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Due Apr 27 11:59pm Available from Apr 21

45 points possible

16 Replies, 5 Unread

## Unit 6: Discussion



# DISCUSSION

### Directions

Write about your thoughts on Generative AI and its potential, including impact on businesses. Write at least three paragraphs of your own thoughts.

### Criteria for Success

#### Initial Post (DUE: Thursday 11:59 p.m. CT)

- In the initial post you will do the following:
  - Uses the weekly materials to construct an academic argument that addresses the discussion question in a thorough and logical manner.
  - Correctly uses key terms and concepts. Thoroughly addresses all components of the prompt. Ideas are clear and on-topic.

- Follows grammar conventions. The writing is concise and easy to read.
- Writes approximately 200 words.

## Response to Two Peers (DUE: Sunday, 11:59 CT)

- In each response, you will do the following:
  - Challenge other students' arguments by sharing concerns and drawback associated with use of Generative AI
  - Furthers the conversation by asking thoughtful questions, responding directly to statements of others, and contributing additional analysis. Builds on peers' contributions by presenting logical viewpoints or challenges.
  - Follows grammar conventions. The writing is concise and easy to read.
  - Writes approximately 100 words.

Please review the rubric for this assignment before beginning to ensure that you earn full credit. Contact me if you have any questions.

Reply



**Joseph Maina** (<https://canvas.park.edu/courses/85581/users/118606>)



Apr 24 6:24pm

Hello class,


### **Generative AI Potential and Impact on Businesses.**

Generative AI refers to computational techniques that are capable of generating seemingly new, meaningful content such as text, images, or audio from training data (Feuerriegel et al., 2023). Generative AI uses models that contain expansive artificial neural networks that are inspired by the billions of neurons connected in the human brain, as described by Chui et al (2023). A good example of generative AI is ChatGPT, AlphaGo, Copilot (Microsoft), and Gemini (Google). ChatGPT and its competitors have captured the imagination of people around the world in a way AlphaGo did not, thanks to their broad utility—almost anyone can use them to communicate and create—and preternatural ability to have a conversation with a user as described by Lv (2023).


As we all know, systems that are trained by a big dataset have the potential to be positive or negative. On the positive side, generative AI has the potential to vastly improve the metaverse by automating intelligent decision-making and creating highly customized user experiences. Products such as ChatGPT have the potential to enhance the search experience, reshape information generation and presentation methods, and become new entry points for online traffic, as described by Lv (2023). On the negative side, generative AI models, systems applications may cause a violation of copyright laws because they can produce output that resembles or even copy existing works without permission or compensation to the original creators (Feuerriegel et al., 2023)

Having understood the potential, we have to look at the impact on businesses with the generative AI invention. Generative AI's role in knowledge extraction from large datasets has been particularly transformative, allowing businesses to gain actionable insights that were previously obscured by the volume of information. It provides operational efficiencies and marketing endeavors for small and medium-sized enterprises (SMEs), which have made businesses cut costs and accelerate innovation (Soni, 2023). Let's take an example like Adobe, which has integrated AI into its Firefly and Express apps to enable flexible content creation, allowing designers to generate and edit images or videos with ease, as expressed in (*Adobe Firefly - Free Generative AI for Creatives*, n.d.).

## References

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([https://www.researchgate.net/publication/376612578\\_Impact\\_of\\_Generative\\_AI\\_on\\_Small\\_and\\_Medium\\_Enterprises%27\\_Revenue\\_Growth\\_The](https://www.researchgate.net/publication/376612578_Impact_of_Generative_AI_on_Small_and_Medium_Enterprises%27_Revenue_Growth_The)

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**Nandhan Nayak Porika** (<https://canvas.park.edu/courses/85581/users/122876>)



Apr 24 5:16pm

Hello All,

Generative AI is one of the most transformative technologies I have encountered in my academic journey. As a master's student in Information Technology and Business Analytics, I have witnessed firsthand how tools like ChatGPT can enhance productivity and creativity, helping to rephrase assignments and brainstorm complex ideas. Coming from India, where these tools were not widely used in education, I initially approached them with curiosity. Over time, I began using them more actively not to replace learning, but to augment my understanding. Despite its usefulness, I've also experienced its limitations, such as occasional context loss and irrelevant responses, which reveal areas where the technology still needs refinement.

