

**Pune AI Community**

2,253 followers

9m • Edited •

[Follow](#)

Is generative AI finally paying off or are we still fooling ourselves? A new [The Wharton School](#) study says most companies are actually getting real value from it, and the results may surprise you. 🤔

For months, many people repeated the [Massachusetts Institute of Technology](#) claim that 95% of generative AI projects were not showing ROI. It felt true because teams everywhere were struggling with early tools, messy workflows and slow adoption.

But Wharton's new study tells a different story. Here is what it found:

- ➡ 74 percent of companies that track ROI from generative AI are already seeing a positive return
- ➡ More expect ROI within the next two to three years
- ➡ Senior leaders see more value than middle managers
- ➡ Smaller companies are moving faster than big enterprises
- ➡ Tech, telecom, banking and finance lead the pack, while retail is still catching up

Why the difference from MIT? 🤔

Wharton used a wider definition of ROI. They counted productivity gains, talent retention and workflow efficiency, not just profit. MIT looked only at profit from live production systems.

The message is clear. Generative AI is not a simple success or failure story. It is early, uneven and messy, but the returns are becoming real. Smaller companies win because they can change faster. Bigger companies struggle because old processes slow them down.

The study is self reported, so we should stay careful. Still, it shows that AI is delivering value for many teams who are willing to rethink how they work.

So here is the big question: Are large companies missing out on AI ROI because the tech is hard or because they are slow to change? 🤔

[#GenerativeAI](#) [#AIROI](#) [#FutureOfWork](#) [#DigitalTransformation](#) [#AIAdoption](#) [#Leadership](#)

[#BusinessStrategy](#) 🚀 🤖 💡 [Alex Kantrowitz](#)

