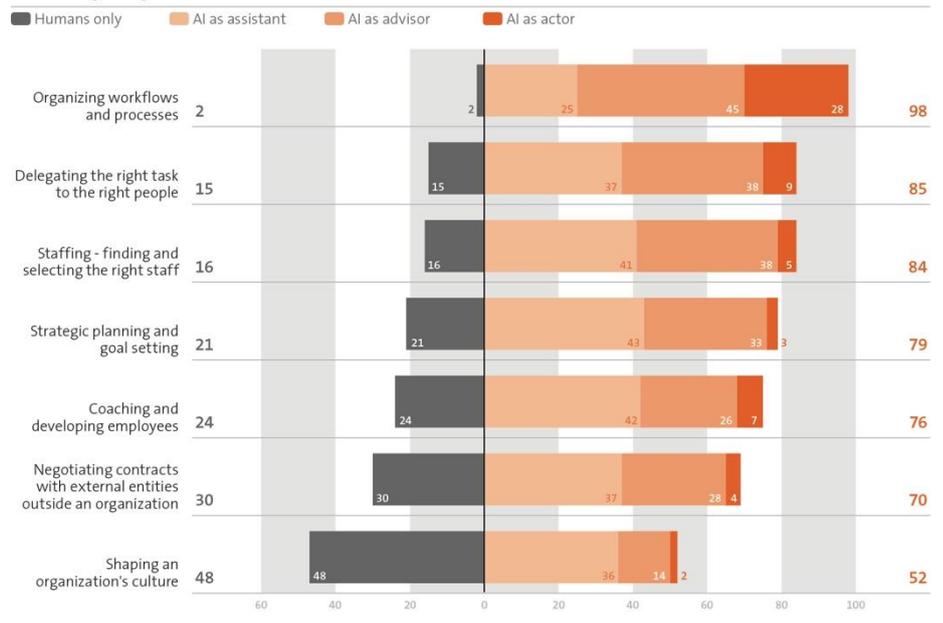
Artificial intelligence advices - humans decide

98 percent of young top talents would use AI to assist with management tasks, at least as an assistant in the organization of workflows and processes.

More than 80 percent consider the use of artificial intelligence for certain management activities as beneficial: For example, in the delegation of the right tasks to the right people or finding and selecting the right staff.

Graphic: Collaboration with AI in management

Question: Looking at typical management activities, which extent of automation through Artificial Intelligence (AI) would be beneficial for an organization in 15 years from now? Please indicate the extent of automation using AI that you consider beneficial for each of the following management activities.



Numbers are percentages of cases | n ≤ 10 "No answer"

n = 1,400; "Leaders of Tomorrow – Wave 2018" | © GfK Verein & St. Gallen Symposium: Global Perspectives Barometer 2018

Even when it comes to strategic planning and goal setting, employee development and external contract negotiations, around three-quarters of the LoTs support the use of intelligent systems. The focus is on gathering information as well as on setting up and analyzing various options to prepare the final decision-making.

"The LoTs seem to consider AI as an opportunity to get rid of supporting and administrative work in order to focus on the main management task: the decision making.", explains Fabian Buder, responsible for the study at the GfK Verein.

About three-quarters of the top talent surveyed agree that it is the human being who should make the final decision. 47 percent of these believe that only the human being should finally decide - the remaining 29 percent state that although a human manager finally takes the decision, the preparation is handled by AI.

"Companies need to keep up with the development of AI, otherwise it will be difficult to explain to young top talents why they need to take over routine tasks. In the eyes of digital natives, such work should be done by intelligent machines in the future"; said Rolf Bachmann, Vice President St. Gallen Symposium.

About the “Global Perspectives Barometer 2017” study

For the “Global Perspectives Barometer 2018: Voices of the Leaders of Tomorrow” study, a total of 1,400 up-and-coming talents from 90 countries were surveyed in February 2018. The participants in the online survey were generated from the worldwide network of the St. Gallen Symposium (the selection is not representative). Most of the respondents are students. The rest include entrepreneurs and young people who are already in employment. The study is a collaboration of the GfK Verein and the St. Gallen Symposium. The study’s full report is available for download from the homepage of the GfK Verein and the St. Gallen Symposium.

About the St. Gallen Symposium

The St. Gallen Symposium is a student-run global forum that has been creating healthy debates on relevant topics for nearly 50 years – between generations, disciplines and cultures. For the 48th time, 600 international decision-makers from the worlds of business, politics and science will meet with 200 top talents from around the globe at the St. Gallen Symposium on the campus of the University of St. Gallen.

This year’s 48th St. Gallen Symposium will be devoted to the theme “Beyond the end of work” and will take place from May 2 to 4, 2018:

Representatives from business, politics and society will tackle the future of work by looking at the roles and responsibilities of individuals, societies, businesses and politicians. We look forward welcoming global luminaries such as Dominic Barton Global Managing Partner McKinsey & Company, Jeremy Rifkin, President, Foundation on Economic Trends and Wolf-Henning Scheider CEO, ZF Friedrichshafen AG as well as Sigmar Gabriel, Vice Chancellor and Minister of Foreign Affairs of the Federal Republic of Germany (2013-2018).

Further information at www.symposium.org

Twitter: SG_Symposium / Facebook: St. Gallen Symposium

About the GfK Verein

The GfK Verein is a non-profit organization founded in 1934 to promote market research. It is comprised of around 550 companies and individuals. The purpose of the Verein is to develop innovative research methods in close cooperation with scientific institutions; to promote the training and continuing education of market researchers; to follow fundamental structures and developments for private consumption in society, the economy and politics; and to research the impact of these on consumers. The GfK Verein is a shareholder in GfK SE.

Additional information at www.gfk-verein.org

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