From an economic and technological perspective, generative AI shows the characteristics of a general-purpose technology, similar to electricity or the internet. Its rapid improvement, widespread adoption, and potential to enable complementary innovations make it a powerful driver of change. Unlike past technologies that required new infrastructure, generative AI can be deployed instantly thanks to existing internet-connected devices. Businesses are already leveraging it for automation,

personalized marketing, customer service, and even financial forecasting. These capabilities not only streamline operations but also open up new possibilities for strategic growth and efficiency.

At the same time, I remain cautious about the societal implications, including misinformation, deepfakes, and authenticity erosion. I believe the true potential lies in implementing AI ethically and responsibly, ensuring it complements skills and contributes meaningfully to business and society, rather than replacing it.

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 **Reply** |  **Mark as Unread**



**Atit Adhikari** (<https://canvas.park.edu/courses/85581/users/126504>)

Apr 24 3:21pm



Hi everyone! Generative AI is a powerful new technology that allows computers to create content like text, images, music, and even computer programs (Rouse, 2023). Tools such as ChatGPT and DALL·E use large amount of data and produce the creative work by analyzing large datasets. Generative AI has an interesting ability to easily take over creative tasks that require a lot of human thinking. This can lead to new ideas, better personalization, and increased productivity in many fields.

For businesses, generative AI can bring major changes. Companies can use it to create marketing materials, write product descriptions, or post on social media quickly and at a lower cost. In terms of product development, generative AI can help in designing and testing ideas faster, allowing businesses to launch products sooner (Cooper, 2024). It can also improve customer service by giving quick and personalized replies through chatbots or virtual assistants.

However, there are still some challenges associated with the use of Generative AI as businesses need to be careful about issues like copyright, data privacy, and the spread of false information (Al-kfairy, Mustafa, Kshetri, Insiew, & Alfandi, 2024). As generative AI becomes more common, companies should create rules for using it in the right way that can help businesses grow, stay competitive, and innovate in a smart and ethical way.

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**Ian Koskei** (<https://canvas.park.edu/courses/85581/users/122159>)



Apr 24 2:38pm

## UNIT 6: DISCUSSION

Generative AI refers to deep learning models that can generate high quality text, images, and other content based on the data they were trained on (IBM, 2024). These models learn the underlying patterns and structures of their training data and use them to produce new data based on the input, which often comes in the form of natural language prompts. (Adam, 2023). Its potential lies

in its ability to generate human like content, text, images, code and even music based on minimal input. For businesses, this means faster content creation, more personalized marketing, and even the automation of tasks that once required entire teams. It's not just about saving time and money, it's about unlocking new creative possibilities and scaling operations in ways that weren't possible before. Businesses that adopt generative AI thoughtfully can stand out in crowded markets by offering smarter, faster, and more customized experiences.

The impact stretches beyond just creativity. In industries like customer service, software development, and healthcare, generative AI is being used to draft emails, write code, assist with diagnostics, and even simulate conversations. It helps reduce human error, increase efficiency, and free up workers to focus on more strategic or interpersonal tasks. This new wave of automation also raises important questions on how will it affect jobs, decision-making processes, and ethics in the workplace. It can be used for cybercrime, or to deceive or manipulate people through fake news or deepfakes (Simon, Altay, & Mercier, 2023). Companies must be mindful of transparency, fairness, and the responsibility that comes with using AI tools that can influence both internal operations and public perception.

In the world of education, generative AI opens up equally powerful opportunities and challenges. For students, it can be a helpful learning companion. AI tools can summarize complex topics, offer tutoring-style feedback, and help with brainstorming ideas for essays or projects. This can make learning more accessible, especially for students who might struggle with traditional methods. For teachers, generative AI can ease the load by helping draft lesson plans, create quizzes, or even give suggestions for differentiated instruction. On the other hand, it also creates new concerns about plagiarism, academic integrity, and the need to teach students not just how to use AI, but how to use it responsibly. As generative AI becomes more integrated into schools, the focus should be on guiding students to become thoughtful users not just consumers of this technology.

