

Innovación y productividad en la era de la Inteligencia Artificial: Prioridades de política

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18 de Marzo de 2025

PROMPT:

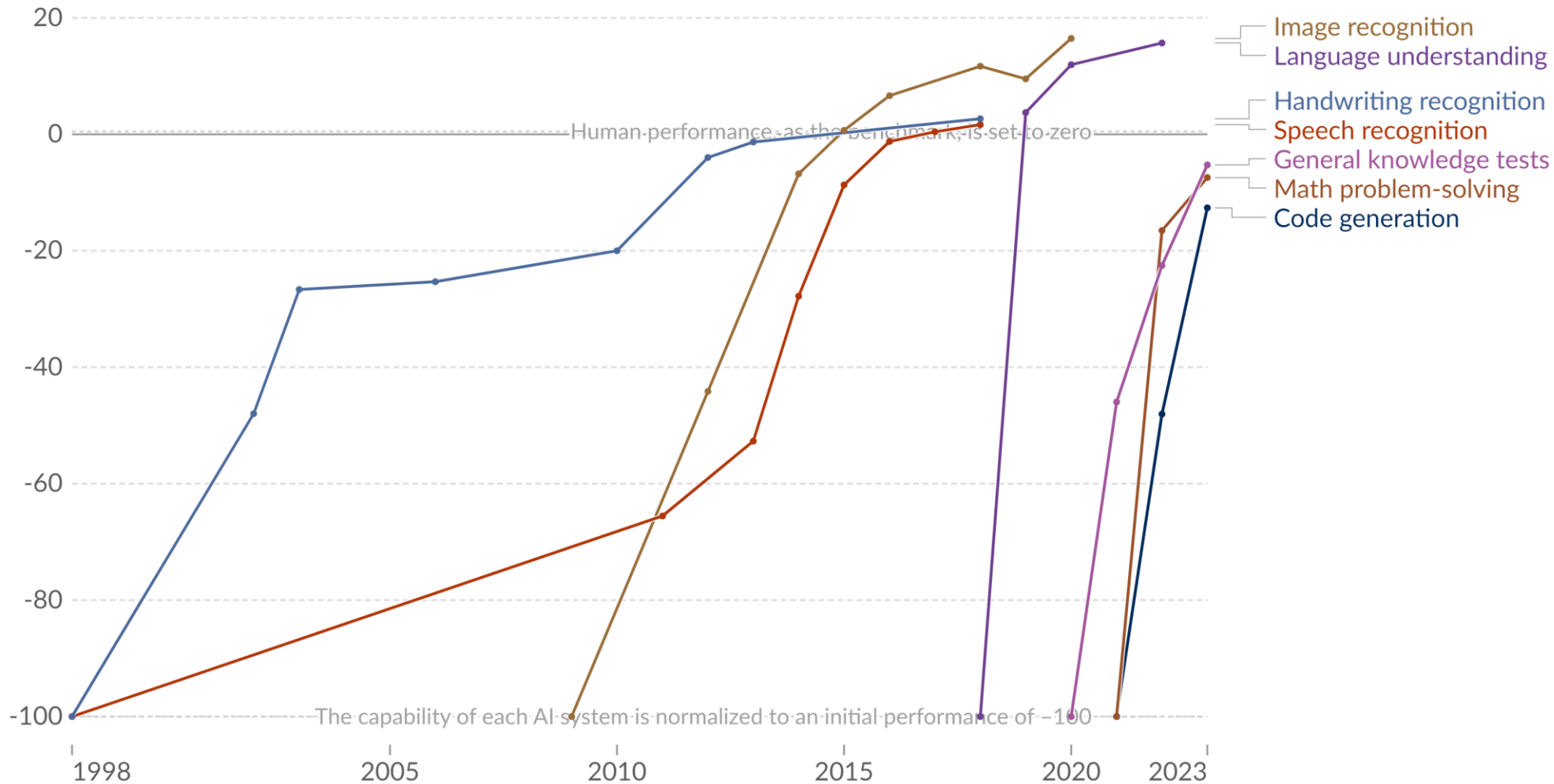
"Diverse group of Latin American professionals collaborating on AI technology, direct frontal view."



AI-generated image

Test scores of AI systems on various capabilities relative to human performance

Within each domain, the initial performance of the AI is set to -100. Human performance is used as a baseline, set to zero. When the AI's performance crosses the zero line, it scored more points than humans.

