

## The Seminars on “Information Technology Outlook” - PhD Program in Computer Science and Mathematics



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Sala Consiglio 7° floor  
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### Generative AI in Software Engineering: Insights from an Industry-Academia Collaboration between Brazil and the US

Generative AI is reshaping software engineering by introducing new ways of automating coding tasks, enhancing productivity, and transforming development workflows. In this talk, I present the results of a recent applied research study conducted within a Brazilian company, in collaboration with PUCRS University in the south of Brazil and the University of California, Irvine (UCI). The study explores how developers adopt and adapt to generative AI tools in real-world software development projects, with a focus on productivity, code quality, and human-AI collaboration. Beyond the technical findings, I will discuss the dynamics and challenges of conducting research at the intersection of academia and industry, including strategies for building trust, aligning goals, and ensuring impact for both sides. The presentation aims to offer insights not only into the capabilities and limitations of generative AI in practice, but also into how meaningful partnerships between universities and companies can drive innovation in software engineering.

*Rafael Prikladnicki is a professor at the School of Technology at PUCRS, Brazil, where he has been teaching since 2004. He holds a Ph.D. in Computer Science from PUCRS and was a visiting professor at the University of Victoria, Canada, from 2006 to 2007. He served for three years as Director of the Technology Management Agency (AGT) at PUCRS, overseeing partnerships with industry and government to foster R&D projects. Later, he led Tecnopuc, PUCRS' science and technology park, one the main innovation ecosystem in Brazil (with over 200 companies and 7,000 people). From 2021 to 2023, Rafael was a visiting professor at the University of California, Irvine (UCI). In 2020, a study published in the Journal of Systems and Software listed him among the most productive software engineering researchers worldwide (2010–2020). His research focuses on remote and hybrid work, software startups, agile methodologies, human aspects of software engineering, diversity in tech, and, more recently, the intersection of AI and software development. Rafael is currently serving as General Co-Chair of ICSE 2026 — the first-ever edition of the conference to be held in Rio de Janeiro, Brazil.*