



جامعة الموصل
كلية الإدارة والاقتصاد

أستخدام الذكاء الاصطناعي التوليدي وتأثيره في السلوك الإبداعي: دراسة مسحية لآراء عينة من تدريسي جامعة الموصل

رسالة ماجستير
نظم معلومات إدارية

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المستخلص

تهدف الدراسة الحالية الى قياس استخدام الذكاء الاصطناعي التوليدي وتأثيره في السلوك الابداعي لدى عينة من اعضاء الهيئة التدريسية في جامعة الموصل، وبالاغتماد على ابعاد نموذج القبول التقني (TAM) (المتغيرات الخارجية وتشمل (التأكيد، الكفاءة الذاتية، رضا المستخدم، جودة المعلومات، الثقة، التفاعل الملموس)، سهولة الاستخدام، الفائدة الملموسة، الموقف، النية السلوكية، الاستخدام الفعلي)، فضلا عن ابعاد السلوك الإبداعي المتمثلة بالسلوك الابداعي الاستكشافي (استكشاف الفرصة، وتوليد الفكرة) والسلوك الابداعي الاستثماري (ترويج الفكرة، وتنفيذ الفكرة). وجمعت البيانات عن طريق استمارة الاستبانة الالكترونية من عينة الدراسة المتمثلة بأعضاء هيئة التدريس في جامعة الموصل، وباستخدام تصميم مقطعي ونهج كمي جمعت البيانات منذ شهر (كانون الثاني) لعام (2025) واستمرت لغاية نهاية شهر (نيسان) لنفس العام، اذ تم جمع (411) ردا من اعضاء الهيئة التدريسية، وخلصت البيانات باستخدام نمذجة المعادلة الهيكلية (SEM-PLS)، باستخدام برامج احصائية مثل (SPSS)، (Amos)، (Excel). وتوصلت الدراسة من خلال النتائج الاحصائية الى ان استخدام المتغير المستقل (الذكاء الاصطناعي التوليدي) له تأثيرا معنويا ذو دلالة احصائية في المتغير المعتمد (السلوك الإبداعي). ويشير ذلك الى ان استخدام الذكاء الاصطناعي التوليدي له تأثير بشكل كبير على السلوك الإبداعي لدى العينة من اعضاء الهيئة التدريسية في جامعة الموصل، وتوصي الدراسة بضرورة ادراج ادوات الذكاء الاصطناعي التوليدي في المنظمات التعليمية بما يعزز الجانب الابداعي بشكل رسمي وادراجه بشكل رسمي في المناهج التعليمية، مع وجود توعية للاستخدام المسؤول لهذه الادوات بغية عدم الافراط في استخدامها، فضلا عن استخدامها بشكل اخلاقي.

الكلمات المفتاحية: الذكاء الاصطناعي التوليدي، السلوك الابداعي.

