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Framing Narratives: The Role of Narratives in Generative AI Adoption

1st examiner:	Prof. Weeger
2nd examiner:	Prof. Buchwald
Company contact:	Matthias Novotny

Author:	Anna-Lena Pütt (enrolment no.: 344515)

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Abstract

This thesis explores the adoption of Generative AI (GenAI) technologies in organizational contexts, focusing on the interpretive, emotional, and identity-based dimensions of Technology Acceptance. By integrating the Technology Acceptance Model 3 (TAM3) with Narratives and Framing Theory, the study examines how employees construct, negotiate, and respond to GenAI narratives in compliance-heavy environments. The research methodology includes qualitative data analysis complemented with quantitative data to provide insights into the factors influencing GenAI adoption. The findings highlight the importance of narrative framing, trust-building, and organizational readiness in successful GenAI implementation. Additionally, the study identifies key challenges such as regulatory constraints, ethical scrutiny, and the need for transparency and explainability in GenAI systems. The implications of this research extend to both academic and practical domains, offering valuable recommendations for organizations seeking to implement GenAI technologies effectively.

Keywords: Generative AI, Technology Acceptance Model 3, Narratives, Framing Theory

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List of Abbreviations

AI	Artificial Intelligence
BI	Behavioral Intention
GDPR	General Data Protection Regulation
GenAI	Generative Artificial Intelligence
IS	Information Systems
IT	Information Technology
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
SN	Subjective Norm
TAM	Technology Acceptance Model
TAM2	Technology Acceptance Model 2
TAM3	Technology Acceptance Model 3
TR	Technology Readiness
TRA	Theory of Reasoned Action
TRAM	Technology Readiness and Acceptance Model
TOE	Technology-Organization-Environment
UTAUT	Unified Theory of Acceptance and Use of Technology

1 Introduction

The rapid emergence of Artificial Intelligence (AI), particularly Generative Artificial Intelligence (GenAI) technologies such as ChatGPT and Copilot, is reshaping knowledge work at an unprecedented pace. Tasks once considered uniquely human— writing, summarizing, and ideation—can be partially or fully performed by machines (Dwivedi et al., 2021). As these tools increasingly augment professional work, they prompt not only technical adaptation but also profound questions of trust, control, and identity.

GenAI is becoming ubiquitous as it extends beyond technical teams or innovation hubs to employees in marketing, sales, and compliance. This ubiquity introduces challenges distinct from earlier Information Technology (IT) adoption research. Over the past decade, digital transformation research has illuminated how firms build capabilities, redesign processes, and govern technology at scale, yet it generally remains macro-level and tool-agnostic, providing limited traction for explaining variation in GenAI acceptance within organizations at the level of day-to-day work (Dwivedi et al., 2021; Gal & Tursunbayeva, 2023; Raftopoulos, 2024). Unlike traditional systems, GenAI operates with a degree of autonomy and opacity that unsettles conventional notions of accountability (Chandrasekaran, 2024; Kim et al., 2023). Employees are asked not only to learn a tool but also to grapple with issues of trust in machine-generated outputs and potential erosion of their professional expertise. Consequently, existing research does not adequately explain variation in GenAI acceptance within organizations at the micro-level of everyday work.

In compliance-heavy industries such as medical technology, these challenges are particularly acute. Adoption intersects with strict regulatory requirements, ethical standards, and reputational concerns. Employees must navigate technical uncertainty while simultaneously facing legal and moral ambiguity (Bedué & Fritzsche, 2021; Huusko et al., 2023). This often triggers interpretive and emotional responses, as individuals evaluate GenAI not just in terms of efficiency but in relation to compliance, legitimacy, and professional identity.

Narratives and frames play a central role in these processes. Narratives are shared stories, metaphors, and frames through which individuals interpret ambiguous events and technologies (Boje, 1991; Entman, 1993; Kaplan, 2008). Storytelling helps reduce uncertainty, align new experiences with existing identities, and provide vocabularies for expressing agency or resistance (Cornelissen & Werner, 2014). In the case of GenAI, narrative framing can position it as a creative partner or helpful assistant, or conversely as a risk to autonomy, expertise, or ethical standards (Bory et al., 2025; Pickering et al., 2022). These framings directly shape perceptions of GenAI, which in turn influence whether adoption is deepened or resisted.

