

MBA27

Psychological Entrepreneurship Theory as a theoretical framework to better understand Generative AI adoption

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Abstract

We utilize psychological entrepreneurship theory as an underpinning to understand the role of individual-level personality aspects when it comes to Generative-AI (GAI) adoption. Our conceptual framework lays out how individuals' risk-taking propensity, locus of control, need for achievement, and innovation and creativity influence their attitudes towards GAI. These attitudes, in conjunction with their level of access to GAI, ultimately determines the likelihood of adoption. Our work has practical and theoretical implications. By understanding the individual-level determinants of adoption, researchers and practitioners can develop targeted interventions to maximize the benefits while reducing the risks associated with the use of GAI.

Conference Track

MIS and Business Analytics