

Using Generative AIs



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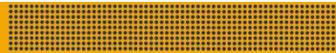
Frameworks for Responsible Use of Generative AI Tools

Use this handout to learn how to use Generative AIs responsibly and effectively for professional business research discovery and information gathering contexts.

Contents:

- **Best Practices for Gen AI Research Applications**
- **Three Core Limitations of Gen AIs**
- **Real-World Risks of Using Data Lacking Credibility**
- **Techniques and Strategies for Crafting Successful Prompts**





Best Practices for Gen AI Research Applications



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Generative AI Research Applications

Incorporate using Gen AIs as a tool that supports – but never replaces – human expertise, critical thinking, accountability and ethical reasoning

Gen AI useful for:

- Providing definitions & relevant terminology
- Surfacing broad context
- Brainstorming ideas
- Identifying trends
- Listing contributing factors
- Assisting in early exploration

Gen AI not suited for:

- Deciding what information truly matters
- Applying critical thinking
- Interpreting nuances
- Making strategic judgements
- Synthesizing complex insights
- Weighing or managing risk-inherent decisions



Generative AI Research Applications

Incorporate using Gen AIs as a tool that supports – but never replaces – human expertise, accountability and ethical reasoning

CAN	CAN'T
Surface broad industry context	Determine what information matters
Identify some high-level trends	Decide which factors are actually relevant
Create lists of possible contributing factors	Identify fact-based assumptions, data, etc.
Identify adjacent concepts or angles you might overlook	Interpret information
Identify relevant definitions/terminology/industry jargon	Make ethical or strategic judgements
Brainstorm ideas for what to explore	Provide a nuanced understanding of human emotions and cultural subtleties
Synthesize information to help inform recommendations	Make the final choices that carry significant risks
Simulate scenarios	Interpret unexpected results or challenge assumptions
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Three Core Limitations of Gen AIs



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Three Core Limitations of Using Generative AIs

Understanding a few inherent Gen AI limitations can reduce critical risks in your assumptions and analysis

- **Short-Term Contextual Memory**
 - Long or complex Gen AI dialogs degrade the quality of returned results, experienced as dropped details, inaccurate or incoherent outputs and conclusions
- **Knowledge Cut-Off**
 - Due to content timeliness limitations tied to LLM training dates, output about recent events, industry disruption, innovations, or forecasted data is inaccurate and unreliable
- **Hallucinations**
 - High risk that *plausible sounding* information, data, and sources are made up

Bottom line

- ***Treat Gen Ai results with skepticism and validate all information using reliable, credible resources***



Generative AI: Limitations – Short Term Contextual Memory

Consequences

Information loss – Only remembers certain amounts of text at once; earlier responses and information dropped once memory window exceeded

Inaccurate responses – Forgetting crucial details results in irrelevant, hallucinated, or inaccurate information based on incomplete information

Reduced coherence – Longer conversations or complex tasks become difficult to maintain coherently

Solutions

Decompose tasks – Breakdown prompts into smaller, manageable parts that AI can handle more effectively by asking the Gen AI to:

Summarize/recap answers

- *“Summarize your answers about Netflix’s integration strategy...”*

Re-enter information

- *“This is what you said about Netflix’s competitive landscape....Based on this, what are some ways to think about Netflix’s strategy?”*

Split into subtopics

- *“Refine your results about Netflix by breaking it up into the following subtopics: “industry Analysis,” “Business Models,” and “Financial Analysis””*

Generative AI: Limitations – Knowledge Cut-Off

Consequences

Static knowledge – Last date training data was updated; unaware of events/information occurring since

Outdated information – Generates made up, inaccurate or incomplete answers for topics that have changed or occurred after cut-off

Solutions

Human-in-the-loop – Implement human oversight to check, validate, and edit AI outputs

Response repetition – Watch for repetition of responses and wording, indicating the AI has peaked in its capacity to generate new/useful content

Robust prompt creation – Create prompts that guide AI to more accurate responses and anticipate possible knowledge cut-offs

Decompose tasks – Breakdown complex requests into smaller, manageable parts that AI can handle more effectively

Evaluate and iterate – Critically evaluate AI's responses for accuracy and completeness; use follow-up prompts to refine answers

