



University  
of Basel

Center for Innovation Economics Basel | CIEB



# Competitiveness in the Age of AI

Thursday | June 4, 2026 | 18:15 - 19:45  
Aula, Kollegienhaus, University of Basel

*Speaker:*  
**Dr. Andrew McAfee**  
MIT Sloan School  
of Management

Bestselling  
Author of  
**The Geek Way**  
The Economist's Best  
Books of the Year

Lecture Series on Innovation in the Global Economy



# Competitiveness in the Age of AI

Thursday | June 4, 2026 | 18:15 - 19:45  
Aula, Kollegienhaus, University of Basel

## Programme

---

**18.15 Welcome and Introduction**  
Rolf Weder

---

**18.20 Speaker**  
Andrew McAfee

---

**19.15 Discussion**  
Andrew McAfee  
Rolf Weder  
and Audience

---

**19.45 Apéro**

---

Artificial intelligence promises major advances in productivity, innovation, and business performance. Yet for many firms, the key challenge lies in how to use and implement it. This challenge is particularly relevant for many successful firms in Switzerland and throughout Europe, where established routines, proven business models, and long-standing organizational strengths can make the adoption of AI difficult.

In his public lecture, Dr. Andrew McAfee from the MIT Sloan School of Management will discuss why AI matters for firms and how its successful application depends on more than technological capabilities alone. Drawing on his research on the digital economy and his recent book “The Geek Way”, he will argue that firms benefit most from AI when they combine new technologies with organizational cultures built on science, ownership, speed, and openness. Don’t miss this unique opportunity to exchange ideas and learn from one of the world’s leading experts in the field.

## Lecture Series on Innovation in the Global Economy

The Lecture Series provides a platform for renowned researchers in Business and Economics to present their research results and thoughts on “Innovation in the Global Economy” to a broad audience. The events tackle the challenges of globalization and new technologies for society, policy makers and companies. They also focus on the determinants of innovation in open economies. The discussion plays an important role in the Lecture Series. We are grateful for the support by the Claudine and Hans-Heiner Zaeslin-Bustany-Foundation and Dr. h.c. Rudolf Maag.



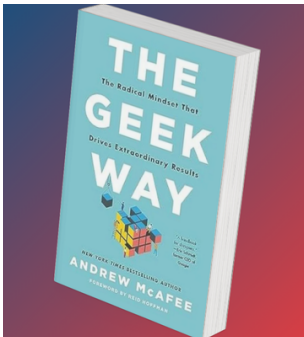
## **Dr. Andrew McAfee / Speaker**

Andrew McAfee is a Principal Research Scientist at the MIT Sloan School of Management, co-founder and co-director of MIT's Initiative on the Digital Economy. He studies how information technology affects business and the economy -- particularly, the way companies perform, organize themselves, and compete. He is a co-author of the New York Times bestselling book, "The Second Machine Age" (2014), and "Machine Platform Crowd" (2017) -- both with Erik Brynjolfsson (Stanford). His most recent book "The Geek Way. The Radical Mindset That Drives Extraordinary Results" was awarded "The Economist's Best Books of 2023", "Forbes Top 10 Business Books of 2023", and "Financial Times' Monthly Best Business Books to Read Pick". Former CEO of Google, Eric Schmidt, describes the book as "a Handbook for Disruptors". He regularly writes for the Harvard Business Review, The Economist or the New York Times, for example. He talks on CNN, at the WEF, TED and many other highly attended events. He advised the world's largest corporations and organizations ranging from the IMF to the Boston Red Sox and the US Intelligence Community. He is the founder of the generative AI company Workhelix. Andrew McAfee is named on the "Thinkers50 list of the world's top management thinkers".



## **Prof. Rolf Weder / Host**

Rolf Weder is Professor of International Economics at the University of Basel and head of the Center for Innovation Economics Basel (CIEB).



## **Latest Book:**

Andrew McAfee reveals a new way to get big things done. Mixing cutting-edge science, history, analysis, and stories, this book will change how you think about work, teams, projects, and culture. It will also give you the insight and tools you need to harness your superpowers of learning and cooperation.



**December 1<sup>st</sup> 2022**

Prof. J. Bradford Jensen / Georgetown University



**May 16<sup>th</sup> 2023**

Prof. Gene M. Grossmann / Princeton University



**November 2<sup>nd</sup> 2023**

Prof. Dave Donaldson / Massachusetts Institute of Technology



**May 30<sup>th</sup> 2024**

Prof. Philippe Aghion / Collège de France, INSEAD and LSE



**December 5<sup>th</sup> 2024**

Prof. Pol Antràs / Harvard University



**December 11<sup>th</sup> 2025**

Prof. Stefanie Stantcheva / Harvard University



**June 4<sup>th</sup> 2026**

Dr. Andrew McAfee / Massachusetts Institute of Technology

## Registration Form

Please register for the event using the QR-code  
or this Link: <https://forms.gle/xi7mdzDAGyuTWgW6A>

**Registration is appreciated but not mandatory**

The event is organized by the Center for Innovation  
Economics Basel (CIEB)



**Educating  
Talents**  
since 1460.

University of Basel  
Faculty of Business and Economics  
Peter Merian Weg 6  
4052 Basel  
Switzerland

[www.cieb.unibas.ch](http://www.cieb.unibas.ch)

Network Partners:



**EUROPA INSTITUT**  
Institute for European Global Studies

**ALUMNI  
WWZ BASEL**

**RDS**  
Responsible Digital Society