

**The Research Centre of the School of Economics and Business**  
cordially invites you to a research seminar  
on **Wednesday, 29<sup>th</sup> September 2021**  
at **15:30 CEST** in room **P-119**  
at the **School of Economics and Business, University of Ljubljana**  
and via platform **Zoom**

Author:

**Jan C. Fransoo, PhD**

*Tilburg University, Tilburg School of Economics and Management*

will present the article:

## **Next generation supply chain planning: How AI and humans will collaborate**

Extensive data and new AI technologies have the abilities to increasingly support demand forecasting and supply chain planning decisions. Yet, very few companies succeed in implementing these tools to their full potential. Much of this is due to a poor understanding of how humans and organizations actually make decisions. Based on an extensive series of interviews with executives, and studying state of the art technologies, I will present 8 principles for successful integration of new technologies in the decision processes that humans are facing.

Participation is free of charge but prior registration is mandatory.

Please register at <http://raziskave.ef.uni-lj.si/a/1180> by Tuesday, 28<sup>th</sup> September 2021.

The details will be sent prior to the event to signed up users.

**We look forward to seeing you!**