Generative Artificial Intelligence
Guidelines for Authors
(Version of Record: September 13, 2023)

Generative artificial intelligence (AI) tools using large language models (LLMs), such as OpenAI's GPT-4, Meta's LLaMA, or Google's PaLM 2, are accessible to authors for use in scholarly works. The *Journal of Product Innovation Management* (JPIM) is hereby expanding editorial guidelines to include that generative AI tools such as ChatGPT are not admissible to be listed as (co)authors and that their use in generating parts of manuscripts submitted to JPIM requires full transparency and reporting. More details are provided below. Please also see the related editorial available at https://onlinelibrary.wiley.com/doi/epdf/10.1111/jpim.12689.

(1) Authorship:

JPIM follows policies by our publisher Wiley and COPE stating that generative AI technologies, such as ChatGPT, "cannot be considered capable of initiating an original piece of research without direction by human authors." As a result, JPIM does not permit generative AI technologies and tools to be listed as authors on submissions.

(2) Disclosure:

JPIM follows Wiley policy requiring full disclosure of generative AI technologies and tools being used in preparing a submission. Specifically, the Wiley policy states: "If an author has used [Artificial Intelligence Generated Content (AIGC) tools] to develop any portion of a manuscript, its use must be described, transparently and in detail, in the Methods or Acknowledgements section. The author is fully responsible for the accuracy of any information provided by the tool and for correctly referencing any supporting work on which that information depends. Tools that are used to improve spelling, grammar, and general editing are not included in the scope of these guidelines."

If authors use generative AI technologies in preparing a manuscript, JPIM requires a disclosure statement (see below) to be included within the cover letter and a dedicated appendix (to be used for editorial and review purposes and which may be published online upon acceptance). The dedicated appendix should include information such as prompts provided to LLMs, output generated and used, etc. and be uploaded as a separate document into the submission system. We follow Wiley's policy to exclude the reporting of tools and technologies (including services provided by human editors) used "to improve spelling, grammar, and general editing".

"In preparing this manuscript, the author(s) used the following [GENERATIVE AI TECHNOLOGIES/TOOLS] in order to [REASON/S]. The specific content generated by these AI technologies/tools in the manuscript is clearly marked and described in a dedicated appendix, to be used for editorial and review purposes. Prior to submission, the author(s) reviewed the content generated and take(s) full responsibility for the content of the submitted manuscript."

Note: Technologies or human services used to improve spelling, grammar, and general editing do not need to be reported.

Appendix: Selected Policies on Generative AI Use in Scientific Publishing

Table A1: Authorship Policies

Source	Statement	Conclusion
Publishers		
Cambridge University Press https://www.cambridge.org/core/services/authors/publishing-ethics/research-publishing-ethics-guidelines-for-journals/authorship-and-contributorship	"AI does not meet the Cambridge requirements for authorship, given the need for accountability. AI and LLM tools may not be listed as an author on any scholarly work published by Cambridge."	Authorship not appropriate
Elsevier https://beta.elsevier.com/about/policies-and-standards/publishing-ethics	"Authors should not list AI and AI-assisted technologies as an author or co-author, nor cite AI as an author. Authorship implies responsibilities and tasks that can only be attributed to and performed by humans. Each (co-) author is accountable for ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved and authorship requires the ability to approve the final version of the work and agree to its submission."	Authorship not appropriate
Springer Nature https://www.nature.com/articles/d41586-023-00191-1	"[N]o LLM tool will be accepted as a credited author on a research paper. That is because any attribution of authorship carries with it accountability for the work, and AI tools cannot take such responsibility."	Authorship not appropriate
Wiley https://authorservices.wiley.com/ethics-guidelines/index.html	"Artificial Intelligence Generated Content (AIGC) tools—such as ChatGPT and others based on large language models (LLMs)—cannot be considered capable of initiating an original piece of research without direction by human authors. They also cannot be accountable for a published work or for research design, which is a generally held requirement of authorship (as discussed in the previous section), nor do they have legal standing or the ability to hold or assign copyright. Therefore—in accordance with COPE's position statement on AI tools—these tools cannot fulfill the role of, nor be listed as, an author of an article."	Authorship not appropriate
Academic Associations and Committees		
International Committee of Medical Journal Editors (ICMJE) https://www.icmje.org/recommendations/browse/roles-and-responsibilities/defining-the-role-of-authors-and-contributors.html	"Chatbots (such as ChatGPT) should not be listed as authors because they cannot be responsible for the accuracy, integrity, and originality of the work, and these responsibilities are required for authorship... Therefore, humans are responsible for any submitted material that included the use of AI-assisted technologies."	Authorship not appropriate
Committee on Publication Ethics (COPE) https://publicationethics.org/cope-position-statements/ai-author	"AI tools cannot meet the requirements for authorship as they cannot take responsibility for the submitted work. As non-legal entities, they cannot assert the presence or absence of conflicts of interest nor manage copyright and license agreements."	Authorship not appropriate

Table A2: Use Disclosure Policies

Source	Statement	Disclosure Extent
Publishers		
Cambridge University Press https://www.cambridge.org/core/services/authors/publishing-ethics/research-publishing-ethics-guidelines-for-journals/authorship-and-contributorship	"AI use must be declared and clearly explained in publications such as research papers, just as we expect scholars to do with other software, tools and methodologies. Authors are accountable for the accuracy, integrity and originality of their research papers, including for any use of AI. Any use of AI must not breach Cambridge's plagiarism policy. Scholarly works must be the author's own, and not present others' ideas, data, words or other material without adequate citation and transparent referencing."	Broad disclosure scope
Elsevier https://beta.elsevier.com/about/policies-and-standards/publishing-ethics	"We ask authors who have used AI or AI-assisted tools to insert a statement at the end of their manuscript, immediately above the references, entitled 'Declaration of Generative AI and AI-assisted technologies in the writing process'. In that statement, we ask authors to specify the tool that was used and the reason for using the tool. We suggest that authors follow this format when preparing their statement: During the preparation of this work the author(s) used [NAME TOOL / SERVICE] in order to [REASON]. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication."	Broad disclosure scope
Springer Nature https://www.nature.com/articles/d41586-023-00191-1	"[R]esearchers using LLM tools should document this use in the methods or acknowledgements sections. If a paper does not include these sections, the introduction or another appropriate section can be used to document the use of the LLM."	Broad disclosure scope
Wiley https://authorservices.wiley.com/ethics-guidelines/index.html	"If an author has used [Artificial Intelligence Generated Content (AIGC) tools] to develop any portion of a manuscript, its use must be described, transparently and in detail, in the Methods or Acknowledgements section. The author is fully responsible for the accuracy of any information provided by the tool and for correctly referencing any supporting work on which that information depends. Tools that are used to improve spelling, grammar, and general editing are not included in the scope of these guidelines. The final decision about whether use of an AIGC tool is appropriate or permissible in the circumstances of a submitted manuscript or a published article lies with the journal's editor or other party responsible for the publication's editorial policy."	Broad disclosure scope