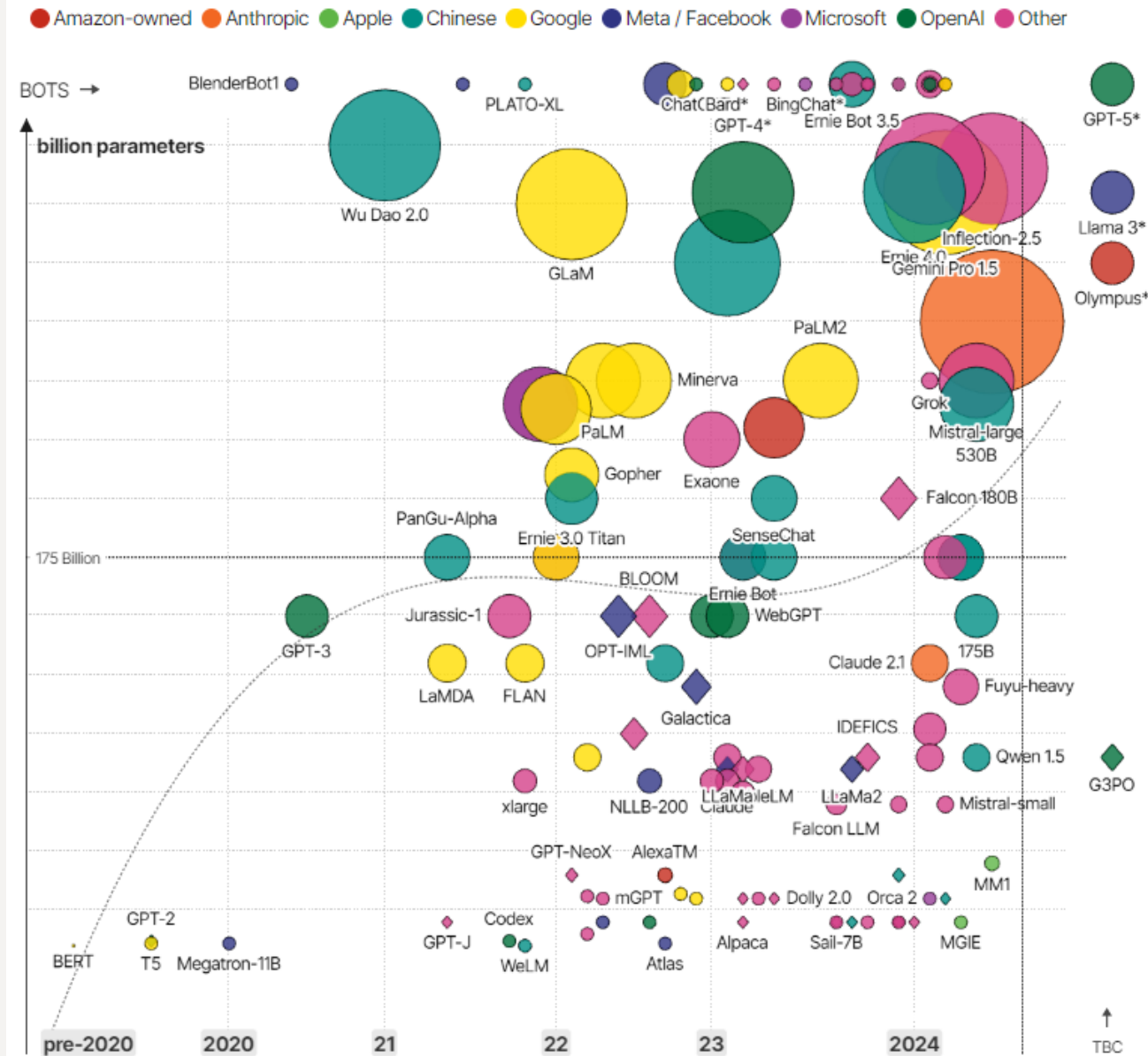


Data source: Kiela et al. (2023)

OurWorldinData.org/artificial-intelligence | CC BY

Note: For each capability, the first year always shows a baseline of -100, even if better performance was recorded later that year.

The Rise and Rise of A.I. Large Language Models (LLMs) & their associated bots like ChatGPT



