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3 Pages**586 Words****3,936 Characters**

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The percentage indicates the combined amount of likely AI-generated text as well as likely AI-generated text that was also likely AI-paraphrased.

Caution: Review required.

It is essential to understand the limitations of AI detection before making decisions about a student's work. We encourage you to learn more about Turnitin's AI detection capabilities before using the tool.

Detection Groups



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Disclaimer

Our AI writing assessment is designed to help educators identify text that might be prepared by a generative AI tool. Our AI writing assessment may not always be accurate (it may misidentify writing that is likely AI generated as AI generated and AI paraphrased or likely AI generated and AI paraphrased writing as only AI generated) so it should not be used as the sole basis for adverse actions against a student. It takes further scrutiny and human judgment in conjunction with an organization's application of its specific academic policies to determine whether any academic misconduct has occurred.

Frequently Asked Questions

How should I interpret Turnitin's AI writing percentage and false positives?

The percentage shown in the AI writing report is the amount of qualifying text within the submission that Turnitin's AI writing detection model determines was either likely AI-generated text from a large-language model or likely AI-generated text that was likely revised using an AI-paraphrase tool or word spinner.

False positives (incorrectly flagging human-written text as AI-generated) are a possibility in AI models.

AI detection scores under 20%, which we do not surface in new reports, have a higher likelihood of false positives. To reduce the likelihood of misinterpretation, no score or highlights are attributed and are indicated with an asterisk in the report (*%).

The AI writing percentage should not be the sole basis to determine whether misconduct has occurred. The reviewer/instructor should use the percentage as a means to start a formative conversation with their student and/or use it to examine the submitted assignment in accordance with their school's policies.

What does 'qualifying text' mean?

Our model only processes qualifying text in the form of long-form writing. Long-form writing means individual sentences contained in paragraphs that make up a longer piece of written work, such as an essay, a dissertation, or an article, etc. Qualifying text that has been determined to be likely AI-generated will be highlighted in cyan in the submission, and likely AI-generated and then likely AI-paraphrased will be highlighted purple.

Non-qualifying text, such as bullet points, annotated bibliographies, etc., will not be processed and can create disparity between the submission highlights and the percentage shown.



The Impact of Artificial Intelligence on Business Operations and Decision-Making

Literature Review of Six Research Papers

Artificial Intelligence in Business: From Research and Innovation to Market Deployment

Authors: Ransbotham et al. (2019)

Methodology: Survey-based empirical study of 2,300 executives

Key Findings: AI is primarily used for automation, customer insights, and operational efficiency. Businesses that integrate AI across functions gain competitive advantages.

Critical Analysis: Strengths: Large and diverse sample, practical relevance, longitudinal insights. Weaknesses: Self-reported data introduces bias; limited focus on SMEs.

Connections: Aligns with Paper 3 on AI enabling data-driven strategies.

The Role of Artificial Intelligence in Business Transformation

Authors: Dwivedi et al. (2021)

Methodology: Systematic literature review

Key Findings: AI supports digital transformation, especially in marketing and HR. Challenges include ethical concerns, data privacy, and integration issues.

Critical Analysis: Strengths: Synthesizes a wide range of studies; identifies clear trends. Weaknesses: Lacks empirical validation; may be outdated as tech evolves. Conflicts:

Emphasizes risk more than Papers 1 and 4.

AI-Driven Decision Making in the Digital Age

Authors: Brynjolfsson and McElheran (2020)

Methodology: Quantitative analysis using firm-level data

Key Findings: Firms using AI in analytics make faster and more accurate decisions. Productivity gains depend on complementary investments in skills and IT.

Critical Analysis: Strengths: Robust statistical analysis; grounded in real data.

Weaknesses: Limited to U.S. firms; causality not definitively established. Connections: Supports Paper 1 on AI improving decision-making.

AI Applications and Firm Performance: A Cross-Industry Study

Authors: Chen et al. (2022)

Methodology: Case studies and interviews from five industries

Key Findings: AI improves customer service, logistics, and product development. Success depends on leadership commitment and organizational readiness.

Critical Analysis: Strengths: Rich qualitative data; industry comparisons. Weaknesses: Small sample; lacks generalizability. Connections: Echoes Paper 5 in emphasizing organizational factors.

Barriers to AI Adoption in Business: A Framework-Based Approach

Authors: Haenlein et al. (2020)

Methodology: Conceptual framework based on qualitative interviews

Key Findings: Cultural resistance, lack of skills, and regulatory uncertainty hinder adoption. AI strategy must align with business objectives.

Critical Analysis: Strengths: Clear framework; practical implications. Weaknesses: No quantitative validation; relies heavily on anecdotal evidence. Conflicts: More cautious compared to Papers 1 and 3.

The Ethical and Social Implications of AI in Business

Authors: Binns et al. (2021)

Methodology: Theoretical and normative analysis

Key Findings: AI deployment risks bias, discrimination, and job displacement. Ethical frameworks are underdeveloped in many organizations.

Critical Analysis: Strengths: Addresses long-term concerns often overlooked. Weaknesses: Theoretical; lacks empirical testing. Conflicts: Raises red flags not considered in Papers 3 and 4.

Comparative Table of Reviewed Papers

Year	Authors	Methodology	Key Findings	Weaknesses/Limitations
2019	Ransbotham et al.	Survey	Efficiency, competitiveness	Self-report bias, limited SMEs
2021	Dwivedi et al.	Literature Review	Digital transformation, ethical/data challenges	No empirical data

2020	Brynjolfsson et al.	Quantitative	Better decision-making, performance	Causality unclear, U.S.-centric
2022	Chen et al.	Case Study	Customer service, logistics, product dev	Small sample
2020	Haenlein et al.	Conceptual	Barriers: culture, skills, ROI	No statistical backing
2021	Binns et al.	Normative	Bias, job loss, underdeveloped ethics	Lacks empirical validation

Synthesis and Conclusions

The reviewed papers collectively highlight that AI is transforming business operations through automation, improved decision-making, and customer personalization. However, successful adoption hinges on organizational preparedness, ethical considerations, and strategic alignment. While Papers 1, 3, and 4 show the promise of AI, Papers 2, 5, and 6 warn of its limitations and challenges. A balanced approach that includes technical, cultural, and ethical integration is crucial for leveraging AI sustainably.