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**Ashish Thapa** (<https://canvas.park.edu/courses/85581/users/79401>)

Apr 24 9:27am | Last reply Apr 24 11:23am

Hello Everyone,

At first I was not very positive about generative AI. Headlines of warning that AI would take over jobs and all felt like threats for the future but over the time seeing how it works has been amazing and I have started to view it positively. I like how it simplifies tasks, saves us time and supports creativity as per the adaptability that is required, which might be a thing of debate but that has changed my outlook. I view it as a powerful assistant that helps us do better and faster work.

In the world of business too, generative AI is making a big impact. It has helped in marketing, customer service as well as daily tasks such as communications and reports. This has helped the business focus on bigger decisions and also has helped small business a lot staying competitive as so many features are easy and free which was not easy to have access to before.

I have also kept in mind that there are challenges that come with it such as data privacy and bias as well as ethical use and there are developments going on for that. So I see it as something that will support us now rather than replace us.

Thanks

Reference:



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**Avinash Bunga** (<https://canvas.park.edu/courses/85581/users/111811>)



Apr 23 9:18pm | Last edited Apr 24 10:11am

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**Avinash Bunga**

**Information Systems and Business Analytics, Park University**

**CIS625HOS2P2025 Machine Learning for Business**

**Professor: Abdelmonaem Jornaz**

**April 23, 2025**

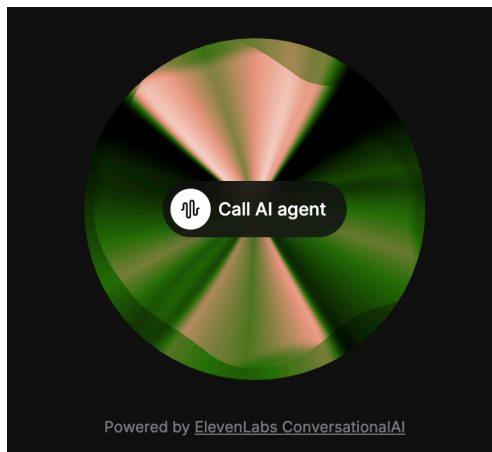
*Unit 6: Discussion*

## Generative AI and Its Business Impact

**My Thoughts on Generative AI:** Generative AI is one of the most exciting technologies I have come across recently. It does more than automate mundane tasks; it creates new content from scratch. Whether writing blog posts, designing visuals, or generating human like speech, generative AI is reshaping our view of creativity and communication. I find it fascinating how neural networks learn patterns from large data sets and then use that knowledge to produce intelligent output that feels natural (Eapen, Finkenstadt, Folk, & Venkataswamy, 2023).

**Impact on Businesses and a Hands On Example:** The potential for businesses is huge. Companies are already using generative AI to speed up customer support, tailor marketing messages, and generate product ideas. To explore this myself, I built a voice assistant called ClassCompanion using the ElevenLabs platform. It is trained on our Unit 6 materials for this class and can respond to questions in real time (Washington, 2024).

You can try it here: [https://elevenlabs.io/app/talk-to?agent\\_id=8LSFkEGEudKIgFSMmmaL](https://elevenlabs.io/app/talk-to?agent_id=8LSFkEGEudKIgFSMmmaL) ➞ [https://elevenlabs.io/app/talk-to?agent\\_id=8LSFkEGEudKIgFSMmmaL](https://elevenlabs.io/app/talk-to?agent_id=8LSFkEGEudKIgFSMmmaL)). This example shows how easy it is to create a domain specific assistant for any business or educational purpose.



**Note:** Click on “Call AI agent” and try it!, Tokens are limited and might get expired once the limit is reached - [Link](https://elevenlabs.io/app/talk-to?agent_id=8LSFkEGEudKIgFSMmmaL) ➞ [https://elevenlabs.io/app/talk-to?agent\\_id=8LSFkEGEudKIgFSMmmaL](https://elevenlabs.io/app/talk-to?agent_id=8LSFkEGEudKIgFSMmmaL)).

