



ΣΕΜΙΝΑΡΙΑ ΤΜΗΜΑΤΟΣ ΜΑΡΚΕΤΙΝΓΚ & ΕΠΙΚΟΙΝΩΝΙΑΣ

Πρόσκληση

Το Τμήμα Μάρκετινγκ & Επικοινωνίας σας προσκαλεί σε ερευνητικό σεμινάριο με προσκεκλημένο εισηγητή τον **καθηγητή Marco Vivarelli**, Professor at the Catholic University of Milano, Director of the Department of Economic Policy. Το σεμινάριο έχει τίτλο **“May AI revolution be labour-friendly? Some micro evidence from the supply side”** και θα λάβει χώρα την **Τρίτη 2 Νοεμβρίου 2021 και ώρα 15:00-17:00** στο νέο κτίριο του Οικονομικού Πανεπιστημίου Αθηνών, επί των οδών Τροίας 2, Κιμώλου και Σπετσών (αίθουσα T102).

Τα ερευνητικά σεμινάρια του Τμήματος Μάρκετινγκ & Επικοινωνίας είναι ανοικτά προς όλα τα μέλη ΔΕΠ και υποχρεωτικά για τους Υποψήφιους Διδάκτορες του Τμήματος.

Ακολουθεί περιγραφή της ομιλίας και σύντομο βιογραφικό σημείωμα του εισηγητή.

Η Οργανωτική Επιτροπή

Γιώργος Μπάλτας

Διονύσης Σκαρμέας

Πάρις Αργουσλίδης

May AI revolution be labour-friendly? Some micro evidence from the supply side

This study investigates the possible job-creation impact of AI technologies, focusing on the supply side, namely the providers of the new knowledge base. The empirical analysis is based on a worldwide longitudinal dataset of 3,500 front-runner companies that patented the relevant technologies over the period 2000-2016. Obtained from GMM-SYS estimates, our results show a positive and significant impact of AI patent families on employment, supporting the labour-friendly nature of product innovation in the AI supply industries. However, this effect is small in magnitude and limited to service sectors and younger firms, which are the leading actors of the AI revolution. Finally, some evidence of increasing returns seems to emerge; indeed, the innovative companies which are more focused on AI technologies are those obtaining the larger impacts in terms of job creation.



ΣΥΝΤΟΜΟ ΒΙΟΓΡΑΦΙΚΟ ΣΗΜΕΙΩΜΑ ΤΟΥ PROFESSOR MARCO VIVARELLI

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He is author/editor of various books and his papers have been published in journals such as *Cambridge Journal of Economics*, *Canadian Journal of Economics*, *Economics Letters*, *Industrial and Corporate Change*, *International Journal of Industrial Organization*, *Journal of Economics*, *Journal of Evolutionary Economics*, *Journal of Population Economics*, *Journal of Productivity Analysis*, *Labour Economics*, *Oxford Bulletin of Economics and Statistics*, *Regional Studies*, *Research Policy*, *Small Business Economics*, *Southern Economic Journal*, *Technological Forecasting and Social Change*, *World Bank Research Observer*, *World Development*. His current research interests include Economics of Innovation and Industrial Organization issues. Here below some selected publications published in the last 4 years:

- Montobbio, F. - Staccioli, J. - Virgillito, M. - Vivarelli, M. (2021), Robots and the origin of their laboursaving impact, *Technological Forecasting and Social Change*, forthcoming.
- Dawid, H. - Pellegrino, G. - Vivarelli, M. (2021), The role of demand in fostering product vs process innovation: a model and an empirical test, *Journal of Evolutionary Economics*, forthcoming, doi:10.1007/s00191-020-00695-3
- Ugur, M.- Vivarelli, M. (2021), Innovation, firm survival and productivity: The state of the art, *Economics of Innovation and New Technology*, 30, 433-467.

- Dosi, G. - Piva, M.- Virgillito, M. - Vivarelli, M. (2021) Embodied and disembodied technological change: the sectoral patterns of job-creation and job-destruction, *Research Policy*, 50 (4), 10419.
- Arouri, H. - Youssef, A.B - Quatraro, F. - Vivarelli, M. (2020) Drivers of Growth in Tunisia: Young Firms vs Incumbents, *Small Business Economics*, 54, 323-340 .
- Barbieri, L. - Piva, M. - Vivarelli, M. (2019), R&D, Embodied Technological Change and Employment: Evidence from Italian Microdata, *Industrial and Corporate Change*, 28, 203-218.
- Castellani, D. - Schubert, T. - Piva, M. - Vivarelli, M. (2019), R&D and Productivity in the US and the EU: Sectoral Specificities and Differences in the Crisis, *Technological Forecasting and Social Change*, 138, 279-291.
- Van Roy, V. - Vertesy, D. - Vivarelli, M. (2018), Technology and Employment: Mass Unemployment or Job Creation? Empirical Evidence from European Patenting Firms, *Research Policy*, 47, 1762-1776.
- Piva, M. - Tani, M. - Vivarelli, M. (2018), Business Visits, Knowledge Diffusion and Productivity, *Journal of Population Economics*, 31, 1321-1338.
- Castellani, D. - Piva, M. - Schubert, T. - Vivarelli, M. (2018), Can European Productivity Make Progress?, *Intereconomics*, 53, 75-78.