

Amsterdam Business Research Institute &
Stockholm School of Economics

**Using and Studying Generative
AI in Work, Education, and
Research –**

**NOTE: Syllabus version 1.0
(readings and lecturers will be
updated closer to the date)**



HOUSE OF INNOVATION

Course directors

Prof. Marleen H. Huysman m.h.huysman@vu.nl and Associate Professor Anna Essén anna.essen@hhs.se

Lecturers

Elmira van den Broek (House of Innovation, Stockholm School of Economics)

Sebastian Krakowski (House of Innovation, Stockholm School of Economics)

Francesco Balocco (KIN Center for Digital Innovation)

Ella Hafermalz (KIN Center for Digital Innovation)

Guest lecturers including Sirkka Jarvenpaa, Vern Glaser, Maryam Alavi, Dorothy Leidner, Youngjin Yoo.

Guest lecturers from the GenAI tech-sector will be added

Target groups

The course is open to PhD candidates, postdocs, and junior faculty. This is an advanced course that assumes prior knowledge on qualitative research methods (e.g. the ABRI course Qualitative Research Methods). The course workload represents 5 ECTS.

Background/Course Content

Generative Artificial Intelligence (GenAI) (AI models that produce new content in the form of text, video, images, or other media in response to prompts (Benbya et al 2024) have received vast attention given the recent introduction of available and accessible tools such as ChatGPT, GitHub Copilot, DALL-E, Bard and Bing. Excitement as well as fear about the potential negative consequences of GenAI is evident in public and scholarly debates, prompting research about the actual nature, potential use, and implications of these technologies (see e.g. recent SI in JAIS 2024).

Although research about GenAI is still limited, we expect this body of literature to grow in range and importance. Relatedly, actual use of GenAI in the research and teaching, cf e.g. <https://www.bcg.com/publications/2023/five-ways-education-can-leverage-gen-ai>) process is expected to grow, indeed some argue it will be the key competitive advantage of researchers and educators in the future.

This course provides researchers with insights about current technological innovations and recent research on GenAI in various settings. Through interactive sessions in Amsterdam and Stockholm, and online modules in between, we will discuss theoretical and methodological approaches to studying GenAI. Leading researchers will provide examples of how they have studied GenAI, and with what consequences. Participants will also get the opportunity to work hands-on with GenAI tools in GenAI clinics focusing on GenAI in research and teaching tasks.

Learning Objectives

After finishing this course, participants have gained:

- Insight into the theoretical and methodological approaches used in contemporary research on GenAI in organizations (work, management, business/strategy, professions)
- Insights from the field about current GenAI applications and developments and implications for theory
- Insight into how GenAI is changing research and its ethical implications
- Hands-on experience of using GenAI in specific research tasks
- Hands-on experience of using GenAI in teaching
- A deeper understanding of the opportunities and risks associated with GenAI use in research (and teaching)

Course Design

The course is co-hosted by Amsterdam/Kin and SSE and includes one two-day module on campus in Amsterdam, one two-day module on campus in Stockholm, with online session before, between, and after. Each session is dedicated to one aspect of GenAI, and will consist of interactive lectures as well active engagement in exercises, and discussions in relation to participants' own work. Participants are expected to come well prepared to these sessions.

Assignment

There are two main assignments for the course. First, participants will work in groups of 4 to develop a research project proposal focusing on a chosen theoretical angle on GenAI technology (5000 words). Second, participants are to develop a position paper focusing on the use of GenAI in teaching (2000 words, individual assignment).

Criteria for evaluation include:

- *Engagement in class: Participating in class discussions and helping your peers forward*
- *Reports:*
 - *Depth:* Showing understanding of intricacies and implications of GenAI
 - *Justification:* Are research design and methods choices specific, explained and supported by argument and references? A substantial number of readings from the course should be used and cited.
 - *Coherence:* Do arguments and contents fit together?

Grading

Attendance and active participation in the sessions is mandatory to pass this course. The requested readings are assumed to have been read prior to class. The grades are pass or fail.

Venue

The first on-campus module will take place at the campus of the Vrije Universiteit Amsterdam, which is at walking distance from Amsterdam Zuid train station and short train ride from Amsterdam Schiphol Airport. More information: <https://vu.nl/en/about-vu/more-about/route-description>. If accommodation is needed, Volkshotel (<https://www.volkshotel.nl/en/>) is an interesting and affordable option.

