

Using Generative AIs



Goizueta
Business
Library

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Outdated information – Generates made up, inaccurate or incomplete answers for topics that have changed or occurred after cut-off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

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Generative AI Research Applications

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
	Upload any documents for which you do not have copyright permission – whether from a licensed database or located on Google. Assume you do NOT have legal rights.



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



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

The Art of the Prompt

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

 ASK a Librarian

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

Pair Gen AI with Google Search. Use Google to:

- Validate cited sources for existence & credibility
- Dive deeper into content to validate results and bring up to date

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

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) "case study" 2025..2035



References

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

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

