Bol addresses European Union Policy Hub on generative AI

January 8, 2025



Jasmijn Bol, Francis Martin Chair in Business and PwC Professor in Accounting, spoke at the Masterclass series of the European Union Policy Hub in December 2024, sharing her expertise on leveraging generative AI. Her presentation explored innovative AI-human co-creation strategies, such as using AI as an initiator or as a feedback provider. She also provided practical recommendations on when and how to use AI effectively while addressing potential challenges and pitfalls.

Bol's talk was based on research she conducted alongside Shuhua Sun, Callais Professor of Entrepreneurship and associate professor of management, and Eugina Leung, assistant professor of marketing. Their groundbreaking study, funded by a £25,000 grant from The Chartered Institute of Management Accountants,

underscores the Freeman School’s commitment to advancing knowledge at the intersection of technology and business.