



Newsletter_Editorial_1/2024

“Pervasive” is one of the features more commonly associated with digital transformation and the rise of AI.

This issue of the Luiss Research Newsbook, fully renewed and more user friendly for the reader, provides a clear - although not exhaustive - picture of how research on these topics is pervasive within our University. Several departments and research teams are currently working on AI and Digital from different but complementary perspectives. The impact of AI on brand trust and consumer behavior; the regulatory and governance issues together with the changing attitudes in the realm of legal studies; the revolutionary consequences for finance and competition are only some of the research topics Luiss scholars are currently investigating, as you will find here.

Furthermore, the first edition of the Luiss Research Day scheduled next June 24th will be devoted to Antitrust in Digital Markets and largely centered on these technological and intellectual advances. Luiss is proud to announce that Jean Tirole, one of the most outstanding scholars in economics and a Nobel Prize winner, will deliver the keynote address that day.

AI and digital transformation are reshaping our lifestyles and our mindsets. No doubt Luiss Research teams will be working on this in the years to come, with our own special way of looking at the human side of technological developments. To quote the famous robophychologist Susan Calvin’s statement from 1955: “‘Find what’s wrong’ is not a command for a robot, but only for a human being. The human brain, until now at least, is beyond any calculus”.

Stefano Manzocchi

Deputy Rector for Research