The second on-campus module will take place at House of Innovation, Stockholm School of Economics. More information: <https://www.hhs.se/houseofinnovation>

Online modules will be run through zoom.

Tuition Fee

Tuition fee (5 ECTS Course)	€1250
20% discount on early bird registration	€1000

Registration

Registration for the course:

[PhD Course Registration Form \(formdesk.com\)](https://formdesk.com)

Readings

List of readings will be sent closer to the date as we expect a lot of publications in the near future.

Session overview

MODULE A (online) Friday Sept 13th (12:00-13:30)			
<i>Sessions</i>	<i>Content</i>	<i>Readings</i>	<i>Preparation</i>
Session 1 Marleen Huysman & Anna Essén	<ul style="list-style-type: none"> • Introduction to GenAI and the course • Zoom-link: TBD 	List of readings will be sent closer to the date as we expect a lot of publications in the near future	Read literature

MODULE B (on campus) Thursday Sept 19- Friday Sept 20th Amsterdam			
<i>Session</i>	<i>Content</i>	<i>Readings</i>	<i>Preparation</i>
<i>Thursday Sept 19</i>			
Session 2 9:00-12:00	Practices of using GenAI/Insights from the field <ul style="list-style-type: none"> • Ella Hafermalz and Marleen Huysman • Reflection groups 	List of readings will be sent closer to the date	Read literature
12.00-13.00	<i>Lunch break</i>		
Session 2b	Field trip		
<i>Friday Sept 20</i>			
Session 3a 9:00-12:00	Research with GenAI <ul style="list-style-type: none"> • Hands-on exercises • Francesco Balloco (KIN) 		Read literature
12.00-13.00	<i>Lunch seminar (guest to be announced) Potentially: Sirkka Jarvenpaa (theory development)</i>		
Session 3b 13:00-16:00 Sirkka Jarvenpaa	Research with GenAI <ul style="list-style-type: none"> • Hands on exercises • Revisiting the research proposal 		

MODULE C (online) Sept 24th-27th 3:00-4:00pm CET			
<i>Sessions</i>	<i>Content</i>	<i>Readings</i>	<i>Preparation</i>
Session 4 Sept 24 th 3:00-4:00 pm CET online	Organizations as Algorithms: a new metaphor for advancing management theory, Vern Glaser, Jennifer Sloan and Joel Gehlman	List of readings will be sent closer to the date	Read paper + prepare 2 questions
Session 5 Sept 25 th 3:00-4:00 pm CET online	Evolving Epistemic Infrastructure: The Role of Scientific Journals in the Age of Generative AI Youngjin Yoo		
Session 6 Sept 26 th 3:00-4:00 pm CET online	Knowledge Management Perspective of Generative Artificial Intelligence Maryam Alavi, Dorothy E. Leidner, and Reza Mousavi		
Session 7 Sept 27 th 3:00-4:00 pm CET online	(to be confirmed) Democratizing Knowledge Creation Through Human-AI Collaboration in Academic Peer Review Suprateek Sarker, Anjana Susarla, Ram Gopal, and Jason Bennett Thatcher		
Oct 1 st 12.00 CET	Deadline research proposal.		

MODULE D (offline) Oct 3rd-4th Stockholm

<i>Thursday Oct 3rd</i>			
<i>Sessions</i>	<i>Content</i>	<i>Readings</i>	<i>Preparation</i>
Session 8 9:00-12:00	Miniconference Presentations of research proposal	Students will read each other's' proposals	Prepare presentation and read others' proposals
<i>Lunch break</i>			
Session 9 13:00-16:00	Field trip to GenAI Firm		
<i>Friday Oct 4th</i>			
Session 10 9:00-12:00	Teaching with GenAI <ul style="list-style-type: none"> • Hands-on experience • Sebastian Krakowski 	List of readings will be sent closer to the date	
<i>Lunch break</i>			
Session 11 13:00-16:00	Writing an individual position paper on teaching <ul style="list-style-type: none"> • Time for starting to write your position paper. The session is designed to allow you to discuss early ideas and get feedback in smaller discussion groups. You will have time to ask peers for advice. 		
<i>Oct 10th 12.00 CET</i>	<i>Deadline individual position paper on teaching</i>		

MODULE E (online) Oct 11th 13:00-14.30

<i>Sessions</i>	<i>Content</i>	<i>Readings</i>	<i>Preparation</i>
Session 12 Anna Essén and Marleen Huysman 13:00-14.30	Discuss position papers and conclude course Zoom-link:TBD		Students read each other's papers