

Using Generative AI in Kellogg-Copyrighted Cases and Related Materials

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Faculty authors of Kellogg-copyrighted cases, simulations, exercises, teaching notes, and related materials developed with and distributed by Kellogg Case Publishing (KCP) are responsible for ensuring the originality, accuracy, and integrity of their content.

At present, content produced by generative AI tools might not be copyrightable or citable; it also might not meet ethical publishing standards. (See related sections below.) Therefore, authors must disclose ([here](#)) the place(s) where they have used these tools to create materials submitted to KCP. In its turn, KCP must disclose this information for all materials sold through Harvard Business Publishing.

Faculty authors *may* use generative AI for the following in Kellogg-copyrighted cases or other material submitted to KCP:

- Generating outlines and early drafts, and making minor copy edits, provided that the faculty author must undertake substantial editorial modification of such AI-generated drafts or outlines prior to submitting any materials to KCP.
- Performing initial research that they later corroborate with a verified source
- Creating tables, charts, or other visual representations from verified and sourced data, provided the faculty author performs due diligence to verify that the tables, charts, or other visual representations are not copies taken directly from third-party materials.
- Producing fictional data, character and company names, scenarios, or visual representations, provided the faculty author performs due diligence to verify that the fictional data, character and company names, scenarios, or visual representations do not reflect actual events, entities, or people.
- Constructing examples of generative AI output or prompts

Faculty authors *may not* use generative AI for the following in Kellogg-copyrighted cases or other material submitted to KCP:

- To write text (i.e., one complete sentence or more) that is included without the faculty author's substantial editorial modification
- As a cited and/or attributed source for factual information

Generative AI and Copyright

According to the United States Copyright Office, the term “author” excludes non-humans, and copyright protects only material that is the product of human creativity. Therefore, any works submitted for copyright registration in the United States must maintain human authorship.¹

Generative AI and Publication Ethics

The Committee on Publication Ethics (COPE), a nonprofit organization that defines best practices in the ethics of scholarly publishing, wrote, “AI bots should not be permitted as authors since they have no legal standing and so cannot hold copyright, be sued, or sign off on a piece of research as original.”²

Generative AI and Citations

Citations give credit for work done by others, add authority to the content, and connect the reader to underlying sources for further exploration. Current generative AI tools can generate false information and cannot consistently reproduce a response to a prompt, so they cannot be used as reliable sources for factual information in citations in Kellogg-copyrighted cases and related material submitted to KCP.

¹ US Copyright Office, “Copyright Registration Guidance: Works Containing Material Generated by Artificial Intelligence,” *16190 Federal Register* 88, no. 51 (March 16, 2023), www.copyright.gov/ai/ai_policy_guidance.pdf.

² Committee on Publication Ethics, “Artificial Intelligence and Authorship,” February 23, 2023, <https://publicationethics.org/news/artificial-intelligence-and-authorship>.