Limit AI's role – Don't rely on AI for critical thinking; use as tool to augment human judgement

Generative AI: Limitations – Hallucinations

Consequences

Predictive recognition – Results are based on predictions that consider existing context

Mimicry, not understanding – Creates outputs that *appear* to be creative or intelligent by mimicking known patterns; lacks internal understanding of the trust or the “why” behind responses

Lack of reasoning – Cannot perform true logical deduction or complex reasoning

Potential for inaccuracy – Frequently generates incorrect results that *seem correct*. Outputs can be inaccurate, biased, or completely fabricated, reflecting limitations, errors and bias of LLM training data

Solutions

Human-in-the-loop – Implement human oversight to check, validate, and edit AI outputs

Response repetition – Watch for repetition of responses and wording, an indication that AI has peaked in capacity to generate new/useful content

Robust prompt creation – Create prompts that guide AI to more accurate responses and anticipate possible knowledge cut-offs

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Real-World Risks of Relying on Gen AIs



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Real-World Consequences of Using Fabricated Data & Invented Sources

Risks

- Carries high-stake risks with potentially serious financial and reputational impact

Recommended Solution

- Build a solid, defensible baseline *before* interpreting or recommending Gen AI results
- Pair a Gen AI with credible information sources, including advanced Google Search strategies, to validate findings and deepen research
- Look at credible sources, such as market research, business & industry publications and associations, news, government data, financial analyst reports, consulting firm whitepapers, etc.



Real-World Consequences of Using Fabricated Data & Invented Sources

This Government Paid Deloitte \$1 Million for a Report That Included Fake AI Citations

An investigation found that Deloitte cited research that didn't exist in the 526-page report.

BY [SHERIN SHIBU](#) · EDITED BY [JESSICA THOMAS](#) · NOV 25, 2025

Deloitte was caught using AI in \$290,000 report to help the Australian government crack down on welfare after a researcher flagged hallucinations

By Nino Paoli
News Fellow

October 7, 2025, 5:10 PM ET

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One of most significant risks using generative AIs for research

- Hallucinations – generating plausible-sounding but erroneous, entirely fabricated information, data, and citations
- Inventing studies, articles, reports, or publications
- Basing business decisions on non-existent or erroneous data can be disastrous

But that's not all

- Many Gen AI cited sources **are real BUT are not credible**
- Use BOTH Gen AI and Google Search
 - Translate AI prompt into advanced Google search
 - Results in more credible sources/evidence
 - Dives deeper into and validates Gen AI results



Techniques & Strategies for Crafting Successful Prompts



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The Art of the Prompt

How you construct your prompt will affect the quality and relevance of the AI generated results

- Craft a prompt that clearly states roles, perspective, context, purpose, outcome, level of detail, and content formatting
- Breakdown complex problems into discreet steps rather than ask one big, question
- Use an iterative process that enables you to engage with the Gen AI and provide feedback and clarification throughout



The Art of the Prompt

How you construct your prompt will affect the quality and relevance of the AI generated results

Element	Purpose	Example
Context	Provide background so model understands the situation	<ul style="list-style-type: none">• I am a marketing strategist• I am a project manager• I am a financial analyst
Role	Assign a specific role/persona or perspective to guide the response	<ul style="list-style-type: none">• Advising a luxury fashion brand on its sustainability strategy• Advising a global automobile manufacturing company about its supply chain strategy• Advising an SaaS startup preparing for Series B funding
Input	Specify data or details the model should use	<ul style="list-style-type: none">• Relevant industry ratios and operational norms• Survey data on consumer use of social media• Supply chain challenges, impact, and recommended strategies
Style	Specify tone, format (lists, bullets, tables), or level of detail for the output	<ul style="list-style-type: none">• Include key findings, a detailed analysis, and actionable recommendations in priority order• Include identification of stakeholder types, analysis of interests and influence, assessment of conflicts, and recommended engagement strategies.• Present results in a 2x2 table
Purpose	State the goal or desired outcome of the prompt	<ul style="list-style-type: none">• A data-driven analysis focused on relevant industry metrics, including benchmarks• Identify the top social media platforms for the luxury fashion industry• Identify the most critical current and future supply chain challenges the company must address to remain competitive over the next 5–10 years

Engaging with Prompts for Better Results

Guide the AI by *engaging iteratively* throughout the prompt process.

