

# An Overview of Engagement

Dear Colleagues and Partners,

Welcome to The Hub at Columbia Business School. The Hub's mission is to tackle today's most pressing challenges by fostering collaboration among scholars, practitioners, policymakers, and the broader public. Recognizing the pivotal role businesses and policymakers can play in addressing societal issues, The Hub aims to be at the forefront of these efforts, providing innovative solutions, fostering meaningful change, and amplifying thought leadership at CBS and beyond.

In its first two years, The Hub has succeeded in advancing research, programming, and community engagement through three key initiatives: Business, AI, and Democracy (BAID), the Future of Capitalism, and Think Bigger Innovations. Together, these initiatives hosted more than 30 unique programs, including expert meetings, summits, and conferences. Speaker appearances featured notable figures including Sergei Guriev, Dean and Professor of Economics at London Business School; Slawomir Krupa, CEO of Societe Generale; Gillian Tett, Provost of King's College, Cambridge; Scott P. Willoughby, VP and program manager for the James Webb Space Telescope program at Northrop Grumman; and venture capitalist Vinod Khosla. These events have laid a strong foundation for The Hub's future growth and success by:

- Creating a space for productive dialogue between a diverse range of stakeholders

- Promoting collaborations and meaningful discussions among policymakers, researchers, and business leaders
- Producing research papers
- Engaging the non-CBS community through targeted outreach and inclusive initiative
- Elevating CBS thought leadership by showcasing research, hosting public events, and leveraging media platforms

Additionally, we successfully launched The Hub's Student Advisory Board, which has been instrumental in engaging students with our initiatives and fostering greater community involvement. This board has allowed us to integrate student perspectives into our work, further enhancing the impact and reach of The Hub.

Each initiative has contributed uniquely to The Hub's mission, and we are excited to share the highlights of the achievements and the engagement and research fostered through these efforts.

As we conclude this initial phase of The Hub's work, we extend our deepest gratitude to our faculty fellows for each initiative – Glenn Hubbard, Bruce Kogut, and Sheena Iyengar – for their remarkable success and dedicated service. Their contributions have been invaluable to The Hub's progress and impact. Special thanks also to Kevin Erixson, The Hub's Senior Associate Director for his tireless efforts, dedication and leadership in making The Hub a success.

Looking ahead, we are pleased to announce that The Hub will be leading the CBS Distinguished Speaker Series. This series will feature prominent thought leaders from diverse disciplines and backgrounds, providing our community with unparalleled insights and opportunities for engagement. The Hub will continue to host events and expert meetings that bring together policymakers, researchers, and business leaders on critical topics at the intersection of business and society.

For more information on The Hub's initiatives, future programming, and events, please visit our webpage at [business.columbia.edu/hub](https://business.columbia.edu/hub).

Thank you for your continued support and partnership. Together, we are shaping a better future for business and society.

Sincerely,



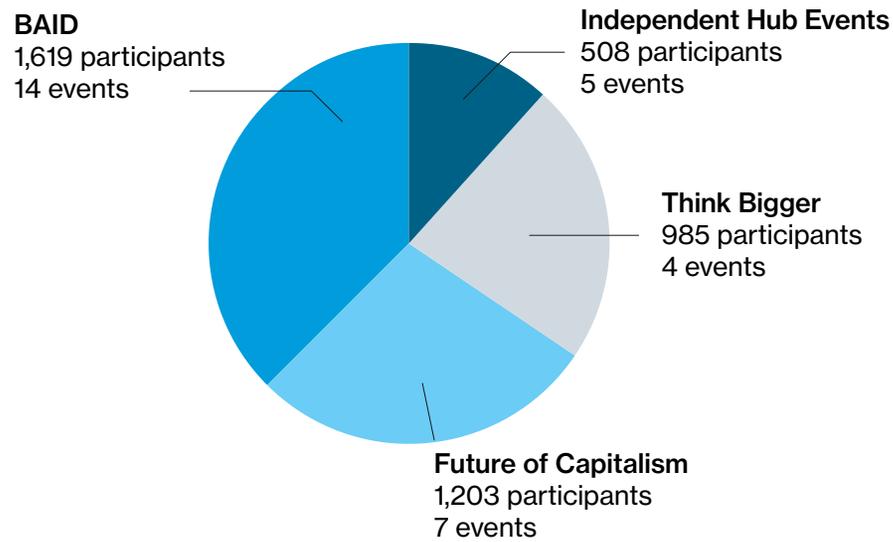
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# By the Numbers: The Hub Programming, 2023–24

