

# Democratizing Business Intelligence: Using Generative AI to Leverage Academic Research for Business Practice

Lucian Cojescu, Pepperdine University – Graziadio Business School



## BACKGROUND

- **Opportunity** - GenAI can revolutionize business intelligence by turning academic research into actionable strategies.
- **Challenge** - Over 2 million research articles are published annually, yet businesses struggle to use this knowledge due to complex language and slow publication cycles.
- **Objective** – Develop GenAI-assisted translation tools to make academic research accessible and practical for businesses.
- **Hook:** What if the latest academic insights could instantly boost your business? This research shows how GenAI can make it happen.



## CONCEPTUAL FRAMEWORK

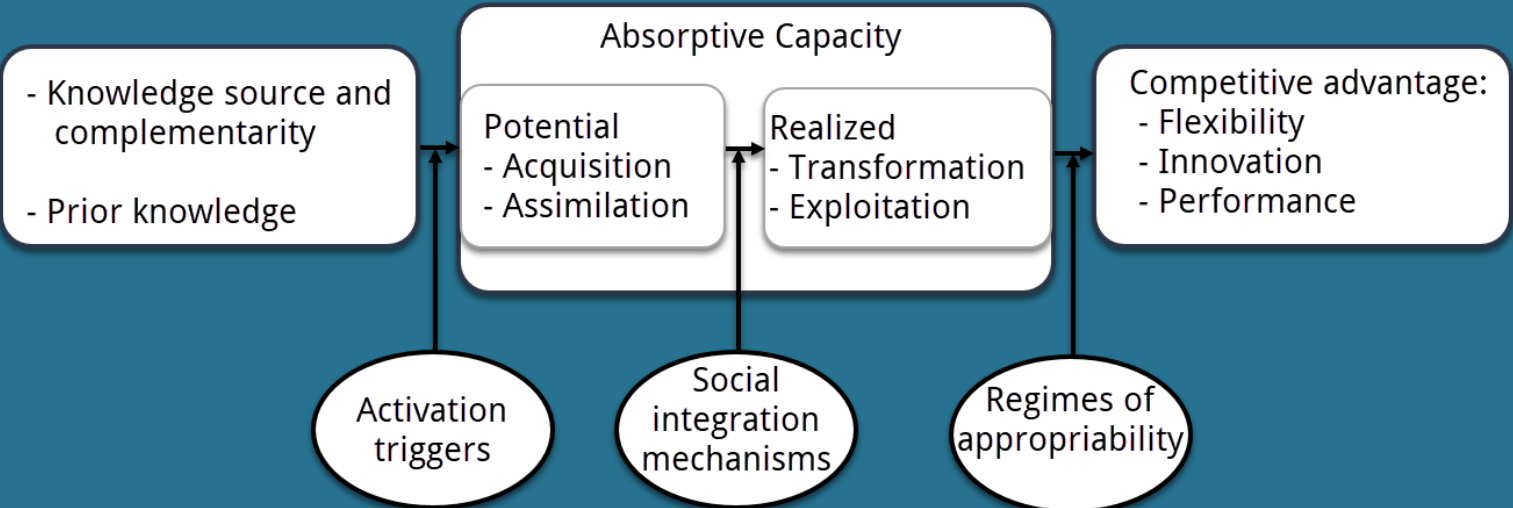


Figure 1: Absorptive Capacity Framework (Zahra & George, 2002)

- The Absorptive Capacity (ACAP) framework is the theoretical foundation to develop translation rules.
- ACAP framework is applied to develop GenAI-assisted translation rules that bridge the gap between academic research and business application.



## DESIGN & METHOD

- **Design Science Research (DSR)** methodology to develop and evaluate GenAI-assisted translation protocols.
- 40 academic articles and corresponding practitioner versions from Harvard Business Review and MIT Sloan Business Review.
- Comparative analysis using Generative Pre-trained Transformer (GPT) AI model to derive preliminary translation rules.
- Develop translation rules based on empirical evidence, then refine them through iterative testing and feedback from business practitioners and academic experts.



## CONCLUSION

- GenAI will transform academic research into actionable business strategies, bridging the gap between theory and practice.
- This study provides a clear pathway for businesses to leverage cutting-edge research for innovation and competitive advantage.



## RESEARCH QUESTION

How can Generative AI be utilized to enhance the accessibility and practical application of academic research for business practitioners?

## REFERENCES

- Cohen, W. M., & Levinthal, D. A. (1990). Absorptive capacity: A new perspective on learning and innovation. *Administrative science quarterly*, 35(1), 128-152.
- Hevner, A. R., March, S. T., Park, J., & Ram, S. (2004). Design science in information systems research. *MIS quarterly*, 75-105.
- Lawler III, E. E., & Benson, G. S. (2022). The practitioner-academic gap: A view from the middle. *Human Resource Management Review*, 32(1), 100748.
- Zahra, S. A., & George, G. (2002). Absorptive capacity: A review, reconceptualization, and extension. *Academy of management review*, 27(2), 185-203.

