

P2 - Creativity and its Management driven by Generative Artificial Intelligence

1. IMPACT of AI

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Track summary: This track aims to explore the relationship between creativity, its management and the transformative power of generative artificial intelligence (GenAI). In recent years, computer science development led to a set of tools such as ChatGPT, GitHub Copilot, Midjourney, Bard, DeepMind and DALL-E, which are all examples of GenAI. They form “a class of machine learning technologies that can generate new content - such as text, images, music, or video – by analyzing patterns in existing data” (Brynjolfsson et al. 2023). Furthermore, in addition to the named tools, “there are also applications closer to R&D in science and design. Autodesk has, for many years, incorporated features into its design software that use goals and constraints set by users to generate and test physical designs. Some of the tests include strength testing and modelling of thermal flows” (Euchner 2023). We invite researchers to delve into the multifaceted intersection of GenAI, creativity and innovation, exploring not only the impact of AI on individual and organizational innovative behaviour, but also the intricate dynamics of motivation, and evolving work environments.

This track is connected to the special issue "Creativity and its Management driven by Generative Artificial Intelligence" of the journal *Creativity and Innovation Management*, guest-edited by the track chairs. Authors in the track are encouraged to submit their papers to this special issue.

Brynjolfsson, E., Li, D., Raymond, L. R. (2023). Generative AI at work. *NBER working paper series*, working paper 31161, <http://www.nber.org/papers/w31161>.

Euchner, J. (2023). Generative AI. *Research-Technology Management*, 66(3), 1-4.