## Event Registration and Number of Events by Initiative



### BAID

- 12 Programs
- 1 Expert Meeting
- 1 Conference

### Future of Capitalism

- 6 Programs
- 1 Conference

### Think Bigger Innovations

- 2 Expert Meetings
- 2 Summits

### Independent Hub Events

- 5 Programs

## Student Advisory Board

The Hub's Student Advisory Board, launched in Fall 2023, is composed of 12 MBA, Executive MBA, MS, and PhD students from Columbia Business School. This board provides essential student perspectives on The Hub's initiatives by collaborating with staff, offering valuable feedback, and organizing events with innovative speakers and research topics. Their input significantly shapes The Hub's activities and outreach efforts. After successfully hosting their first program in Spring 2024, the board is ready to grow further, introducing new programs, and continuing to develop more robust structures and frameworks.

For more information about the Student Advisory Board, visit [business.columbia.edu/hub/student-advisory-board](https://business.columbia.edu/hub/student-advisory-board)

## Co-Sponsors and Partners

### CBS Centers and Programs

- Bernstein Center for Leadership and Ethics
- Center for Advanced Technology and Human Performance
- Digital Futures Initiative
- Paul Milstein Center for Real Estate
- Tamer Institute for Social Enterprise and Climate Change

### Columbia University Departments, Schools, and Initiatives

- Columbia Alliance Program
- Columbia Law School
- Columbia University Irving Medical Center
- Data Science Institute
- Department of Economics
- School of International and Public Affairs
- School of Journalism
- Sciences Po

### CBS Student Groups

- Adam Smith Society
- Green Business Club
- The Hub's Student Advisory Board

### Individual Partners and Contributors

- Columbia Faculty: 49
- Non-Columbia Faculty: 16
- CEOs/Founders: 15
- Government Officials: 20

# Business, AI, Democracy (BAID)

## AI & Democracy

## AI & Democracy



The Hub's BAID initiative explored the ways in which social and traditional media, government regulation, misinformation, and emerging technologies are influencing democratic processes and, by extension, business practices. As democracy faces significant challenges and the role of business is increasingly intertwined with these societal shifts, BAID investigated how businesses can navigate and contribute positively to the democratic landscape, ensuring that both private and social objectives can be met in a sustainable and innovative manner.

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## BAID Programming

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### 2023-24 Academic Year

- The Next AI: A Conversation with Hod Lipson **September 2023**
- AI & State Propaganda: A Conversation with Renee DiResta **November 2023**
- Combating Misinformation: A Consumer Psychology Perspective **November 2023**
- Into the Storm: Journalism and Democracy on January 6th **December 2023**
- Expert Meeting, “The Effects of AI on Democracy,” **December 2023**
- Empowering Ukraine’s Future: A Conversation with Oksana Matiash **March 2024**
- Confronting Misinformation: A Conversation with Mikhail Zygar **April 2024**
- The BAID Conference **May 2024**

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### Other Programs

- Democratizing Alternative Energy Solutions to Cities **February 2023**
- A Marshall Plan for a Democratic Ukraine **March 2023**
- Russian Media During the War **April 2023**
- AI, Democratic Finance, and the Future of Big Banks:  
A Conversation with Slawomir Krupa **April 2023**
- Friend or Foe? Big Data as a Window into Our Psychology **May 2023**
- How Data Happened: An Author Talk with Chris Wiggins **July 2023**
- Spin Dictators and Tools of Misinformation: A Conversation with  
Sergei Guriev **October 2022**

## Research: BAID



### **Super Mario Meets AI: Experimental Effects of Automation and Skills on Team Performance and Coordination**

By Fabrizio Dell'Acqua, Bruce Kogut, Patryk Perkowski  
Published in *The Review of Economics and Statistics* 1–47.



