

PPA10

EXPLORING GAMIFICATION AND GENERATIVE AI TO DRIVE INNOVATION IN HEALTHCARE

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Abstract

Many structures designed to improve innovation in the healthcare system fail due to a lack of motivation from employees to engage with the information system. Therefore, using design science research, we create an artifact for the gamification of pre-trained language models in artificial intelligence (AI) to stimulate innovation within the healthcare sector. The results indicate strong potential for both generative AI and gamification in identifying and evaluating ideas in the healthcare sector. A theoretical model is offered that demonstrates the role of gamification as an enabler and facilitator of knowledge management processes used in developing innovations.

Conference Track

Management, Entrepreneurship, and Organization