



# **Análisis de Calidad y Precisión de Contenidos para la Formación en Administración Utilizando Herramientas de Inteligencia Artificial Generativa un Estudio Exploratorio [**

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text (article)

Analítica

Generative artificial intelligence offers opportunities to optimize activities and innovate in the operational tasks of an organization. In the educational field it can be used to enhance the teaching and learning process through its efficient use. The aim of this study was to compare the quality and accuracy of the content generated by generative artificial intelligence tools with the scientific arguments published by researchers to understand the critical and interpretative capacity of the tools. Three text-generating tools were explored using a self-reflection methodology: ChatGPT, Bard and Bing Chat to reflect on the quality and efficiency of teaching-oriented content in the field of training in administration in three blocks: 1) Training in administration, 2) Pedagogical strategies, 3) Research activities. All three tools showed their ability to emulate human responses in surprising ways, however, the information generated lacks technical details and insights to support a more solid content in the responses. It was also identified that the arguments generated by the tools are of skillful use in guiding the use of management methodologies in the educational didactics in administration, so it was deduced that the combination of these perspectives and the support of the scientific literature strengthens the theoretical and practical foundations of the information. This intelligence has the potential to become a valuable tool for transmitting and understanding information, but should not replace the creativity, intellectual and critical work of academic actors

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