Enfoque para la política de IA

→ Los fundamentos

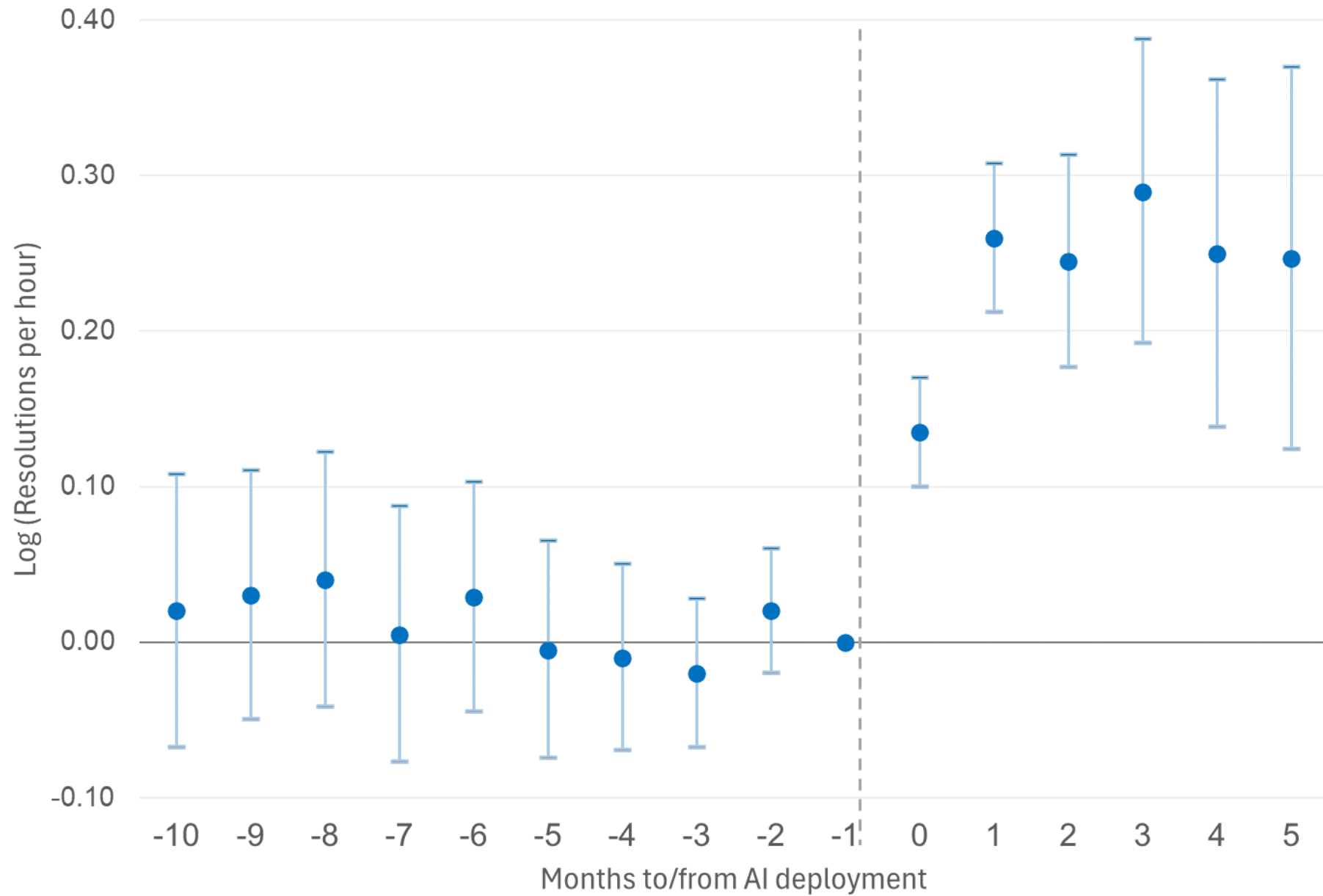
¿Qué es?

