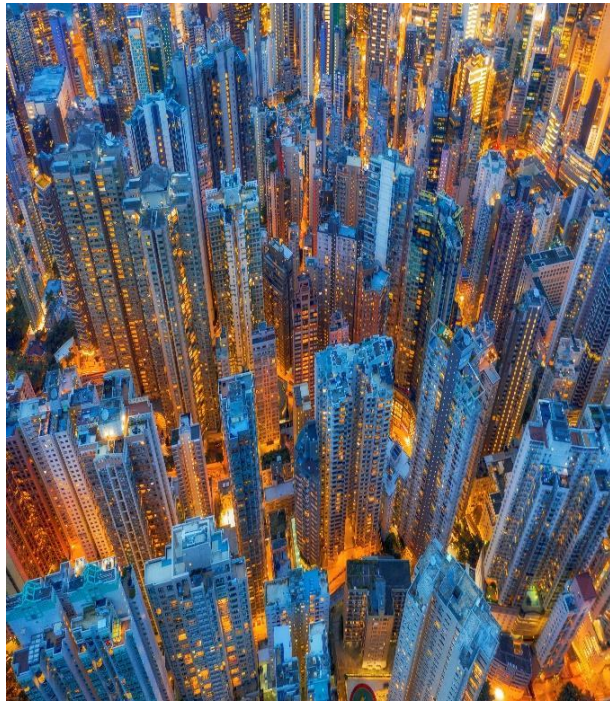




Changemakers: Creativity and Value Creation

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STUDENT FEEDBACK FORM

Generic Assessment Criteria	Marks available	Marks awarded
Task 1: Research Question	20	
Task 2: Summary	20	
Task 3: Present Your Ideas	25	
Task 4: Data Analysis	25	
Participation Marks (students should aim to complete 80%-100% of the module activities to secure full marks in this element).	10	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.	Late Submission Penalties (tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		

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Assessment 1:

Examining The Challenges Managers Face When Implementing Artificial Intelligence

Task 1 - Research Question

1.0 Introduction

Artificial intelligence (AI) has become a technological frontier that has the potential to transform numerous industries, business models, and organisational structures (Dwivedi et al., 2019). Organisations from a variety of industries are struggling to successfully implement and integrate AI technologies into their current frameworks as they attempt to realise the transformative potential of AI (Abioye et al., 2021). Numerous challenges that managers must overcome while implementing the project serve as a reminder of its complexity. This study begins a thorough investigation of these difficulties with the goal of resolving the complex web of problems that managers run into when integrating AI into their organisational systems.

In addition, leaders, entrepreneurs, and innovators have been captivated by AI recently, which is indicating a new era of digitization, effectiveness, and decision-making based on data (Raju, 2023). The road to achieving these promises, though, is paved with obstacles that could slow down development and possibly scuttle transformative projects. Managers are challenged by technical difficulties, issues with data quality, interoperability barriers, and the nuances of change management as they work to implement AI-powered solutions (Fountaine et al., 2019). Also, the challenges that organizations face are made more difficult by the ethical issues surrounding using artificial intelligence and the requirement to upskill the workforce to use and interact with AI systems.

1.1 Research Question

"What are the key challenges that managers face when implementing artificial intelligence (AI) in their organizations, and how do these challenges impact the successful adoption and integration of AI technologies?"

The research question looks into the challenges managers face when integrating AI into their organisational structures. These difficulties cover managerial problems like employee resistance, a lack of necessary skill sets, and ethical considerations in addition to technical difficulties like data compatibility and algorithm selection. The study goes into greater detail about how these issues affect the adoption of AI, taking into account things like effective integration and ongoing use. This research provides practical solutions for easier AI integration, and ultimately influences the social effects of AI technologies by examining the relationship among challenges and implementation results.

1.2 Value of Research

The proposed study on obstacles managers face when implementing AI is extremely valuable because it offers specialised solutions for individual problems, addresses issues with moral and legal compliance, and offers insights into how AI integration can be done successfully. The research helps organisations create tailored strategies for more seamless AI adoption by identifying barriers like change resistance and data compatibility problems (Broekhuizen et al., 2023). Investigating the complex ethical and legal issues related to AI deployment also provides organisations with frameworks for responsible implementation, promoting faith and regulatory alignment. Additionally, the study's broad insights into typical problems and patterns of success provide benchmarks for foreseeing difficulties, and coming to wise decisions. This significantly advances the use of AI implementation practises across businesses (Haleem et al., 2022).

1.3 Research Approach

Research and reasoning use a variety of techniques. According to Bradford and Weisberger (2017), the deductive reasoning leads from general assumptions to specific conclusions, whereas inductive reasoning derives broad insights from specific findings. Also, the most effective justification for the evidence is produced through abductive reasoning. In contrast to quantitative research, which emphasises numerical trends and connections for larger knowledge, qualitative research explores the nuanced nature of human behaviour using non-numerical data (Hoover, 2021). Mixed-methods research incorporates qualitative and quantitative techniques to offer an expanded comprehension of research questions. The type of research objective and the phenomenon that is being investigated will determine the method to use.

Additionally, this research approach will be constructed based on deductive and inductive research. Since only a few questions will be posed to investigate the difficulties managers encounter when adopting artificial intelligence, this research is specifically categorised as a quantitative approach. As we move on to the inductive approach, it should be noted that this study's main focus is on managers who are having trouble implementing AI. In-depth inductive research starts off with outcomes that are very precisely targeted and accurate in nature, like reviewing the literature and discoveries relevant to difficulties in implementing AI (Dudovskiy, 2011).

