

# Group 1 – Writing the manuscript

## Results

### Reduced costs:

- AI can be used to do 1st line of quality control. Less work for reviewers

### Improved performance:

- Authors are faster at writing papers and therefore publishers can publish more papers
- Drafting paragraphs

### Better decision-making:

- If authors don't have to focus on e.g. sourcing all relevant documents, they can spend their active time with producing real content

### Higher customer satisfaction:

- Easier writing of paper, no having to search for words
- Fatigue not as high if people can concentrate on creating content

### Better customer segmentation:

- More customers as not only authors for scientific papers will be interested but also students of several age groups

### Improved customer experience:

- writing and publishing out of one hand
- Paper can easily be translated/read in other languages
- Faster time to publication

### Better products & services:

- Can write more papers = more for the publisher to publish
- Language and grammar check

### Business innovation:

- Affordable ghost writing and paper mills
- Contextual Knowledge Integration (Integration of Scientific research based on AI tool)