**Why Generative AI Matters:** I believe the true power of generative AI lies in its accessibility. Tools like ElevenLabs make it possible for anyone, even without a programming background, to build smart assistants and creative applications. These tools can also listen and adapt while

interacting, making conversations feel more natural. Used responsibly, generative AI can empower individuals and small teams to automate tasks, deliver personalized experiences, and drive innovation (Stackpole, 2024).

I would love to hear from you. Please reply with one interesting AI tool that you would recommend I try next.

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**Robert Nyabiti** (<https://canvas.park.edu/courses/85581/users/93498>)



Apr 23 2:58pm

Generative AI has become increasingly important in recent years, captivating various sectors, including businesses, educational institutions, and individuals. Many have embraced generative AI to enhance efficiency, boost productivity, foster innovation, solve complex problems, and for numerous other reasons.

In the context of higher education institutions (HEIs), current and aspiring leaders in community colleges need to adapt to technological advancements. This adaptation involves not only understanding how generative AI works but also leveraging it to advance their colleges' vision, mission, and goals. The benefits of AI can help address several challenges faced by community colleges, such as funding shortages, declining student enrollment, retention and graduation rates, and rising operating costs.

However, despite its advantages, generative AI poses certain challenges in HEIs, including issues related to bias, ethics, and privacy (Siddiqi, 2024). To achieve desired outcomes, HEI leaders, faculty members, and staff should avoid adopting a one-size-fits-all AI policy applicable to all colleges, as well as relying solely on AI for decision-making without considering additional inputs

(Grovergrys & Rettler-Pagel, 2025). AI should be viewed as a valuable tool for addressing curriculum challenges, improving workforce readiness, and maintaining academic integrity. It can also be effectively used by faculty members to enhance students' learning capabilities (Santa Monica College , 2025) and by HEI leaders to analyze college data and make informed, data-driven decisions.

## References


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 **Reply** |  **Mark as Unread**



**Selorm Kwaku Soga** (<https://canvas.park.edu/courses/85581/users/73415>)



Apr 23 1:47pm | Last reply Apr 23 9:12pm

Hello Everyone,


Modern generative AI is a linchpin of any AI paradigm shift, i.e., the capability of generating data like text, images, code, etc., from gigantic datasets. The ability of generative AI to perform creative and analytical tasks previously requiring considerable human effort is its main strength. Tools such as GPT-4 can write emails, summarize documents, or put together marketing copy within seconds. This propels human workers to engage in higher-level strategic activities and relationship building.


When it comes to business, it's a big deal. Generative AI can speed up operations, tailor customer experience, and streamline product development. In marketing, AI-generated content can be customized to individual customer segments, thereby improving engagement while decreasing costs. In software development, code-generation solutions can fast-track prototyping and testing.

Even in design or legal services, generative AI can essentially churn out a draft or the first round of concepts from which professionals can iterate.

On the flip side, this technology leads to important counterthoughts about its adoption by businesses- the issues of data privacy versus intellectual property and the risk of generating unreliable or biased outputs. The other aspect is active workforce reskilling and redesigning relevant workflows to capitalize on AI. If the promise of generative AI is real, thoughtful implementation, coupled with sufficient human oversight, will ensure its success in the coming years.

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> 2 Replies, 2 Unread |  Reply |  Mark as Unread



Michael Oduro (<https://canvas.park.edu/courses/85581/users/112167>)



Apr 23 12:11pm | Last reply Apr 23 6:53pm

Hello Class,

My discussion for Week 6.

Generative AI has the potential to revolutionize numerous industries by enabling machines to create content, products, and solutions that were previously exclusive to human ingenuity. One of the most significant advantages of generative AI is its ability to automate tasks that require creativity, such as generating text, images, music, or even entire videos. This capability can significantly impact businesses by increasing efficiency, reducing production costs, and enabling the creation of personalized content on a scale.

The impact of generative AI on businesses can be profound. For instance, generative AI can be used in marketing to create personalized advertisements tailored to individual preferences, potentially leading to higher engagement rates and conversion. In product design, generative AI can rapidly generate multiple design iterations based on specific parameters, accelerating the design process and allowing for more innovative solutions.

