

# Trust me if you can

**Social Design Thinking Lab für Unternehmen,  
um KI Anwendungen zu begreifen**

Margarethe Überwimmer, Global Sales and Marketing, FH OÖ  
Elisabeth Frankus, Institute for Advanced Studies





# Global Sales and Marketing



# Trust – the critical success factor

Experiences



# AI Social Design Thinking Lab (AI SDT-Lab)

- **INTERREG AT-CZ** project  
collaboration: University of Economics in Prague (VSE), South Bohemia Science & Technology Park (JVTP), Institute for Advanced Studies (IHS), FH OÖ – Global Sales and Marketing (GSM)
- **Aim:** identifying the barriers, needs, competences which export oriented companies (B2B Marketing & Sales), SMEs and start-ups in Vienna, Upper Austria and South Bohemia face when they wish to implement AI
- **Outputs:**
  - Two physical labs (one in Austria and one in South Bohemia)
  - Development of three training modules



# Literature Review & Qualitative Study in Austria

## Literature

- Scientific literature
- Regional, national and European strategic papers
- Other related documents
- Relevant websites pages
- etc.



## Expert Interviews (IHS)

- CEOs of Viennese AI developers / providers (start-ups)
- Head of an Digital Innovation Hub
- Representative of the City of Vienna
- Researcher
- Programme manager of the "AI marketplace"



## Expert Interviews (FH OÖ)

- Representative of the Austrian Chamber of Commerce
- Representatives of AI applications in the Upper Austrian Area
- Representatives of leading export companies in the Upper Austrian Area
- Representative of Women in AI (Austria) who is at the same time an AI consultant



INSTITUT FÜR HÖHERE STUDIEN  
INSTITUTE FOR ADVANCED STUDIES  
Vienna

# The top 3 Showstoppers to a successful AI implementation in Austria

## Main barriers identified

- Lack of trust in AI
- Lack of an AI-driven mentality and structural plan on how to change the organization to welcome the new technology
- High costs and uncertainty about the benefits of AI



## Competences

- Responsible Research and Innovation Measures
- AI Qualification
- Supporting actions for organizations in Austria



## How to cope with it

- Increase trust in and acceptance of AI systems
- Increase AI knowledge
- Set up structure measures to support organizations

# Road to a successful AI implementation

## Organizational factors

- Top management commitment
- Adequate AI knowledge
- Constant training sessions
- AI-driven team
- Adequate financial resources
- A step-by-step implementation mindset
- Standardised AI Policies

## Supporting organizations

- Advising and supporting companies (roundtables, conferences, webinars)
- Providing best practices within a company's same industry
- More training opportunities (FHOÖ/universities, FFG, DigiHubs)

## An ideal AI implementation

- Happens when management is open and focused on change and innovation
- Deserves strategic thinking and planning
- It is a long-term strategy
- Requires trust-building measures, activities and constant reviews

# Lab's Open Days in Steyr, Upper Austria

## CONTENT

- An **AI testbed** with a selection of Sales & Marketing AI-powered applications featuring, e.g.
  - Lead generation tools
  - Content marketing apps
  - A facial recognition tool
  - Salesforce training tools
- **Two different phases:** open exhibition + AI SDT LAB

## TARGET GROUPS

1. Austrian **companies** (Marketing & Sales)
2. Austrian **policy makers**
3. Global Sales & Marketing **students** from the University of Applied Sciences, Campus Steyr
4. **Pupils**

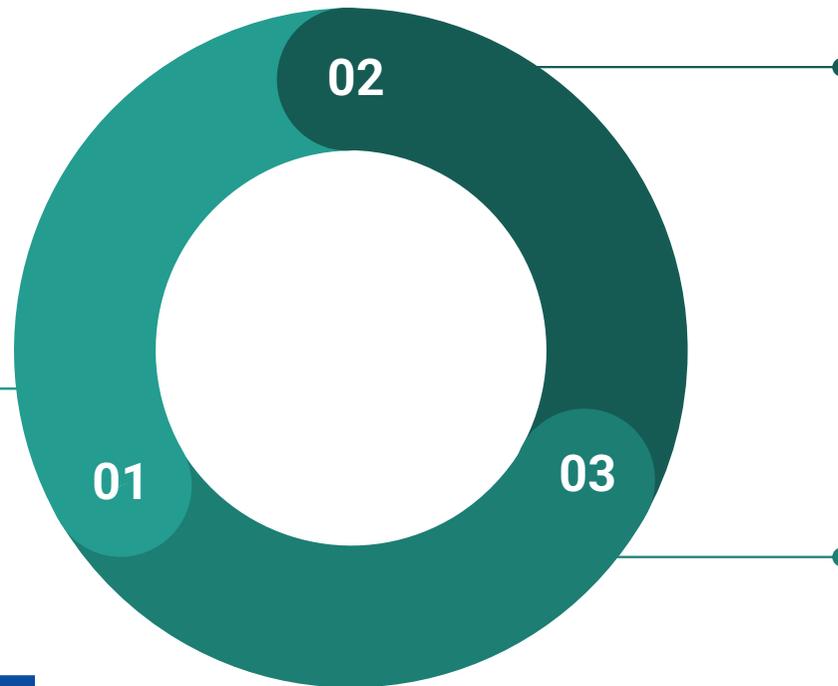
## AIMS

- **Exchange of AI experiences**
- Collecting **feedback**
- **Stimulating conversations on trust and ethical reflections towards AI**
- Gathering valuable information for the set up of the three AI-based training modules

# Austrian Open Days Main Learnings – Companies

## How should responsible AI look like?

- Humans decide
- Liability questions needs to be answered
- Setting boundaries
- Legal framework needed



## How to generate trust?

- Help of Governments
- AI-first mentality organizations
- Wider public promoting AI to the young generations and keeping informed

## Top Ethical Aspects

- Gender equality
- Racism
- Human > Machine
- Predictive crime

# Outlook – Training Modules

## Content - Layers



Technological  
knowledge &  
transparency



Value  
for  
Sales



Ethical  
aspects

# Contacts & Useful Links



## **FH-Prof. DI Dr. Margarethe Überwimmer**

**Head of Studies Global Sales and Marketing  
Head of Research Area Global Business Management**

---

**Email: [margarethe.ueberwimmer@fh-steyr.at](mailto:margarethe.ueberwimmer@fh-steyr.at)**

**Tel: +43 (0)664 80484 33612**

Visit <https://www.global-business.at/en/> for all information.