



DOCTORATS  
INDUSTRIALS



# PROJECTE DE DOCTORAT INDUSTRIAL EXPEDIENT 2014 DI 060

## DADES DE L'EMPRESA I DE L'ENTORN ACADÈMIC

### **Títol del projecte**

DISEÑO DE METODOS DE INTELIGENCIA ARTIFICIAL PARA LA AUTOMATIZACIÓN DE LA GESTIÓN

### **Empresa**

CHANGE MANAGEMENT TOOL, S.L.U.

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## BREU DESCRIPCIÓ DEL PROJECTE DE RECERCA

A new generation of solutions for the change management in organizations must give support to organization strategic management by introducing automation to accelerate decision-making. The implementation of automatic mechanisms for the decision support requires the development of algorithms capable of dealing with a large amount of data in a smart way, and able to be easily integrated into business management systems.

The goal of this Ph.D. thesis is the design of methods and experiments that support the hypothesis that competitiveness improving depends on an intelligent and continuous change in the strategic plans of the organization. The work will investigate in Artificial Intelligence techniques to offer automatic mechanisms that demonstrate provide adequate support to the process of managing change in organizations. In particular, the work will investigate, apply and offer new results in the area of normative systems, trust and reputation models and optimization techniques.

The aim is that the computer-mediated resulting methods and systems will allow modelling of complex and distributed organizations, will permit to provide recommendations on the action plans that achieve strategic goals, and recommendations on the most suitable investment plans for a balanced growth. They will be able to relate the activity of the organization with the strengths and weaknesses of human resources for a sustainable productivity and will facilitate a more effective involvement of human resources in innovation processes.



Generalitat de Catalunya  
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