

Examining The Nexus Between GAI Adoption and Responsible Entrepreneurship

Kunle Oguntegbe¹, Sterling Rauseo², Abdullah Ijaz³, Andrew Hansen-Addy⁴

School of Business, Operations and Strategy, Greenwich Business School, University of Greenwich, UK

Abstract

Since the launch of Chat Generative Pretrained Transformer (ChatGPT) in November 2022, the concept of Generative Artificial Intelligence (GAI) has gained increased popularity among entrepreneurs. Despite the fact that GAI offers value for businesses creation, the tendency to contravene social and environmental value is imminent and this could negate its adoption benefits if not responsibly managed. There is therefore need for research deepening to better understand the factors shaping entrepreneurs' intent for responsible deployment of GAI tools. To this end, this study explores how GAI qualities stimulate responsible entrepreneurship as well as explicates the factors to be put in place to prevent the ethical, social and environmental abuse of GAI by business founders. Underpinned by the digital entrepreneurship theory and guided by the principles of responsible entrepreneurship, we adopted Gioia methodology, performing thematic analysis on business news and opinions of entrepreneurship experts, obtained from LexisNexis. Results reveal three important factors; rapid generativity, transparent affordance, and regular uncertainty audits that influence responsible entrepreneurship. The study concludes with implications of GAI for responsible entrepreneurship and suggestions for future research.

Keywords: Chat GPT, digital entrepreneurship, Generative Artificial Intelligence, responsible entrepreneurship