

Creativity in the Age of AI: Navigating Principal–Agent Problems in Human–AI Co-Creation

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Abstract

As generative AI tools reshape creative practice, creative professionals increasingly co-create with systems they neither fully understand nor can entirely control. Conceptualizing this as a principal–agent relationship, we examine how creatives manage hidden information and hidden action when delegating creative tasks to AI. Based on participant observation and 21 in-depth interviews, we identify six strategies and reveal how creatives sustain authority and accountability in human–AI co-creation processes.

Track: Marketing Strategy & Theory