

Navigating the AI Frontier: A Holistic Framework for Implementing AI-Based Assistants in Business Operations

Introduction

- Growing influence of AI in business operations
- Enhancing efficiency, decision-making, and customer experience
- Lack of comprehensive, practical frameworks for AI-Assistant implementation
- Existing studies focus on isolated aspects of AI adoption
- Research Paper is work-in-progress

Research Question:

How can a comprehensive framework be developed for implementing AI-based assistants in business processes?

Method

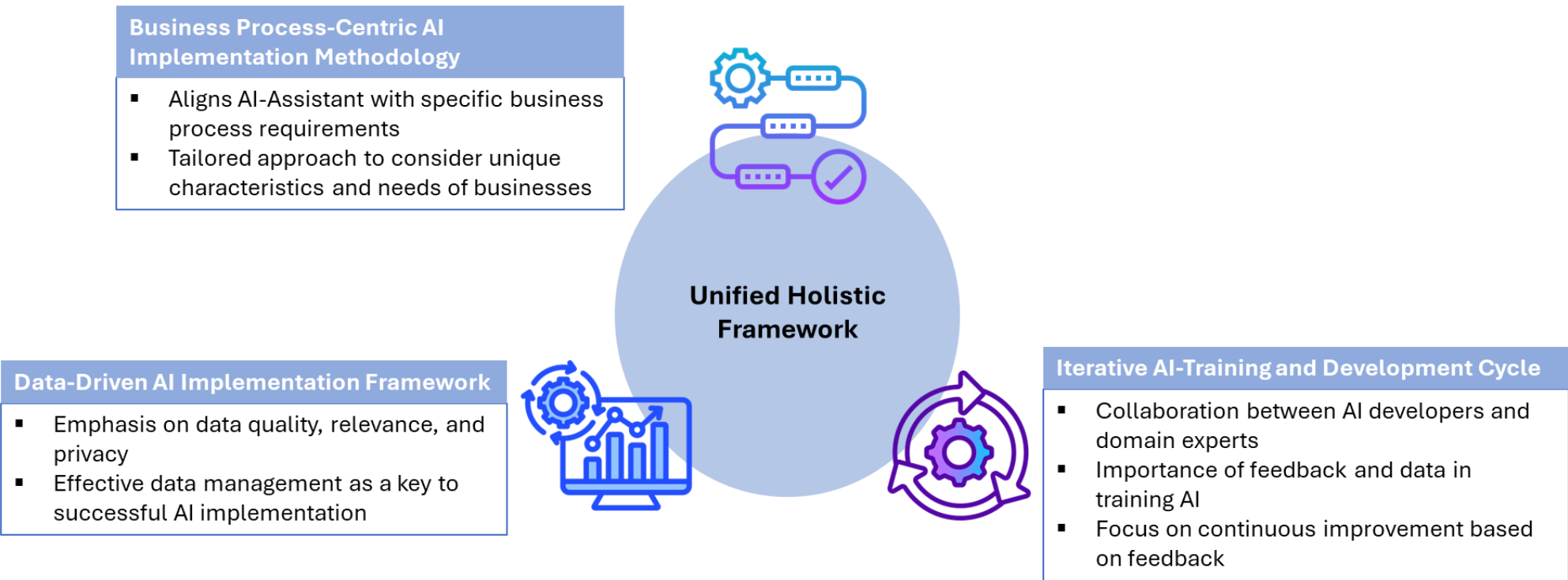
- Single relevatory case study method
- German startup specializing in AI-based assistants
- Focus on an in-depth, real-world scenario
- Semi-structured interviews, observations, company documents, emails, training videos, personal notes
- Data analysis process guided by grounded theory methodology

Results

- Analysis of data led to the identification of 12 main categories
- Three Theoretical Concepts aligned with main categories were developed

Category	Business Process-Centric AI Implementation Methodology	Iterative AI Training and Development Cycle	Data-Driven AI Implementation Framework
Organizational Factors			
AI Project Management			
Process Analysis and Context			
Digital Colleague Development			
Transparency and Human-Hybrid Resources			
AI Roles and Job Descriptions			
AI Training and Development			
Human-AI Collaboration			
AI Project Components			
Data Management			
AI Capabilities and Applications			
AI Value and Pricing			

- Integration of the three concepts into a single framework



Conclusions

Future Research

- More Empirical Validation needed (add. case studies, large scale surveys etc.)
- Framework Refinement required (address potential limitations, enhance robustness and generalizability etc.)
- Exploring New Avenues (Human-AI collaboration, study effectiveness)

Practical Impact

- Encourage practitioners to apply the framework in their organizations
- Use insights to develop targeted AI implementation strategies
- Foster continuous improvement and responsible AI governance

Literature cited

Charmaz, 2014
Creswell, 2018
Eisenhardt and Graebner, 2007
Glaser and Strauss, 2017
Saldana, 2013

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