

Strategic Management Use Case Survey (B)

Hochschule Mainz

Welcome to Our PhD Thesis Survey on Gen AI Use Cases

Thank you for participating in our survey. Here's what you need to know:

- **Why:** We aim to understand the relevance of strategic management activities for Gen AI applications.
- **What:** We need your assessment of resource needs & required capabilities for specific strategic activities.
- **Next:** Your responses will contribute to an academic paper on Gen AI use cases in strategic management.

The **survey takes around 5 minutes** to complete. If you are unsure about the correct answer leave the field empty.
Thank you for your valuable contribution!

More background on our research

We identified 13 strategic management activities with a holistic literature review. These activities are potential use cases for Gen AI application. The objective of this survey is to understand their **impact on productivity** (Questions 3-5) and the **required capabilities** that are necessary and needed to be replaced by AI (Questions 6-8).

A detailed description of the use cases can be found here:

https://hsmainzde-my.sharepoint.com/:b/g/personal/andreas_wunder_hs-mainz_de/EQssiPwqcrdEtbUqFmVEN0cBEHVpBQm6IRJPylNLIV8B8Q?e=DOIlgW

* Erforderlich

Personal Information

1. How many years of experience do you have in the field of strategic management? *

- ☐ less than 3 years
- ☐ 3-5 years
- ☐ more than 5 years

2. What is your current job position? *

- ☐ Junior
- ☐ Mid-level
- ☐ Senior-level or above
- ☐ Sonstiges

Impact

In this part, we want to assess the productivity impact of seven key strategic activities on day-to-day operations, in terms of how often they are performed, how long it takes to perform an activity once and the amount of people involved.

3. How frequent are these activities performed?

	Very rarely (Once a year or less)	Occasionally (A few times a year)	Regularly (Monthly)	Frequently (Weekly)	Very frequently (Daily or multiple times a day)
Analyze the industry structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analyze competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify performance drivers and barriers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Formulate long- and short-term strategic and financial goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determine how to compete in each business segment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop an efficient operating model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. How much time is required to complete these activities once?

	Very short (Less than a work day)	Short (A full work day)	Moderate (several work days)	Long (multi-weeks project)	Very long (multi-months project)
Analyze the industry structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analyze competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify performance drivers and barriers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Formulate long- and short-term strategic and financial goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determine how to compete in each business segment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop an efficient operating model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How many people are involved in performing these activities?

	Individual person	Small group of participants	Participants from different departments	Participants from different departments and management levels	Multiple internal and external participants
Analyze the industry structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analyze competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify performance drivers and barriers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Formulate long- and short-term strategic and financial goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determine how to compete in each business segment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop an efficient operating model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Technical Viability

Almost done!

Now we want to assess the required capabilities to perform these activities. This allows us to evaluate the complexity of developing genAI-based applications.

6. This activity requires processing and generating different types of data modalities* (*e.g. text, graphs, images, videos, speech and figures*)

*Data Modalities = Different input and output types of data

	Structured text-data (e.g. tables)	Unstructured text (e. g. office documents or pdfs)	Text, visuals or figures (e.g. images, figures in reports, ppt slides)	All before mentioned and audio (e.g. expert calls)	All before mentioned and video (e.g. product demos, workshop discussions)
Analyze the industry structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analyze competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify performance drivers and barriers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Develop an efficient operating model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. This activity requires the retrieval, interpretation and critical reflection of information (e.g. problem solving, research or analytical thinking)

	Simple instructions for routine tasks	Basic information search and analysis	Problem-solving using on clues and context	Deep understanding of the situation and past information	Decision-making and planning for complex scenarios
Analyze the industry structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analyze competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify performance drivers and barriers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Formulate long- and short-term strategic and financial goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Develop an efficient operating model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. This activity requires interaction among people (e.g. facilitating consensus among strategists or aligning stakeholders)

	Interaction rarely needed	Occasional help from people for specific tasks	People involved regularly, but with clear roles	Frequent interaction with people, adapting to their needs	People involved constantly, with back-and-forth communication
Analyze the industry structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analyze competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify performance drivers and barriers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Develop an efficient operating model	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you very much for your time and contribution!

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