### **Opinion: Elon Musk Has Turned X (Twitter) into a Free-for-All — And Here's the Proof**

By Gita Johar  
Published in *MarketWatch*, February 3, 2024.

## The Future of Capitalism

A photograph showing two men in a discussion. The man on the right is older, with white hair, wearing a grey blazer over a light blue shirt and dark trousers. He is gesturing with his hands while speaking. The man on the left is younger, wearing a dark blue suit jacket and glasses, listening attentively. They are seated in orange chairs in a modern, brightly lit room with large windows and white structural elements in the background.

**Is capitalism working for all of us? The Hub's Future of Capitalism initiative explored this critical question by examining four key forces driving new ideas about capitalism, including changes in the economic environment, the roles of investors in influencing business decision-making, the effects of social movements on business decision-making, and actions by individual firms or groups of firms to address climate change. Through rigorous research, engaging discussions, and impactful events, the initiative sought to address these pressures and identify pathways for a more inclusive and sustainable economic system.**

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## The Future of Capitalism Programming

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### 2023-24 Academic Year

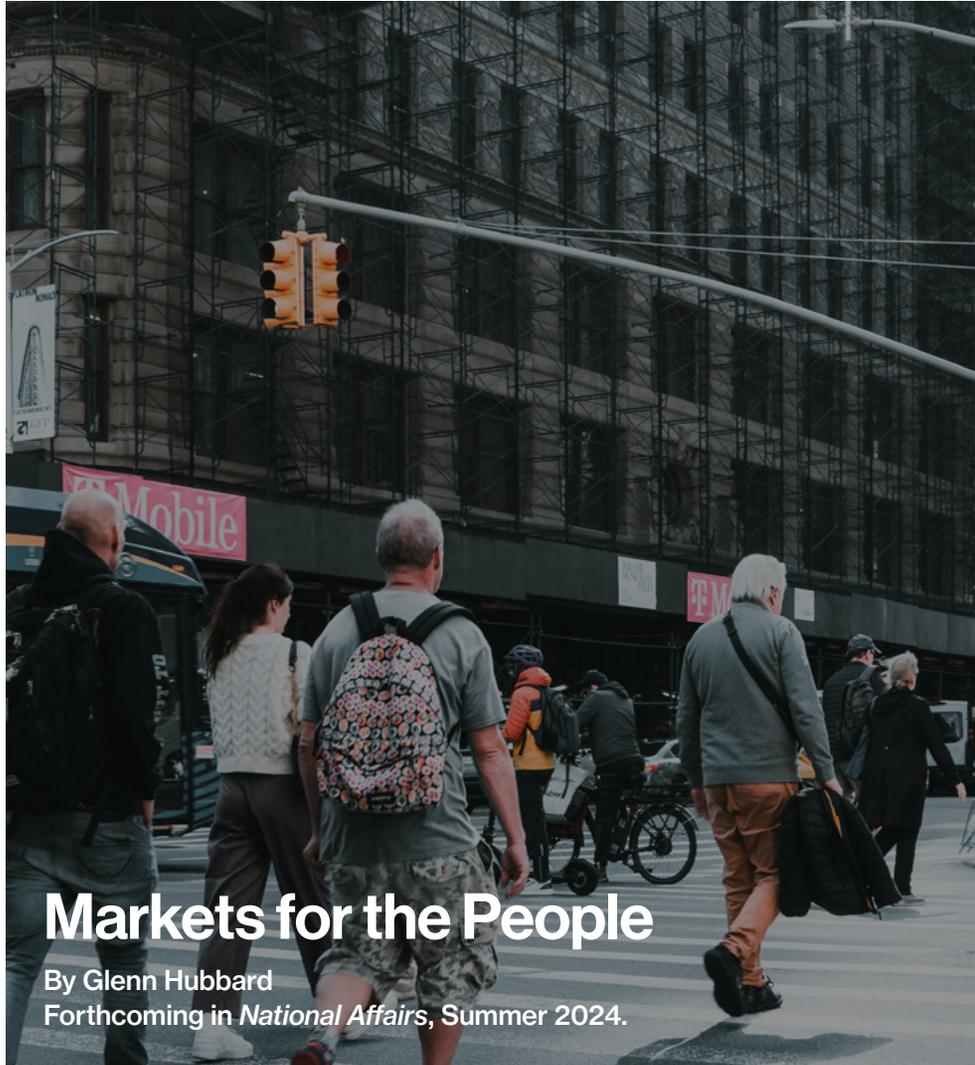
- Rethinking Capitalism: Is the Current System Working for America? **September 2023**
- Adam Smith's 300th Birthday: Thoughts for Business and Society **October 2023**
- Business & Society Conference: What's New? **November 2023**
- Capitalism XXL: A Conversation with Guest Geert Noel **December 2023**
- Everyday Freedom: A Conversation with Philip K. Howard **March 2024**

