Guidelines for the Use of AI Tools in the Area Marketing & Sales

Applications based on artificial intelligence (AI) such as ChatGPT, Microsoft 365 Copilot, GitHub Copilot, or Grammarly can offer significant assistance in, e.g., generating ideas, writing academic papers, and copy editing. However, such tools must be used cautiously and are only permitted in the university context under certain conditions. In the following, you will find an overview of the regulations of the Area Marketing & Sales at the University of Mannheim, as well as recommendations for the responsible use of AI-based applications.

1. Guidelines for the Use of AI-based Applications

The chairs of the Area Marketing & Sales at the University of Mannheim have jointly agreed that AI-based applications are allowed as a permitted tool for scientific work (bachelor's theses, master's theses, seminar theses). However, the use of such tools will only be allowed under certain conditions. The following guidelines apply:

- **You are responsible for the results and what you submit to your examiners**. If AI-based applications provide erroneous information, it is your responsibility to recognize this and deal with it before submitting your results for grading.

- AI-based applications must **not be used as a stand-alone source**. Even if you use such applications, for example, to generate ideas, the actual content of your work must be substantiated by reputable and, above all, scientific sources.

- According to the examination regulations, you are obliged to **indicate all auxiliary materials used**. Therefore, the use of AI-based applications must be made recognizable. The statutory declaration, which you must submit with every academic paper, has also been amended to include AI tools. You may find it in the guidelines for the preparation of academic papers.

- If AI tools are used, the academic paper must contain a **reflection section** stating which AI tool was used for which purpose and in which section of the paper. Furthermore, the exchange with the respective AI and the quality of the results must be critically reflected, classified, and evaluated. The reflection part is to be placed in the appendix of your academic paper and must be between two and three pages long. These pages are not included in the page limit of the scientific work. Please adhere to the formal guidelines that apply to the rest of your work. The reflection section is an additional criterion in the evaluation of your work.

- Where applicable, you must **document and submit any queries ('prompts') as well as chat histories** with AI-based applications. This can be done in consultation with your respective supervisor in the form of a separate file or in the (digital) appendix of your work. The prompts and chat histories are to be placed behind the reflection section and submitted in chronological order, according to the corresponding text passages in your paper. They are to be labeled in such a way that a clear assignment to the respective text passages is possible.

- A violation of these requirements constitutes academic misconduct, which can be sanctioned according to the **regulations of the misconduct paragraph of the respective examination regulations**.

In general, it must be noted that many AI-based applications do not comply with the data protection requirements of the University of Mannheim or the GDPR. If you decide against using AI tools for data protection or other reasons, you will not suffer any disadvantage.

2. Recommendations for the Use of AI-based Applications

Even though AI-based applications are very useful for many purposes, they have **not been optimized to formulate accurate and correct statements** or to perform content verification. This results in numerous **limitations** that must be considered when dealing with such AI tools:

- **Facts and misinformation** can coexist in AI-generated responses. If you need error-free information, you must verify the AI-generated results using demonstrably reputable or scientific sources.

- AI tools **cannot "think," "read," or "compute" in the human sense**. While AI-based applications may provide an accurate result for many queries, this is not the same as a human's approach and understanding of content. So don't be fooled by well-formulated answers.

- You yourself can basically, at least theoretically, acquire (almost) any competence at any time on your own or with support. With AI-based applications, you **depend on the decisions and priorities of the developing companies or individuals.**

- AI-based applications can only combine from a large, but still clearly limited, data set. Similarly, AI tools cannot conduct research themselves. This means that **the "real" innovation or**

research sits in front of the screen and bears your name; AI-based applications can only analyze and (re)combine.

For responsible use of AI-based applications, we recommend keeping the following points in mind when using them:

- **Review** of the initial response of AI-based applications:
    - Are the alleged facts stated actually true? Is there any misinformation or incorrect information?
    - Does the answer generated by the AI actually relate to my specific concern? If applicable, was a general text generated that disregards certain framework conditions and specifics?
    - What perspective does the text take, and what views are represented? If the text had been written by a human being, who might that be? What and how might people from other backgrounds respond to the text?
    - Does the AI's response meet my expectations?
- **Editing** of the response from the AI and/or the instruction to the AI:
    - Where and how do I need to edit the response written by the AI?
    - (Where and how) Do I need to change my request to the AI?
- **Reflection and documentation** of the work with AI-based applications:
    - How did I act? What result did this lead to? What did I learn today? What should I document?
    - What undesirable phenomena might I have encountered? How did I deal with them? What should I pay attention to in the future?
- **Further use** of the results generated by the AI:
    - What do I want to do with the results, and is it appropriate?
    - How can I meaningfully connect the results to findings collected outside the AI?

3. Concluding Remarks and Further Information

AI-based applications continue to expand and evolve. Therefore, the chairs of the Area Marketing & Sales at the University of Mannheim reserve the right to re-evaluate the use of AI tools regularly and adjust the guidelines for the use of such applications for writing academic papers accordingly.

If you have any questions regarding the use of AI-based applications as a tool for your academic work, please contact your respective supervisors at the chairs.

Further information on the responsible use of ChatGPT as well as tips on how to deal with generative AI tools can be found in the handbook "ChatGPT im Studium" of the University of Mannheim.