

**MBA14**

## **GENERATIVE AI IN ACTION: THE ROLE OF GENERATIVE AI TOOLS IN ENHANCING TASK EFFICIENCY AND CREATIVE ENGAGEMENT**

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### **Abstract**

This study explores the potential benefits of Generative AI tools in enhancing task efficiency and fostering innovation in the workplace. It examines whether these tools can improve productivity relative to traditional methods, stimulate creative engagement, enhance problem-solving abilities, and encourage risk-taking behaviors. By investigating these aspects, the research aims to uncover the relationship between Generative AI usage and task-related innovation. The findings will provide valuable insights into how these tools can influence employee performance, creativity, and decision-making, offering a comprehensive perspective on their potential to transform modern work environments.

### **Conference Track**

MIS and Business Analytics