- Tecnología de predicción
- Datos + Cómputo + Personas

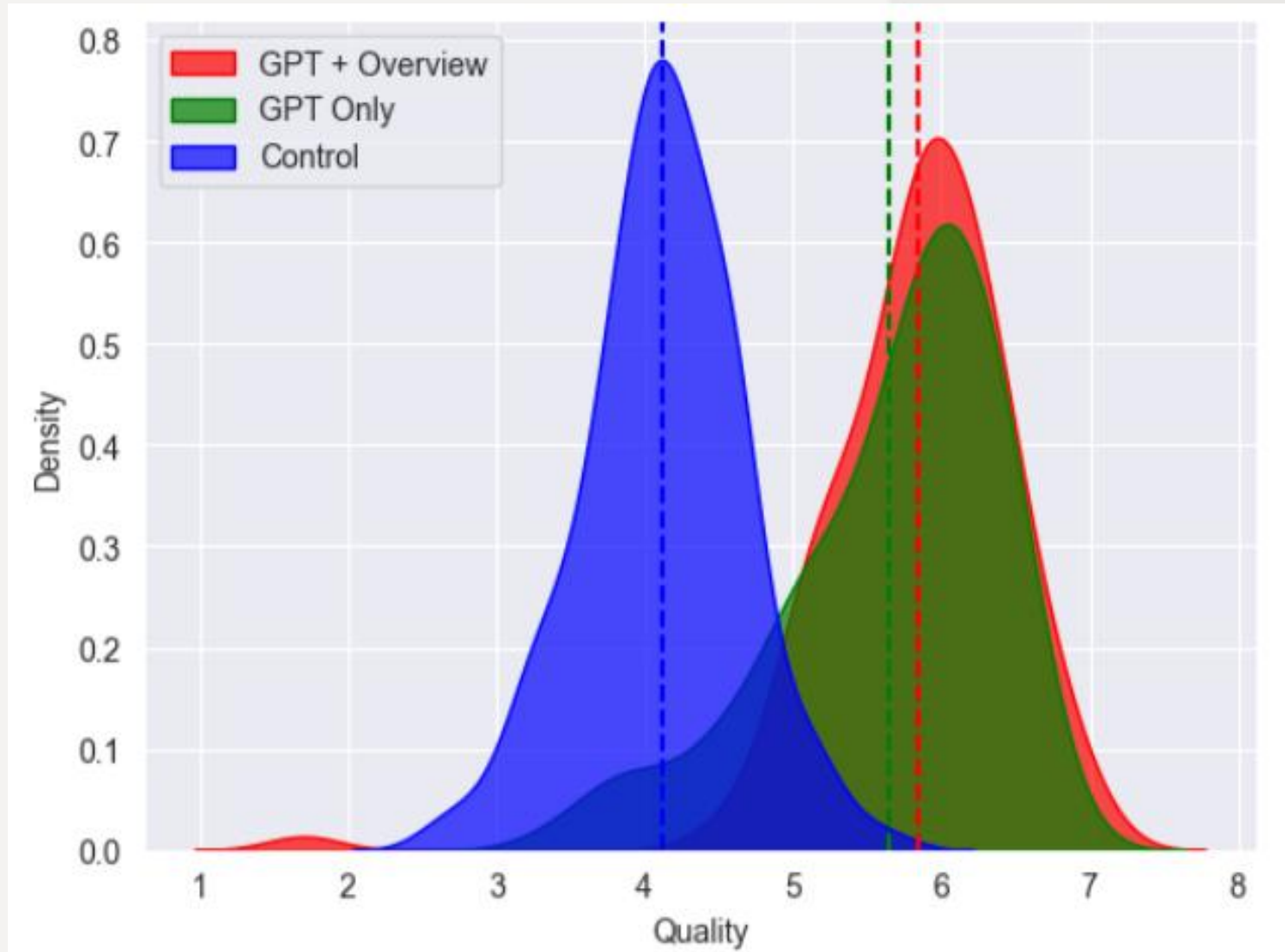
¿Por qué es importante?

- Tecnología de Propósito General (GPT)*
 - Aplicaciones universales
 - Mejora con el tiempo
 - Cataliza innovaciones en otros sectores
- Nuevo método de invención

Customer service agents' productivity



Knowledge worker quality



Efectos en la industria creativa

First Major Brand Utilizes Sora for Video Commercial

First Major Brand Utilizes Sora for Video Commercial

2024-08-27 · NEWS · 1 MIN READ



In April, Toys R Us partnered with AI marketing company Native Foreign to release the “first ever brand film” created with Sora, [OpenAI's flagship generative](#) AI model. The result hit hard on the industry. A few hours ago, Native Foreign published the prompt. [Explore it below.](#)

Fuente: Y.M.Cinema Magazine (27 de agosto de 2024)

Artificial Intelligence

ByteDance joins OpenAI's Sora rivals with AI video app launch

By Reuters

August 6, 2024 8:32 AM GMT-3 · Updated 23 days ago



Fuente: Reuters (6 de agosto de 2024)

Efectos en la industria creativa

NEWS | ARTIFICIAL INTELLIGENCE

AI Copilots Are Changing How Coding Is Taught > Professors are shifting away from syntax and emphasizing higher-level skills

BY RINA DIANE CABALLAR | 02 MAY 2024 | 4 MIN READ | 
Rina Diane Caballar is a Contributing Editor covering tech and its intersections with science, society, and the environment.

Fuente: IEEE Spectrum (2 de mayo de 2024)

Microsoft's AI Copilot is beginning to automate the coding industry

Bloomberg News

May 2, 2024

Fuente: Bloomberg News (2 de mayo de 2024)

Table 6.1: Impact of ChatGPT in software development

	DID	SC	SDID
Panel A. <i>Num Pushes per 100k</i>			
Chat GPT Available	899.268*** (147.395)	595.059 (437.061)	645.623*** (146.445)
Observations	2352	2352	2352
Baseline Mean Outcome	741.5	741.5	741.5
Panel B. <i>Num Repos per 100k</i>			
Chat GPT Available	1657.141*** (342.453)	464.735 (620.581)	204.734 (133.856)
Observations	2352	2352	2352
Baseline Mean Outcome	1097.8	1097.8	1097.8
Panel C. <i>Num developers per 100k</i>			
Chat GPT Available	578.912*** (109.398)	13.752 (204.405)	51.693 (45.918)
Observations	2352	2352	2352
Baseline Mean Outcome	527.4	527.4	527.4

