

Generative AI: A Business-Problem–Focused Research Agenda

As organizations accelerate digital transformation, Generative AI as well as analytics and automation is a foundational capability reshaping how firms create value. This talk advances a business-problem–focused research agenda centered on the “three A’s” of digital transformation—Generative AI, Analytics, and Automation—and their implications for business. Rather than treating these technologies as isolated tools, the agenda emphasizes how firms strategically integrate them to redesign processes and leverage data. The talk identifies key research opportunities for business scholars, including questions of value creation, organizational capabilities, governance, and the limits of automation. Drawing on emerging empirical evidence and practice-based examples, it highlights potential patterns of success and failure, as well as tensions related to talent, budgets, and accountability. The goal is to stimulate theory-driven, problem-oriented research that connects Generative AI to core business outcomes and advances scholarship.