However, adopting generative AI also raises important questions about authorship, ownership, and the potential for misuse. As businesses integrate generative AI into their operations, they must navigate these challenges while ensuring that the technology is used responsibly and ethically. Despite these challenges, the potential of generative AI to transform industries and create new opportunities is immense. By harnessing its power, businesses can not only enhance their efficiency and creativity but also pioneer new business models that were previously unimaginable.

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**Jagadeesh Korukonda** (<https://canvas.park.edu/courses/85581/users/116942>)



Apr 22 9:52pm | Last reply Apr 24 3pm

Hello Class,


Generative AI represents a transformative force across industries, redefining how businesses approach content creation, product development, and customer service. At its core, generative AI leverages machine learning models, particularly large language models (LLMs), to generate text, images, audio, and even code with minimal human intervention. From a business perspective, this innovation enhances productivity by automating repetitive and creative tasks. For example, marketing teams can now use AI tools to draft emails, generate campaign ideas, and personalize content at scale, dramatically reducing turnaround time and costs.


One of the most compelling impacts of generative AI is in customer interaction. AI-powered chat bots and virtual assistants can handle vast volumes of customer inquiries with contextual understanding and natural language fluency, improving service quality while reducing reliance on human agents. This efficiency enables businesses to allocate resources toward more strategic tasks. Moreover, in sectors like design, manufacturing, and healthcare, generative AI aids in prototyping, simulating outcomes, and generating insights from vast datasets. These applications illustrate the technology's potential not only as a support tool but also as a driver of innovation.

Despite its promise, generative AI also introduces concerns about data privacy, intellectual property, and ethical use. Businesses must navigate these challenges carefully, ensuring transparency and accountability in how AI-generated content is used. Establishing governance frameworks and investing in AI literacy among employees will be essential to maximizing the

technology's benefits while minimizing risks. Overall, generative AI offers immense potential, but its impact will largely depend on how responsibly and strategically it is integrated into business processes.

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**Licurgo Silveira Teixeira** (<https://canvas.park.edu/courses/85581/users/119244>)



Apr 21 7:29pm

Good evening dear classmates and professor Jornaz.

So, there is a very interesting topic for discuss this week and this is ny post to begin the discussion.

Generative AI refers to systems capable of creating content, such as text, images, or code, by learning patterns from data. It intersects with the Internet of Things (IoT), which connects devices like smart appliances to the internet for data exchange, and the emerging Internet of Bodies (IoB), where wearables and implants monitor human health, integrating biological data into digital networks. Neural systems, inspired by the human brain, power generative AI and enable applications like self-driving cars, drones, and even autonomous airplanes. These systems process vast datasets to make real-time decisions, such as navigating traffic or optimizing flight paths, enhancing efficiency and safety across industries.

The concept of singularity envisions a point where AI surpasses human intelligence, potentially through self-coding programs that autonomously improve themselves. Such systems could feed on the web, accessing diverse databases—structured ones like SQL repositories, unstructured social media posts, or proprietary datasets from companies. High-quality data sources, like peer-



reviewed journals or verified APIs, ensure robust outputs, while unreliable sources, such as unfiltered user-generated content, risk biases or errors. This self-sustaining AI could rewrite its own algorithms, exponentially accelerating innovation but raising ethical concerns about control and accountability.

The economic potential of generative AI is transformative, streamlining production lines by automating design, manufacturing, and logistics, thus lowering costs. This cost reduction can lead to disinflation, aligning with Schumpeter's theory of creative disruption, where innovation displaces outdated systems. However, it threatens jobs in sectors like manufacturing and services, requiring workforce reskilling. The Jevons Paradox suggests that increased efficiency and unlimited supply may spike demand, leading to resource waste. Credit models could manage this by financing access to AI-driven goods, but they risk enabling authoritarian control if data-driven surveillance curtails individual freedoms, necessitating balanced governance to protect liberties.

Hope you all enjoy it and find it interesting.

Thank you!

Lico Teixeira.

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