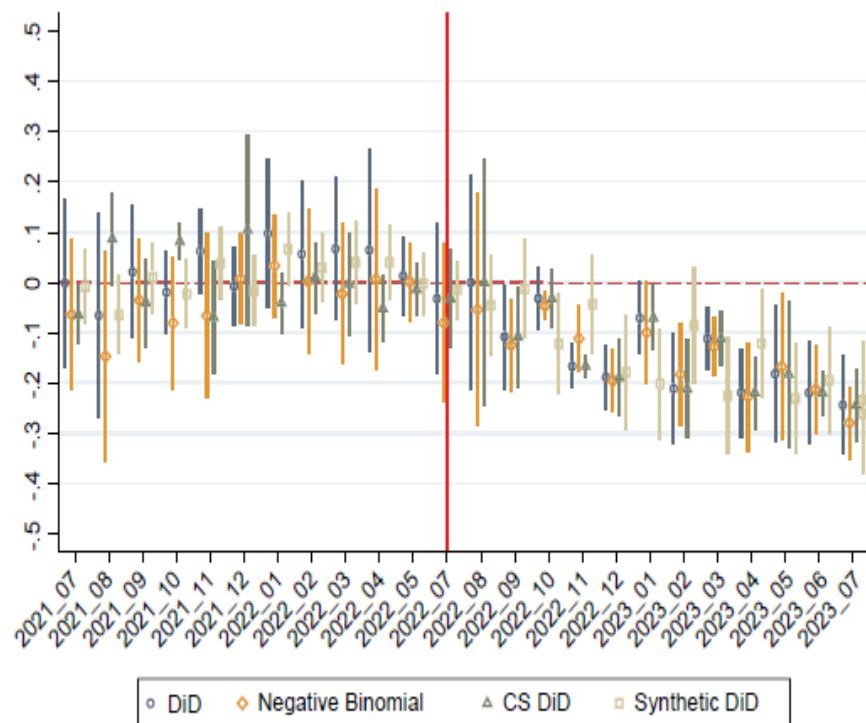
Fuente: Quispe y Grijalba (2024)

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<http://pubsonline.informs.org>

Who Is AI Replacing? The Impact of Generative AI on Online Freelancing Platforms

Ozge Demirci; , Jonas Hannane, Xinrong Zhu;

Figure 3. (Color online) Event Study Estimators: Impact of Image-Generating AI



Notes. The figure shows event-study plots using DiD, negative binomial, CS DiD, and synthetic DiD. The bars represent 95% confidence intervals. The vertical line marks July 2022. Standard errors are clustered at the job cluster level.

Strategic Behavior and AI Training Data*

Christian Peukert**, Florian Abeillon, Jérémie Haese,

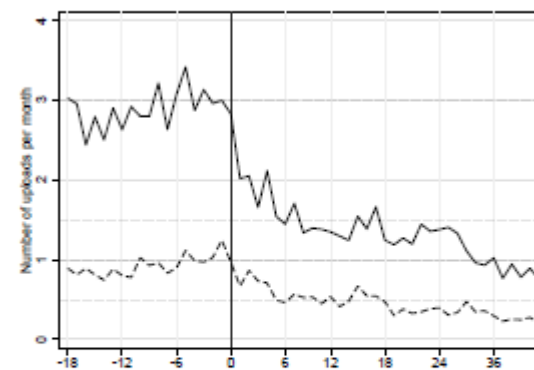
Franziska Kaiser, and Alexander Staub

University of Lausanne, Faculty of Business and Economics (HEC)

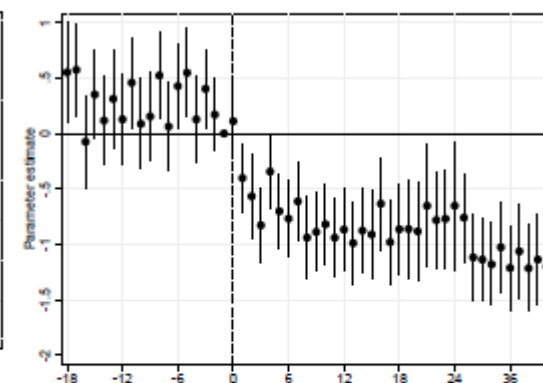
April 2024

Figure 1: Number of uploads, treatment versus control group

Panel A: Levels



Panel B: Differences



Note: In Panel A, we depict the average number of uploaded images for users in the treatment group (solid) and users in the control group (dashed). In Panel B, we plot OLS estimates of the δ_t coefficients are obtained from $Y_{it} = \sum_{\tau \in T} \nu_{\tau} + \sum_{\tau \in T} \delta_{\tau} (\gamma_{\tau} \times Treated_{it}) + \mu_i + \varepsilon_{it}$, with the number of uploads of user i per month t as the dependent variable. The dots reflect month-specific point estimates comparing treated users to the control group. Standard errors are clustered at the user level, and bars indicate 90% confidence bands. In both panels, the vertical line indicates the creation of LITE 1.0.0.