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### Other Programs

- A Discussion with Nobel Prize Recipient Ned Phelps **January 2023**
- A Discussion with Nobel Prize Recipient Joseph Stiglitz **February 2023**

## Research: The Future of Capitalism



### Markets for the People

By Glenn Hubbard  
Forthcoming in *National Affairs*, Summer 2024.

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### Research presented at the Future of Capitalism 2023 Conference

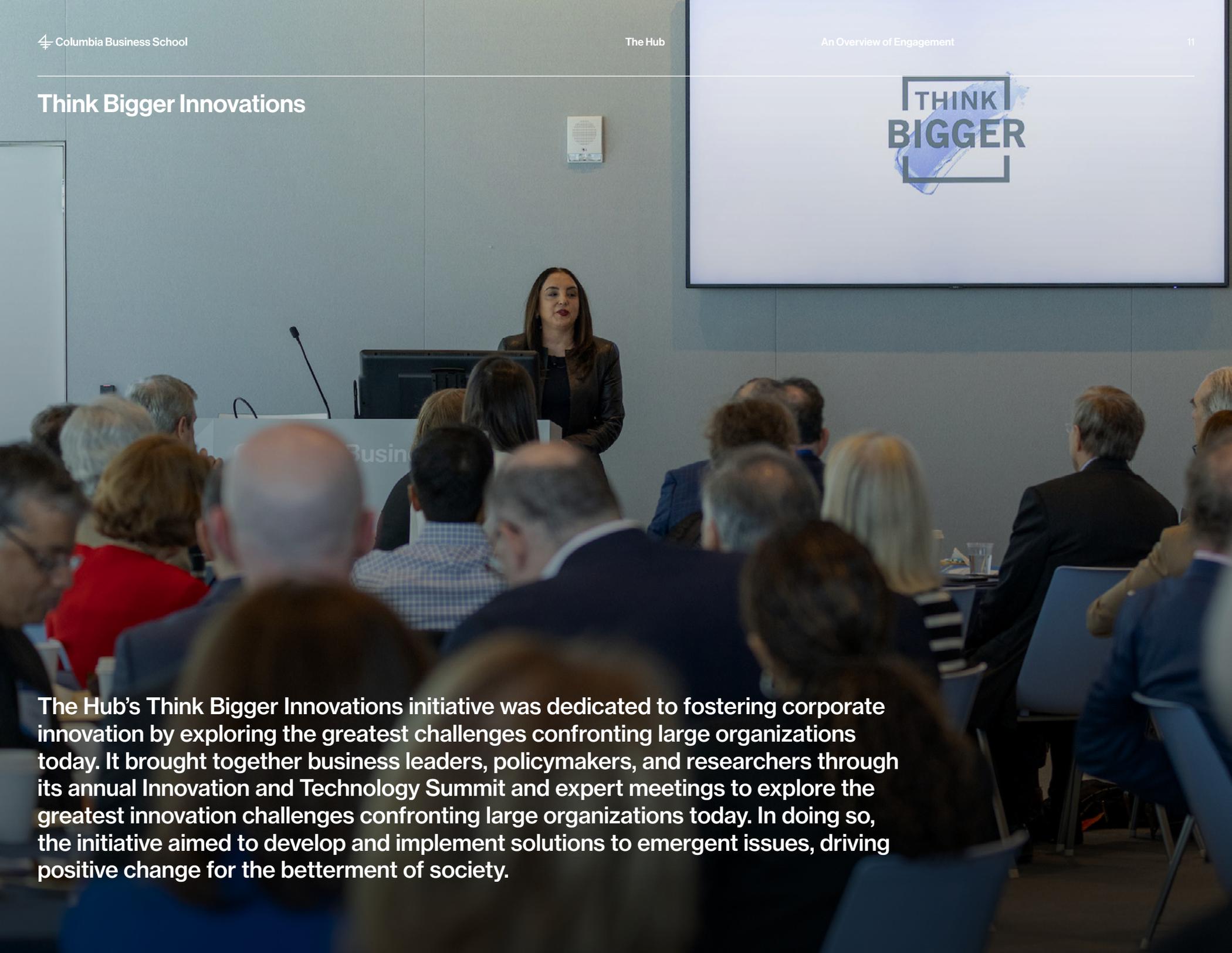
“Is Capitalism Working for Today’s Workers?”  
By Ann Bartel

