

New Type of Teammates: A Systematic Review on AI and Generative AI

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Abstract

A mounting number of companies are embracing a myriad of AI-empowered technologies, identifying the rise of augmented teams to the forefront of organizational dynamics to elevate the synergy between human and artificial entities. In response to recent call that forthcoming research should concentrate on deepening insights into diverse forms of coexistence between humans and AI applications across various work-related contexts, we develop a conceptual framework connecting new artificial team members with previously human-related teamwork success factors proposing a novel dynamics and changers within such augmented teams. The current paper intends to uncover valuable insights into optimizing augmented teams collaborative work, refining the difference between AI and Generative AI, and maximizing the synergies between human expertise and capabilities of artificial entities. These findings contribute compelling insights about functioning of augmented teams, with novel practical implications.

Subject Areas: *Marketing Strategy; Organization Behavior; Organization Relationships; Technology, innovations, robotics*