Efectos en la industria creativa

→ Efectos agregados

Separa la creatividad de la “técnica”

¿reemplazo o aumento ?

¿Propiedad intelectual que promueva la innovación?

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON INNOVATION

Iain M. Cockburn
Rebecca Henderson
Scott Stern

Working Paper 24449
<http://www.nber.org/papers/w24449>

NATIONAL BUREAU OF ECONOMIC RESEARCH
1050 Massachusetts Avenue
Cambridge, MA 02138
March 2018

Journal of Evolutionary Economics (2023) 33:1473–1517
<https://doi.org/10.1007/s00191-023-00845-3>

REGULAR ARTICLE



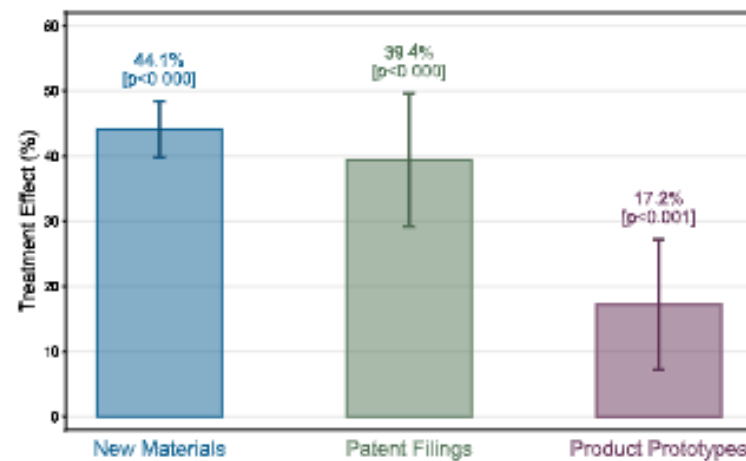
Superhuman science: How artificial intelligence may impact innovation

Ajay Agrawal^{1,2} · John McHale³ · Alexander Oettl^{2,4} 

Accepted: 24 October 2023 / Published online: 21 November 2023

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A. Endline Treatment Effects



