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The Prompt-a-thon: Designing a Format for Value Co-Creation with Generative AI for Research and Practice

Generative Artificial Intelligence (GenAI) has immense potential for innovation and problem solving, but there remains a significant knowledge gap in effectively harnessing its capabilities for value creation. To bridge this gap, a Design Science Research project was undertaken to develop a practical tool for researchers and practitioners to explore first insights into the usage of conversational GenAI such as ChatGPT. The result is the Prompt-a-thon (PaT), a human-AI co-creation format tested in five instances. The evaluation showed increasing GenAI knowledge among participants and satisfaction with the PaT. Besides, GenAI input-prompt parameters were identified, serving as potential foundation for prompt-engineering or prompt-strategies. The findings provide a replicable approach for value co-creation that addresses GenAI usage in the rapidly evolving landscape.

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Keywords

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