In the Age of AI Agents, Results Are Created "Within Society": The Reality of AI Adoption and Implementation in Business



Presenter Mr. Shota Suzuki
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Location Lecture Room 3 (Room 104, 1F), Research Building No. 7

Abstract

When a customer calls with an inquiry, an AI agent answers the phone instead of a human operator, asks what the customer needs, makes flexible decisions based on rules, responds, and then carries out the follow-up procedures. Scenes like this are already appearing one after another in companies. At the same time, many AI initiatives stall at the proof-of-concept (PoC) stage. In the projects I have been involved in, what stopped them was less the performance of the AI model than the fit with the actual work and the agreement of people and organizations.

In this lecture, I will share the reality of implementing AI agents in the day-to-day operations of companies, and look at what happens on the ground before AI agents produce results "within society." How do insights gained from university research come to life in practice, and where do they fall short? In an era when AI is taken for granted, what kind of people create value between humans and AI? The talk is intended for students thinking about where their research leads and about their own careers, and for working professionals responsible for introducing AI in their organizations.

Biography

Shota Suzuki is an Evangelist at Gen-AX. He completed his graduate studies at Nagoya Institute of Technology. As a member of the Takayuki Ito Laboratory, he worked on AI agents that act as facilitators on large-scale online discussion platforms, and received an Excellence Award at the Annual Conference of the Japanese Society for Artificial Intelligence. In 2021 he joined SoftBank Corp., where he helped launch "Axross Recipe," a new business offering AI/DX talent development and adoption support that can be applied directly to work, and expanded it to more than 200 client companies. While developing himself as a next-generation leader through SoftBank Academia, he was active as an AI evangelist focusing on the business use of emerging technologies. In October 2024 he joined Gen-AX to further advance the social implementation of AI and business innovation.