“Friedman (1970) and Shareholder Primacy”  
By Glenn Hubbard

“Corporate Action with Government Inaction: GDPR, Privacy Rights, and the Emergence of Data Markets”  
By Jacopo Perego

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## Think Bigger Innovations

A woman with long dark hair, wearing a dark jacket, stands at a podium in a lecture hall, addressing an audience. The audience is seated in rows of blue chairs, seen from behind. A large screen behind her displays the text 'THINK BIGGER' in a bold, sans-serif font, with a blue brushstroke graphic behind the words. The room has a modern, minimalist aesthetic with light-colored walls and a small speaker mounted on the wall.

THINK  
BIGGER

The Hub's Think Bigger Innovations initiative was dedicated to fostering corporate innovation by exploring the greatest challenges confronting large organizations today. It brought together business leaders, policymakers, and researchers through its annual Innovation and Technology Summit and expert meetings to explore the greatest innovation challenges confronting large organizations today. In doing so, the initiative aimed to develop and implement solutions to emergent issues, driving positive change for the betterment of society.

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## Think Bigger Innovations Programming

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### 2023-24 Academic Year

- Expert Meeting, “The Future of NYC Real Estate” **December 2023**
- Expert Meeting, “Catalyzing the New York Deep Tech Ecosystem” **March 2024**
- The Think Bigger Innovation and Technology Summit **April 2024**

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### Other Programs

- The Think Bigger Innovations Summit **May 2023**

## Research: Think Bigger Innovations

White Paper



### The Future of NYC Real Estate - A Think Bigger Innovations Workshop

By Chris Byrns and Stijn Van Nieuwerburgh  
March 7, 2024

White Paper



### Catalyzing the New York Deep Tech Ecosystem

By Jorge Guzman, Orin Herskowitz, Dmytro Pokhylko,  
Maria Rahmany, and Sheena Iyengar

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## Other Programming: Independent and Co-Sponsored Hub Events

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### 2023-24 Academic Year

- Dialogue Across Difference: Lessons from Bridging the American Divides **February 2024**
- Unleashing the Power of Economy: Addressing the Climate Crisis with German Vice Chancellor, Dr. Robert Habeck **March 2024**
- Women, Money, Power: A Conversation with Josie Cox **March 2024**
- Navigating Tomorrow: Leadership Priorities and the Role of AI **April 2024**
- The Future of NYC Real Estate: A White Paper Review with Stijn Van Nieuwerburgh **April 2024**