

MBA26

ADOPTION OF GENERATIVE AI FOR SERVICE INNOVATION: IMPACTS ON ORGANIZATIONAL PERFORMANCE AND COMPETITIVENESS

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Abstract

Generative Artificial Intelligence is recognized as a transformative technology that replicates human creativity, with its prominence illustrated by ChatGPT's unprecedented user adoption rates. Positioned within the paradigm of Industry 4.0, Generative Artificial Intelligence is associated with significant opportunities and challenges for organizations, particularly in the service sector. The focus of this study lies in examining the impact of Generative Artificial Intelligence on organizational performance and identifying the role of consumer and external pressures in its adoption. Quantitative analysis based on survey data is utilized to explore the relationship between Generative Artificial Intelligence, competitiveness, and innovation.

Conference Track

MIS and Business Analytics