Break down complex problems into step-by-step intermediate thinking.

Show the work and reasoning instead of just the answer – making the process more transparent and allowing for error detection.

Construct a Chain of Thought	“Walk through the logic step-by-step”
Use Critique Loops	“Here is what you missed...”
Ask for Alternatives	“Include three options with pros & cons for each...”
Use Analogies or Examples	“For each issue, include a real-world case study of a global automotive company that successfully tackled similar challenges...”

Example of a Chain of Thought Prompt

I am a consultant creating a social media strategy for a healthy snack food company. Provide a brief for the following:

- 1) Evaluate the current healthy snack food market
- 2) Assess the competitive landscape
- 3) Identify target customers, including demographics and psychographics for each addressable market
- 4) List the top 5 social media platforms used by each target customer segment, including the value proposition of each.

Start with step 1 and present your results so that I can give feedback before proceeding on to the subsequent steps. Repeat this for each step. Before beginning each step, let me know what other information you need to create a more complete response. After completing all the steps, let me know other steps you would suggest to create a more complete and accurate brief. Cite sources for all of your responses.

Sources: Prof. William Schmidt, Business Data Analytics class deck, meeting with Mackenzie Heriford and Michael Coyne



Prompt Examples

How you construct your prompt will affect the quality and relevance of the AI generated results

I am a consultant advising a global hybrid automotive manufacturing company that is facing increasing supply chain volatility, impacting its competitive advantage and resilience. Identify the top 6-8 current and future supply chain challenges that the company must address to remain competitive over the next 5–10 years. For each challenge, provide actionable strategies and a real-world case study of an automotive company that successfully tackled a similar issue. Use a 2x2 table output.

I am a marketing consultant advising a company in the luxury fashion industry. Drawing on consumer data and surveys on use of social media, identify the top 10 platforms on which my client should have a strong presence. Using bullets, for each platform explain why, the steps for moving forward, and an example of a company in this industry for which the strategy has proven successful to its bottom line. Lastly, rank the platforms in order of priority.

Prompt Writing Style

- Use complete sentences
- Correct grammar and structure



Pairing Gen AI Results with Google Search

Build a solid, defensible case for your recommendations before relying on Gen AI results

Pair Gen AI with Google Search

- Validate cited sources for existence & credibility
- Target reliable, credible sources, such as market research, business & industry publications and associations, news, government data, surveys, financial analyst reports, consulting firm whitepapers, etc.
- Dive deeper into content to validate results and bring up to date

Translate Gen AI Prompts into Advanced Google Searches

Gen AI Prompt

I'm a consultant working with a hybrid automobile manufacturing company. It is directly experiencing the negative impact of newly imposed tariffs on its competitive position. First, I would like to understand more about the implications of tariffs on supply chain and operations for its industry. Specifically, what are the most critical top 10 challenges and risks, short-term (3-5 years) and long-term (5-10 years). Can you provide me with some case studies or examples of what other companies in this space are doing to remain competitive. Present these in a table. Second, what are 10 critical strategic shifts that my client can consider to maintain its competitive advantage. Present this in a table. Before addressing each question, ask me any clarifying questions to ensure the most robust and credible responses.

Google Search

hybrid automotive manufacturing (industry OR market) ("supply chain" OR logistics OR operations) (challenges OR strategy OR solutions) (outlook OR forecast OR future OR projection OR predictions) 2025..2035

Scheduling Consultations with Business Librarians



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Schedule a Consultation with a Business Librarian

Email:

GBSAskalibrarian@emory.edu



Need Help? Don't Wait!
Schedule a consultation

Email 4-5 dates & times spread over a week

Plan ahead. Librarians may not be available for last-minute requests



GBSAskalibrarian@emory.edu

References

Prof. William Schmidt, Business Data Analytics class deck, Fall 2025

Goizueta AI Association, Prompt Engineering Workshop, Prof. Rob Kazanjian OAM 634 class deck