B. Event Study Estimates

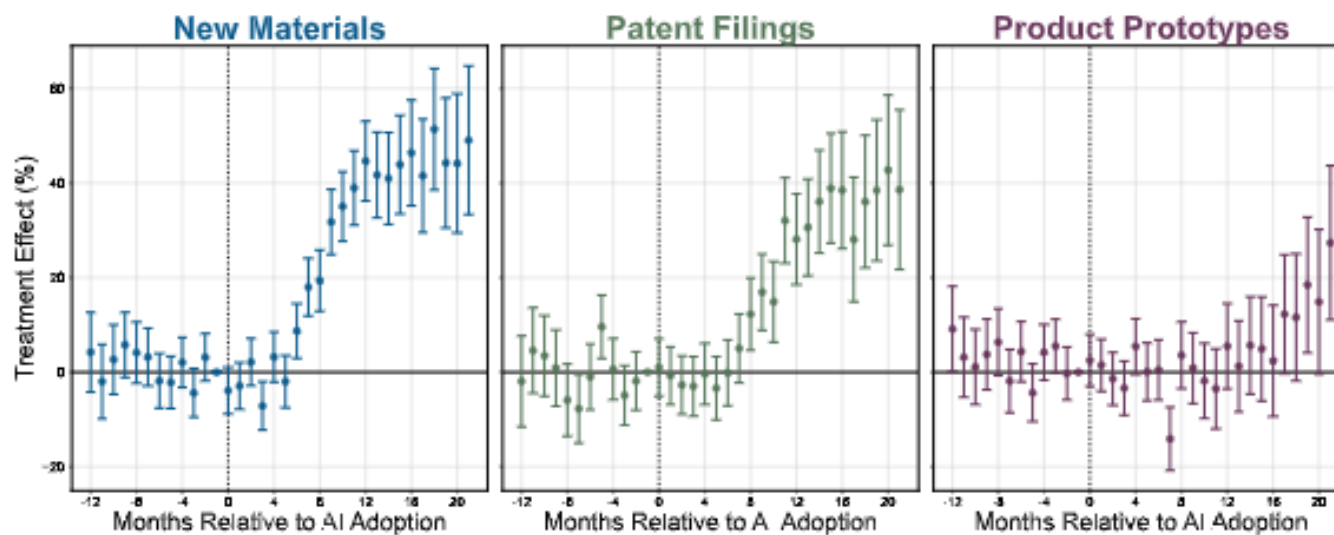
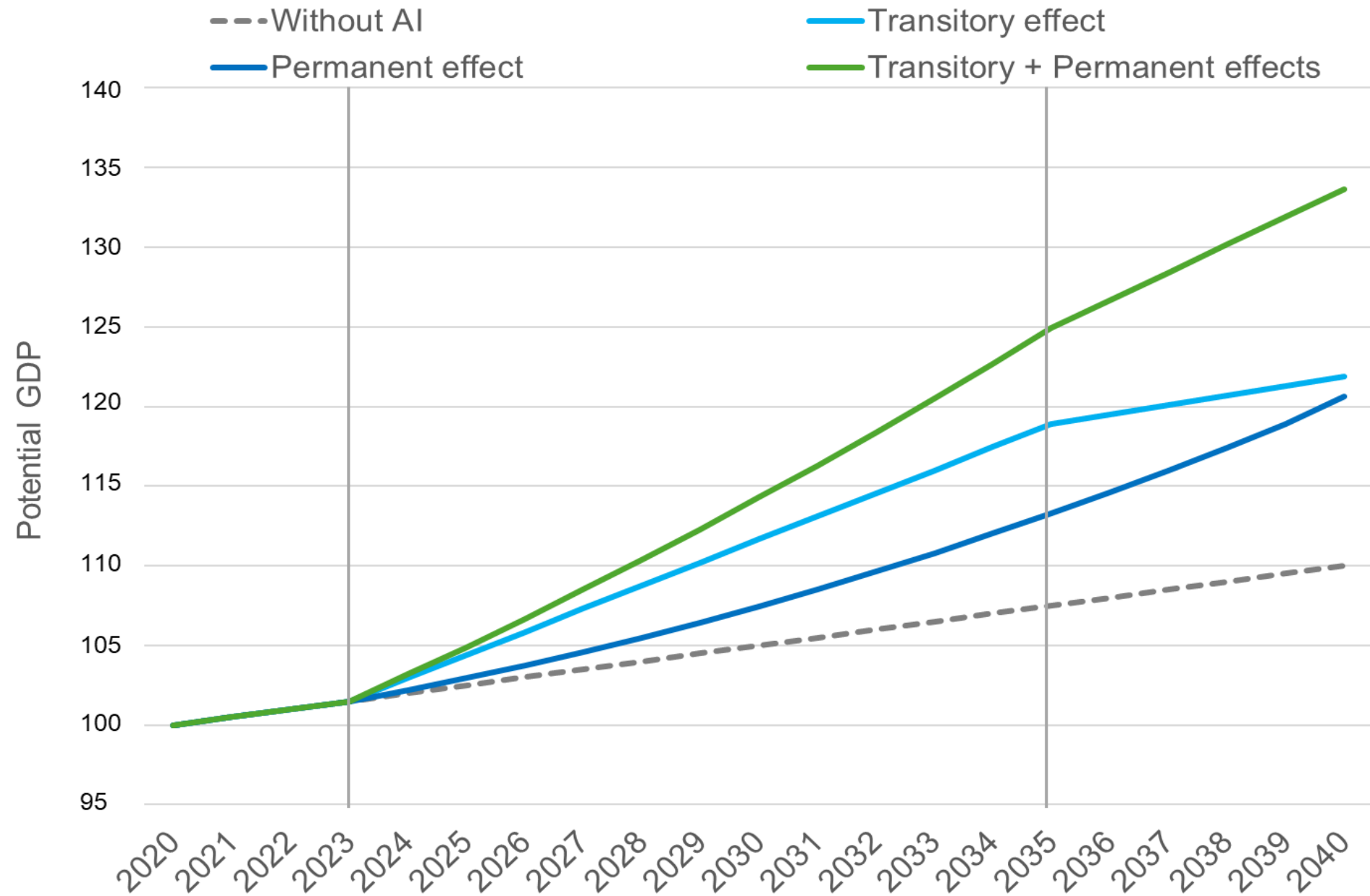


Figure 5. Impact of AI on Materials Discovery, Patent Filings, and Product Prototypes

Total expected effects of AI adoption on growth (France)