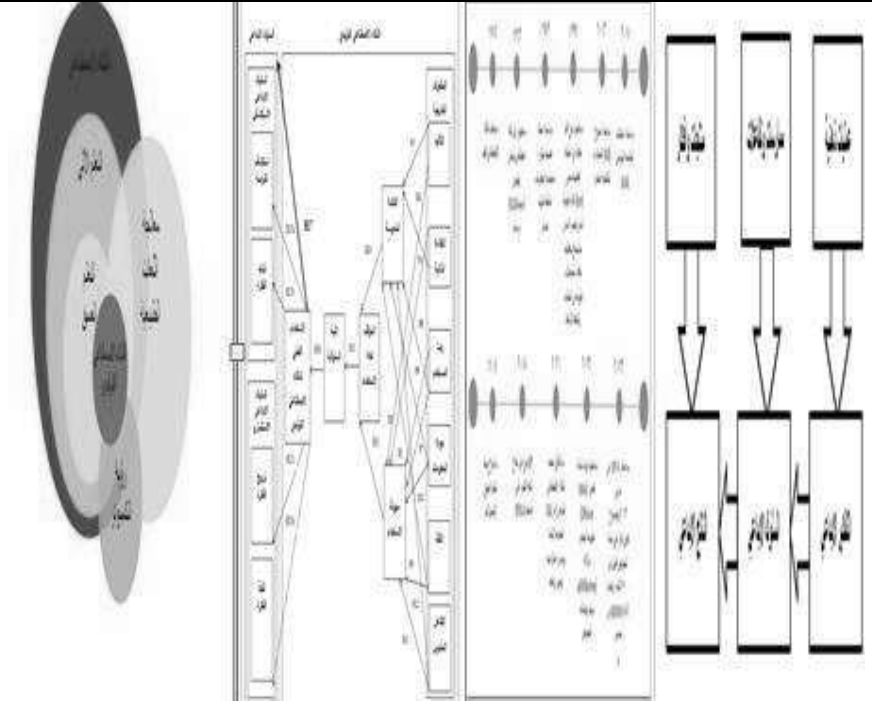
Abstract

The current study aims to measure the use of generative artificial intelligence and its impact on creative behavior among a sample of faculty members at the University of Mosul, based on the dimensions of the Technical Acceptance Model (TAM) (external variables including (assurance, self-efficacy, user satisfaction, information quality, trust, tangible interaction), ease of use, tangible benefit, attitude, behavioral intention, actual use), as well as the dimensions of creative behavior represented by exploratory creative behavior (exploring the opportunity, generating the idea) and investment creative behavior (promoting the idea, and implementing the idea). Data were collected through an electronic questionnaire form from the study sample represented by faculty members at the University of Mosul, and using a cross-sectional design and a quantitative approach, data were collected from January 2025 until the end of April of the same year, as (411) responses were collected from faculty members, and the data were analyzed using structural equation modeling (SEM-PLS), using statistical programs such as (SPSS), ((Amos, (Excel). The study concluded through the statistical results that the use of the independent variable (generative artificial intelligence) has a significant statistical effect on the dependent variable (creative behavior). This indicates that the use of generative artificial intelligence has a significant impact on the creative behavior of the sample of faculty members at the University of Mosul. The study recommends the necessity of including generative artificial intelligence tools in educational organizations in a way that formally enhances the creative aspect and formally includes it in educational curricula, with awareness of the responsible use of these tools in order to avoid Overuse, as well as ethical use.

Keywords: Generative Artificial Intelligence , Creative Behavior.

The Use of Generative Artificial Intelligence and Its Impact on Creative Behavior: A Survey Study of the Opinions of a Sample of University of Mosul Faculty Members

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HIGHLIGHTS	GRAPHICAL ABSTRACT
<ul style="list-style-type: none"> the use of generative artificial intelligence has a significant impact on the creative behavior of the sample of faculty members at the University of Mosul. The study recommends the necessity of including generative artificial intelligence tools in educational organizations in a way that formally enhances the creative aspect and formally includes it in educational curricula. 	
<p>Keywords:</p> <p>Generative Artificial Intelligence , Creative Behavior.</p>	<p>ABSTRACT</p> <p>The current study aims to measure the use of generative artificial intelligence and its impact on creative behavior among a sample of faculty members at the University of Mosul, based on the dimensions of the Technical Acceptance Model (TAM) (external variables including (assurance, self-efficacy, user satisfaction, information quality, trust, tangible interaction), ease of use, tangible benefit, attitude, behavioral intention, actual use), as well as the dimensions of creative behavior represented by exploratory creative behavior (exploring the opportunity, generating the idea) and investment creative behavior (promoting the idea, and implementing the idea). Data were collected through an electronic questionnaire form from the study sample represented by faculty members at the University of Mosul, and using a cross-sectional design and a quantitative approach, data were collected from January 2025 until the end of April of the same year, as (411) responses were collected from faculty members, and the data were analyzed using structural equation modeling (SEM-PLS), using statistical programs such as (SPSS), ((Amos, (Excel). The study concluded through the statistical results that the use of the independent variable (generative artificial intelligence) has a significant statistical effect on the dependent variable (creative behavior). This indicates that the use of generative artificial intelligence has a significant impact on the creative behavior of the sample of faculty members at the University of Mosul. The study recommends the necessity of including generative artificial intelligence tools in educational organizations in a way that formally enhances the creative aspect and formally includes it in educational curricula, with awareness of the responsible use of these tools in order to avoid Overuse, as well as ethical use.</p> <p>2025 M.Sc. Thesis @Univ. of Mosul, College of ADM&ECO., Civ. MIS. Dept. (https://www.uomosul.edu.iq/).</p>

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M. Sc. / Thesis

Management Information Systems

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