

# The Path to Implementation - A Strategic Framework for generative AI Implementation

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## **Abstract**

This study examines the barriers and success factors of generative AI (genAI) implementation in companies, reflecting the complexities of introducing transformative technologies. Based on semi-structured interviews with managers and experts across diverse industries, five dimensions were identified: (1) culture & individuals, (2) structures & governance, (3) resources, (4) activities, processes & outcomes, and (5) response to external factors. The findings highlight the importance of balancing top-down and bottom-up approaches, fostering intrinsic motivation, and addressing challenges such as data protection, scalability, and employee autonomy. This framework provides actionable insights for navigating the complexities of genAI adoption, supporting organisational readiness and long-term competitiveness in a rapidly evolving technological landscape.

Key words: *generative AI, organisational readiness, strategic implementation*

Track: *Marketing Strategy & Theory*