Embracing AI with Integrity: Recommendations for Authors and Reviewers at American Business Review

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As Editors of the American Business Review (ABR), we are navigating a complex landscape as the rapid integration of Artificial Intelligence (AI) into academic research unfolds. This digital transformation era offers remarkable opportunities yet poses significant challenges, particularly in educational contexts. As teachers, we've all observed a surge in AI usage among students where outputs often appear coherent initially but may lack depth or relevance to the class content. Many of these instances underscore critical aspects of AI, such as the "black box" problem, where the decision-making processes of AI systems are opaque, making it difficult for users to understand how conclusions are drawn.

AI tools enhance research capabilities with their ability to analyze vast datasets and facilitate manuscript preparation. They also bring forth the "hallucination" issue, where AI generates plausible but fictitious or irrelevant content that you might "like" (Mollick, 2024). This is exacerbated by the inherent nature of AI's functioning, which involves parsing and generating text based on tokens—discrete pieces of information that the AI uses to construct outputs.

Tokenization is a crucial process in AI models, particularly for natural language processing tasks, where text is broken down into smaller units called tokens, such as words or sub words. This conversion allows AI models to process and understand text by mapping these tokens to vectors in a high-dimensional space, capturing their semantic and syntactic information. For instance, Huang (2022) discusses how FinBERT, a specialized AI model for financial text, uses tokenization to handle complex financial language, enabling tasks like sentiment analysis and named entity recognition. Predictions indicate that as AI models evolve, the number of tokens used for training will continue to increase, enhancing the model's sophistication and ability to handle complex language tasks (Burtsev et al., 2024). Sundberg (2024) adds that while this increase improves performance, it also raises environmental concerns, as training larger models like Falcon 180B, with its 3.5-trillion-token vs ChatGPT 3's 499 billion token dataset, significantly boosts energy consumption and carbon emissions.

Moreover, recent discussions highlight the dual nature of AI in scholarly research, balancing the enhancement of research efficiency with the risks of ethical breaches such as privacy concerns and biases (Hamilton, 2023). The promise of AI extends across the research spectrum from knowledge synthesis to translation, but it also introduces challenges like "deep research fakes" and the erosion of methodological transparency (Gatrell et al., 2024). This necessitates robust frameworks and ethical guidelines to ensure AI's responsible use in academia.

Additionally, the governance of AI is crucial in harnessing its benefits while mitigating risks, particularly in terms of data privacy, labor market impacts, and ensuring equitable growth (Goos & Savona, 2023). Effective governance frameworks are essential to manage AI's transformative

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potential and its societal implications, promoting sustainable and inclusive development in the digital economy.

Furthermore, AI's impact on meaningful work highlights the need for ethical considerations in its deployment. AI can either enhance or diminish meaningful work through three paths: replacing tasks, tending the machine, and amplifying human skills, each affecting dimensions like task integrity, skill cultivation, task significance, autonomy, and belongingness (Bankins & Formosa, 2023).

To navigate this evolving landscape, we have developed a list of top recommendations tailored specifically for authors submitting their work to ABR and for the experts reviewing these submissions. These guidelines are designed to ensure that all contributions leveraging AI are both groundbreaking and rigorously vetted for academic integrity and ethical considerations associated with the work we do (Bankins and Formosa 2023) as authors and reviewers:

TOP RECOMMENDATIONS FOR AUTHORS:

1. **Enhance Transparency with AI Utilization:**
    - Authors must explicitly disclose how AI tools are integrated within their research processes. This includes detailing the roles AI played in data generation, analysis, and results synthesis.
    - **Example:** Authors should provide appendices or sections in their papers that describe the algorithms, data sets, and processing steps used by AI tools to ensure replicability and transparency, as inspired by transparency norms discussed in Gatrell et al. (2024).

2. **Maintain Intellectual Integrity:**
    - It is crucial that authors critically evaluate the output from AI tools to ensure that the insights and conclusions drawn are a product of their scholarly interpretation and not solely generated by AI.
    - **Example:** For instance, Burtsev et al. (2024) describe a scenario where an AI was tasked with listing peer-reviewed papers on nuclear fusion, resulting in the inclusion of non-existent papers and misidentification of news articles as academic studies. Another notable example involves legal professionals who were penalized for submitting fabricated legal citations generated by an AI model, showcasing the critical need for rigorous validation of AI outputs. Such instances underscore the necessity for researchers and practitioners to exercise caution and verify AI-generated information to prevent the dissemination of false or misleading content.

3. **Utilize AI to Augment, Not Replace, Human Insight:**
    - While AI can significantly enhance the breadth and depth of data analysis, it is essential that authors use these tools to supplement rather than substitute human intellectual effort. This ensures that the contextual and nuanced understanding that comes from human analysis is not lost.
    - **Example:** Budhwar et al. (2023) suggest using AI to identify patterns and trends in large datasets, but the final interpretation and application of these findings should always be guided by human judgment, ensuring relevance and appropriateness to the specific research context.

TOP RECOMMENDATIONS FOR REVIEWERS:

1. **Evaluate AI Integration:**
    - Ensure AI integration is appropriate and adds analytical value with transparent methodologies.
    - **Example:** Gatrell et al. (2024) recommend reviewers check whether the AI tools used in a study, such as machine learning models, are clearly described and their integration into the research process is justified and transparent.

2. **Critically Assess AI Outputs:**
    - Encourage validation of AI findings with empirical evidence and question methodologies to uncover "hallucinations."
    - **Example:** Hamilton (2023) advises reviewers to look for supplementary data or empirical validation that supports AI-generated conclusions, reducing the risk of accepting fabricated or irrelevant findings.

3. **Promote Ethical AI Practices:**
    - Highlight ethical considerations, especially regarding AI's "black box" nature and potential biases.
    - **Example:** Budhwar et al. (2023) stress the importance of reviewers examining whether authors have addressed potential biases in AI models, such as those that might affect hiring practices in HR research.

These top recommendations foster responsible engagement with AI tools in scholarly work. At ABR, we are committed to navigating these challenges, ensuring our discourse integrates AI responsibly.

DISCLOSURE:

This editorial was developed with the assistance of ChatGPT-4 and Gemini Advanced AI tools. These tools enhanced the analysis and synthesis of the provided research content, ensuring a comprehensive and informed discussion.

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