

Organizational Informed Consent Form

Your organization is invited to participate in a research study being conducted for a dissertation at the **Swiss School of Business and Management**.

Research Title

Integrating Artificial Intelligence into Kaizen Practices: Leadership Strategies for Operational Excellence in Property and Casualty Insurance

Purpose of this Form

This form is for the **authorized representative** of your organization to provide permission for your organization to participate in this doctoral research study. By signing, you acknowledge that multiple employees from your organization will be invited to complete short online surveys (approximately 10–15 minutes each).

About the Research

The study examines how **U.S.-based Property & Casualty (P&C) insurance companies** are integrating **Artificial Intelligence (AI)** into their operations, with a particular focus on **leadership strategies** and the application of **Kaizen continuous improvement principles**.

The research seeks to capture diverse perspectives from leadership, technology teams, and frontline staff to better understand the enablers, challenges, and outcomes of AI integration.

Why Your Organization was Selected

Your organization was invited because it meets the following criteria:

- Operates in the P&C insurance sector
- Based in the U.S.
- Has integrated or is in the process of integrating AI into operations

Target Participants and Survey Groups

A total of 15 individuals from your organization will be invited to participate:

- Five (5) in **leadership roles** directly involved in AI-related decision-making
- Five (5) in **IT-related roles** central to AI implementation processes
- Five (5) **frontline workers/end-users** of the implemented AI tool(s).

As such, three (3) separate survey questionnaires will be used, one for each participant group.

Timeline

We kindly request that all surveys be completed and submitted **within two (2) weeks of this consent form being signed**.



SWISS SCHOOL OF BUSINESS AND MANAGEMENT

Survey Tool and Distribution

Surveys will be hosted in Google Forms.

Links will be shared directly with the participants or with the authorized representative, who may distribute them internally.

Your Rights and Privacy

- Participation is voluntary.
- You may choose not to answer any question.
- You may withdraw from the study at any time without penalty.
- There are no known risks associated with participation.
- All data collected is confidential. No names or identifying information will be linked to responses.
- Only the researcher will have access to raw survey data.

Benefits

There are no direct personal or financial benefits to participants. However, findings may be valuable to your organization and the broader P&C industry considering integrating AI into their practices by offering insights into successful AI adoption and continuous improvement practices.

Contact Information

This research has been reviewed and approved by the Swiss School of Business and Management (SSBM) Ethics Board. If you have questions about the study, please contact:

Alessandra Gutiérrez de León

Researcher

alessandra@ssbm.ch

phone: +1 510 883 4908

or

Ivica Katavic, PhD

Dissertation Supervisor/Mentor

ivica@ssbm.ch

+ 385 99 369 5585

Consent

By checking the box below, you are providing your **electronic signature** confirming that:

- you are authorized to give consent on behalf of your organization,
- you have read and understood the information above,
- you understand the purpose of the survey and study,
- the designated participants agree to participate in the study.

☐: I agree and provide consent on behalf of my organization.

Researcher's name and electronic signature: [Embedded]