

# Andrea Percudani

UNIVERSITÀ CATTOLICA del Sacro Cuore



## KEY-WORDS:

AI – Entrepreneurship – Innovation

## PROFILE

I am a first-year PhD student specialized in Innovation and Entrepreneurship. I had several international experiences (San Francisco and Innsbruck) to challenge myself and boost my growth.

## AFFILIATION

Department of Economics and Law at Università Cattolica del Sacro Cuore,  
CERSI – Research Centre for Entrepreneurial Development

## LANGUAGES



Mother language



Level C1



Level B1

## HOW TO REACH ME

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## REFERENCE CONTACT

Prof. Fabio Antoldi

## PROJECT TITLE

**“How does the generative AI influence the entrepreneurial decision-making process of startup founders?”**

## STEPS OF THE RESEARCH

- Setting development for controlled experiment
- Appropriate identification of the startup's founders as panel to study
- Conducting the experiment and track variables of interest
- Interviewing the panel of entrepreneurs to find-out deeper insights

## MAIN RESULTS

Work in progress

## RESEARCH CONTRIBUTION

Assessing opportunities and risks associated with the use of generative AI in the entrepreneurial process. Understanding how entrepreneurship related to cutting-edge technology can underpin growth in the agri-food industry.

## WHY SHOULD YOU CARE?

ChatGPT has been one of the fastest growing technologies of all time (100 million users in 2.5 months). It has emerged as a trend-setter in the technology landscape, driving investment and simplifying business operations, as well as being widely used in everyday life.

Gen AI is in the spotlight of the business world and is also gaining ground in the academic landscape. Its impact associated with entrepreneurship remains unclear, reflecting the relevance of this study.