



**Governing the Generative Firm:
Three Essays on Organizational Antecedents and Market
Consequences of Generative AI Innovation**

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Contents

Executive summary	I
Overview of studies	IV
List of tables	IX
List of figures.....	XI
List of abbreviations	XII
Chapter 1: Prologue	1
1.1 Introduction.....	1
1.2 Theory and conceptual background.....	5
1.2.1 Leading from the top: CIO power and the governance of GenAI.....	5
1.2.2 The double-edged nature of GenAI: Innovation meets product safety	7
1.2.3 Scaling the frontier: How incumbents source GenAI innovation	10
1.2.4 Overarching research model.....	12
1.3 Summary of research studies	13
1.4 Empirical approach and findings	18
1.4.1 Sample selection.....	18
1.4.2 Data sources	19
1.4.3 Empirical methods.....	22
1.4.4 Results	25
1.5 Overarching contributions	27
1.5.1 Methodological foundation for GenAI research at the firm level.....	27
1.5.2 Governance and leadership as foundations of GenAI innovation.....	28
1.5.3 A contingency perspective on GenAI innovation	30
1.5.4 Linking GenAI innovation to market-facing product quality outcomes	31
1.5.5 Practical implications	32
1.6 References.....	35
Chapter 2: Study I – CIO power and GenAI innovation	45
2.1 Abstract.....	46
2.2 Introduction.....	47
2.3 Theoretical foundation.....	50
2.3.1 Resource dependence theory and power	51
2.3.2 CIO power as an antecedent of innovation	53
2.3.3 GenAI innovation	55
2.3.4 Data governance in industries	58
2.4 Hypotheses development	58

2.4.1	CIO expert power and GenAI innovation	59
2.4.2	CIO structural power and GenAI innovation	60
2.4.3	The moderating role of industry's data governance	62
2.5	Methodology	65
2.5.1	Data and sample	65
2.5.2	Measures and methods	66
2.6	Results	71
2.6.1	Descriptive statistics and pairwise correlations	71
2.6.2	Regression results	73
2.6.3	Economic significance	79
2.6.4	Robustness checks and endogeneity concerns	80
2.7	Discussion	84
2.7.1	Theoretical contributions	84
2.7.2	Practical implications	86
2.7.3	Limitations and future research	86
2.8	References	88

Chapter 3: Study II – GenAI innovation and product quality 102

3.1	Abstract	103
3.2	Introduction	104
3.3	Theoretical foundation	108
3.3.1	GenAI innovation: a brief overview	108
3.3.2	Product recalls and the role of innovation	111
3.3.3	Red queen competition and organizational learning	113
3.4	Hypotheses development	115
3.4.1	GenAI innovation and product quality	115
3.4.2	The moderating role of R&D intensity	119
3.4.3	The moderating role of the CMO	120
3.5	Methodology	122
3.5.1	Data and sample	122
3.5.2	Measures	122
3.5.3	Methods	126
3.6	Results	127
3.6.1	Descriptive statistics and pairwise correlations	127
3.6.2	Regression results	130
3.6.3	Economic significance	137
3.6.4	Robustness checks and endogeneity concerns	139
3.7	Discussion	145

3.7.1	Theoretical contributions.....	145
3.7.2	Practical implications	147
3.7.3	Limitations and future research.....	149
3.8	References.....	151

Chapter 4: Study III – The roles of R&D and CVC in GenAI innovation165

4.1	Abstract.....	166
4.2	Introduction.....	167
4.3	Theoretical foundation.....	170
4.3.1	GenAI innovation	170
4.3.2	Absorptive capacity and attention-based view	172
4.3.3	R&D and CVC as innovation antecedents	173
4.4	Hypotheses development	175
4.4.1	R&D intensity and GenAI innovation.....	175
4.4.2	CVC intensity and GenAI innovation	176
4.4.3	The moderating role of industry technology turbulence	178
4.4.4	The moderating role of TMT tenure	180
4.5	Methodology	183
4.5.1	Data and sample	183
4.5.2	Measures and methods	183
4.6	Results.....	189
4.6.1	Descriptive statistics and pairwise correlations	189
4.6.2	Regression results.....	190
4.6.3	Economic significance	199
4.6.4	Robustness checks and endogeneity concerns	199
4.7	Discussion.....	204
4.7.1	Theoretical contributions.....	204
4.7.2	Practical implications	206
4.7.3	Limitations and future research.....	207
4.8	References.....	209

Chapter 5: Addendum..... 219

5.1	Secondary data collection and preparation	219
5.1.1	GenAI innovation	219
5.1.2	Patents	228
5.1.3	TMT characteristics.....	231
5.1.4	Data governance	232
5.1.5	Product recalls	233

5.1.6	Corporate venture capital	234
5.2	References.....	236
5.3	Author's curriculum vitae.....	239