

UNDERSTANDING HUMAN-AI COLLABORATION: AN EDUCATIONAL SIMULATION FRAMEWORK FOR STRATEGIC ALIGNMENT AND TEAM DYNAMICS

1. Aim of the Study

As generative artificial intelligence (AI) is increasingly utilized as a supportive tool in corporate decision-making, management education faces a critical need to design immersive environments that unpack its behavioral implications. While traditional training often centers on technical prompt execution, it frequently overlooks how interactive inputs alter human micro-foundations, cognitive friction, and team-level choices within dynamic settings. This study utilizes a multi-round business simulation to examine a routine operational challenge: while senior executives and founders establish core strategic directions, they cannot realistically participate in every sub-team discussion as operations scale. The primary aim of this research is to investigate how executing teams function independently within an educational simulation environment and maintain alignment with overarching organizational values across three distinct team deliberation structures: organic human interaction, human-facilitated mediation, and reactive human-AI collaboration.