Transformar beneficio potencial en real



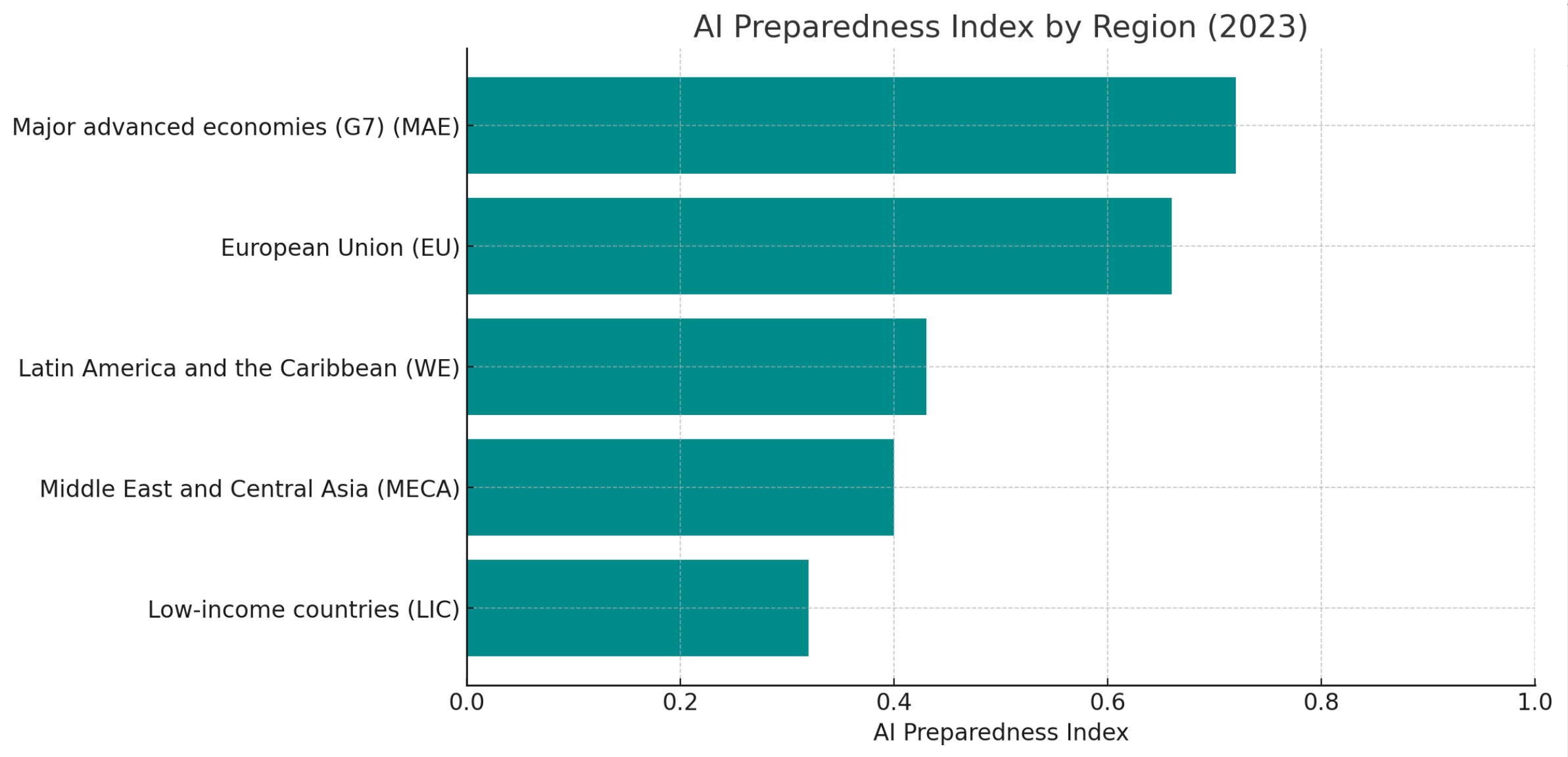
Mejoras por IA, limitadas por recursos actuales.

Inversiones (e innovaciones) complementarias para maximizar beneficios.



Completo rediseño a partir de las capacidades de la IA.

Condiciones para adoptar IA



Fuente: FMI (2024)

Índice Latinoamericano de IA



Fuente: CENIA (2024)

Pilares del marco IA del GBID

Prioridades

1. Instituciones y gobernanza

Responsabilidad en productos probabilísticos

Ex-ante vs ex-post

Propiedad intelectual

2. Datos e infraestructura

Fallas de mercado en producción y uso de datos

Fricciones en acceso a tecnología clave

3. Personas

Déficit en habilidades tecnológicas a todo nivel.

Bajo nivel de habilidades gerenciales

Marco IA del GBID

→ Políticas complementarias (si se cumplen las promesas de la IA)

Mayor costo de oportunidad de políticas de Innovación subóptimas.

Impacto de mercados financieros poco profundos.

Upskilling/Reskilling

Política fiscal y social

Enfoque para la política de IA

→ Pilares del marco IA del GBID

- Etapa inicial
- Oportunidades en la disrupción
- Insumos específicos para la IA
- Renovada importancia de desafíos pendientes



Gracias