

### **P3 - Unveiling the Future of Creativity and Innovation Management in the era of Generative Artificial Intelligence**

#### 1. IMPACT of AI

**Antonio Crupi**<sup>1</sup> ([crupi.antonio@unime.it](mailto:crupi.antonio@unime.it))

Alessandra Costa<sup>1</sup> ([alessandra.costa@unime.it](mailto:alessandra.costa@unime.it)), Fabrizio Cesaroni<sup>1</sup> ([fabrizio.cesaroni@unime.it](mailto:fabrizio.cesaroni@unime.it))

<sup>1</sup> Department of Economics, University of Messina, Messina, Italy

**Track summary:** We are witnessing a technological shift as Generative Artificial Intelligence (Gen-AI) reshapes the limits of creativity and innovation. This emerging technology, capable of creating new content, is gaining momentum due to its transformative effects on multiple sectors. Historically, certain creative human tasks were considered unautomatable. Yet, tools like ChatGPT challenge this belief. Gen-AI's reach spans various tasks, such as music production, writing assistance, personalized suggestions, and algorithmic programming. These advancements are revolutionizing global industries, introducing novel human-AI business models, new enterprises, and unique roles like prompt engineering. Companies are adapting by reimagining innovation approaches, developing new skills, and adopting these technologies to thrive. This changing scenario has drastically altered how industries innovate. The move towards an AI-centric business world necessitates a reevaluation of conventional models, signifying a major shift in innovation management. Now is the ideal moment to examine its influence on diverse innovation aspects. We invite submissions that delve into Gen-AI's extensive effects on creativity and innovation management, aiming to provide a holistic view of the changes it brings and its implications for future business and research, centered on three primary domains.