

## **Unveiling Use Cases of Artificial Intelligence Applications for Innovation Management**

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### **Resumo**

There is a clear interest of businesses worldwide to adopt artificial intelligence (AI) technologies aiming to achieve higher levels of productivity and competitiveness. As scholars point out, businesses are also interested in the use of AI applications as a means to enhance their development process of new products or services. However, effectively leveraging AI to enhance these innovation processes is particularly complex, since it involves a more data-driven approach to innovation. This way, the objective in this paper is to understand how different AI types of applications enhance the stages of innovation processes (i.e. idea generation, prototyping, launching). Through an inductive qualitative approach based on a three-step research design, we identify the types of artificial intelligence that are integrated into each stage of the innovation process of firms. Our preliminary findings suggest key technical and organizational challenges firms face when adopting AI for innovation, and present use cases of AI currently under implementation in different organizations. We identified that “mechanical AI” has been applied more broadly, while “feeling AI” applications are more necessary as the process moves closer to the customer.