In this study, mix method research is used to further my knowledge and comprehension of the topic. In order to track occurrences or events that evaluate people's thought on AI challenges, qualitative methodologies were utilised in this study. Through the use of statistics and figures provided in the survey results of this study, quantitative methods provide objective facts that can be effectively articulated.

2.0 Literature Review

Numerous studies in the realm of artificial intelligence (AI) implementation have highlighted a spectrum of challenges that organizations and managers encounter. These challenges span from technical complexities involving data quality and algorithm selection, to organizational hurdles such as change management, skills shortages, and integration with existing systems (Citak, 2023). Ethical considerations, including bias mitigation and data privacy, also loom large. Financial justifications, long-term maintenance, and cultural shifts toward innovation further add to the intricate landscape of AI implementation (UNESCO, 2023). These challenges collectively impact the successful integration of AI technologies and underscore the need for a comprehensive approach that addresses technical, organizational, and ethical dimensions. This research endeavors to delve into these multifaceted challenges, contributing to a deeper understanding of their implications and potential solutions for managers across diverse industries.

3.0 Data Collection Method

Surveys created with SurveyMonkey are used as part of the quantitative research technique that was selected with 25+ respondents. Surveys offer a methodical way to compile information from a wide range of respondents who are facing difficulties with AI implementation. By employing a survey, data can be collected effectively, allowing for a more comprehensive understanding of the issues facing various business sectors and organisational settings. In addition, respondents from a variety of age groups filled out the questionnaires. Thus, the questions provided were open-ended questions posed to the participants.

3.1 Sampling Method & Sample Size:

The chosen sampling method is non-probability sampling, since it is an open technique that selects participants based on their knowledge and relevance to the research topic. In a non-probability sample, individuals are selected based on non-random criteria, and not every individual has a chance of being included (Fleetwood, 2018). Other than that, the sample size will comprise 25+ respondents. This size strikes a balance between ensuring sufficient diversity in perspectives while still allowing for in-depth analysis of the collected data.

Task 2 - Primary and Secondary Research Techniques

The results of the survey can be found at the following website:
https://www.surveymonkey.com/results/SM-Bpq3tgr2OCRVsJqAIfgGWA_3D_3D/.

Through the use of a SurveyMonkey questionnaire, primary research was carried out in an effort to better understand the difficulties managers encounter when implementing artificial intelligence (AI) (Bouchrika, 2023). Based on the information they possess, the respondents to this survey can learn a lot from the survey's findings about the real-world challenges faced by managers implementing AI technologies in their specific industries.

Besides that, the primary research findings support and build upon the themes mentioned in the literature review, which was a thorough investigation of the existing literature pertaining to challenges in AI implementation. The concerns raised in the literature about issues like data quality and compatibility, model complexity and accuracy, integration with current systems, and scalability of AI solutions were echoed in the survey responses. The agreement between the survey results and the literature confirms the legitimacy of the research question and emphasises the importance of the problems that have been identified (Wagner et al., 2021). As an illustration, the survey data showed that nearly 44% of respondents cited model accuracy and complexity as major barriers. This is consistent with the literature, which has repeatedly emphasised the critical importance of model accuracy and complexity for a successful AI implementation.

Therefore, the SurveyMonkey questionnaire's primary research successfully supports the secondary research by illuminating the real-world difficulties managers face when implementing AI. The consistency of the two sources of data highlights how well-rounded the research creation is and how well it can capture practical problems (Fridgeirsson et al., 2021). This study supports the need to tackle these issues in order to promote the effective adoption of AI technologies throughout different sectors by contrasting the results of primary and secondary research.

Task 3 - Presentation of Idea

Elevator Pitch Link:

https://drive.google.com/drive/folders/1WeZ5HB_1_kGqKIXnyxMYrL-vwFlkMw1F?usp=sharing

Feedback Reflection

I am very grateful for the comments made regarding my presentation. It is encouraging to know that my voice's pitch, speed, and tone effectively communicated the message. The integration of animations and the harmony of the images, colours, and content on my slides appear to have enhanced the overall effect. I think that having effective presentation skills will help me show off my leadership qualities and ability to prevent miscommunications (The Communications Clinic, 2019).

Besides that, I took note of the timing issue that was brought up. A critical area that requires improvement is going over the allotted 3 minutes. Although I'm happy to be aware of this issue, it's obvious that resolving it should be a top priority in subsequent presentations. I will pay attention to the advice and work to improve my time management abilities to make sure I stick to the deadline.

Additionally, the suggestion to avoid discussing timing issues aloud during the presentation is particularly wisdom. I am aware of the value in keeping a professional demeanour and avoiding bringing up any potential snags or difficulties. Therefore, I can give viewers a more flawless and smooth presentation experience if I remain focused and formed. Again, I appreciate you taking the time to offer such helpful criticism. As, I'll use it to improve my presentation abilities and make a constant effort to get better at everything I do when I give speeches in public.

Task 4 - Data Analysis

Poster Link :

<https://drive.google.com/drive/folders/1vPF5UJE301cZBG7f1djOtVTdkFyifQxx?usp=sharing>

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