Despite the widespread availability of GenAI tools in enterprise environments, actual use in day-to-day work remains inconsistent, fragmented, and often emotionally conflicted (Raftopoulos & Hamari, 2023). In many organizations, GenAI is introduced without clear guidelines, ethical safeguards, or role-specific training—challenges are especially acute in compliance-heavy contexts (Chandrasekaran, 2024; Kim et al., 2023). This lack of structured implementation creates an interpretive vacuum, leaving employees to rely on informal narratives, assumptions, or prior experiences. As a result, divergent and sometimes conflicting framings emerge. Some employees narrate GenAI as a helpful assistant, while others perceive it as risky (Bedué & Fritzsche, 2021; Pickering et al., 2022). These narratives are not background noise but actively shape perceptions of usefulness, ease of use, and legitimacy, which in voluntary-use settings can determine whether employees engage meaningfully, use the technology superficially, or opt out altogether (Gal & Tursunbayeva, 2022; Raftopoulos, 2024)

Additionally, despite the increasing presence of GenAI in organizational contexts, academic research has focused mainly on cognitive and technical dimensions of adoption. Dominant models such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) emphasize rational determinants such as perceived usefulness (PU), perceived ease of use (PEOU), Social Norm (SN) and behavioral intention (BI) (Davis, 1989; Venkatesh et al., 2003; Venkatesh & Bala, 2008). These frameworks have advanced IT adoption research but largely underrepresent interpretive, emotional, and identity-related dynamics (Ajibade, 2018; Malatji et al., 2020). Employees' acceptance of GenAI is not solely a matter of rational calculation but is filtered through narratives, affective tones, and professional identities (Choung et al., 2023; Engström et al., 2024). Integrating interpretive frameworks such as Narratives (Boje, 1991) and Framing Theory (Cornelissen & Werner, 2014; Entman, 1993) with structured acceptance models offers a promising but underexplored path. In this thesis, TAM3 is not employed as a causal testing model but as a structured, quantitative scaffold for triangulating qualitative insights.

In addition, the focus of empirical studies on GenAI remains limited. Most research is conducted in tech-forward or generic organizational contexts, while compliance-heavy sectors—where regulatory and ethical concerns amplify interpretive challenges—are underrepresented (Eitle et al., 2022; Huusko et al., 2023). Yet it is in precisely these environments that GenAI adoption carries the greatest stakes. In regulated industries, adoption depends not only on functionality but also on trust, identity alignment, and narrative coherence (Chandrasekaran, 2024; Raftopoulos, 2024).

As such, while much of the public and academic discourse around GenAI focuses on its technical capabilities or economic impact, there is a growing need to understand how employees interpret and emotionally respond to these tools in their everyday work. This thesis is motivated by the need to explore GenAI adoption not only as a technical or behavioral phenomenon, but as a profoundly social and symbolic process which is especially important in environments where compliance, trust, and identity are central concerns. Specifically, the study investigates how dominant narratives—constructed through leadership communication, peer interaction, and personal reflection—affect employees' perceptions of GenAI's usefulness, usability, and legitimacy.

Against this backdrop, this thesis investigates how narrative framings influence employees' acceptance of GenAI in a compliance-heavy organizational setting. By integrating TAM3 with Narratives and Framing Theory, the thesis develops a hybrid analytical model that captures both the structured and interpretive dimensions of GenAI adoption. This model is applied within a real-world case study situated in the Marketing & Sales Enablement department of Ulrich medical, a mid-sized medical technology company, where GenAI has been introduced without mandatory usage policies. This voluntary-use context provides a unique opportunity to analyze how narratives are constructed, contested, and stabilized, and how they interact with TAM3 constructs to shape adoption outcomes. The research objective is therefore twofold: (1) to identify the dominant narrative framings of GenAI within the organization, and (2) to analyze how these framings influence TAM3-related perceptions and acceptance behaviors.

The following central research question guides this thesis:

> *How do narrative framings influence employees' acceptance of GenAI in a compliance-heavy organizational setting?*

This question bridges structured and interpretive perspectives. It captures how employees make sense of GenAI through narrative framings, how these framings interact with TAM3 constructs such as PU, PEOU, and SN, and how emotional tone and identity alignment shape intention and usage.

This thesis contributes in three ways. First, it develops a hybrid analytical model that integrates TAM3 with Narratives and Framing Theory, connecting cognitive and interpretive approaches to Technology Acceptance. Second, it introduces a narrative typology of GenAI adoption—Empowerment, Pragmatic Tool, Risk-Centric, and Ambivalent—grounded in empirical data from a regulated industry. Third, it offers practical insights for responsible GenAI implementation, highlighting how narrative stewardship can align adoption with employee identities, regulatory requirements, and organizational culture.

Methodologically, the study employs a qualitative-dominant, mixed-methods case study. Semi-structured interviews elicit employees' narratives, while a TAM3-informed survey provides structured qualitative data on acceptance constructs. This design enables analysis of how narratives co-construct beliefs about PU, PEOU, and BI, and how narrative strength and emotional tone moderate adoption trajectories.

The thesis is structured as follows. Chapter 2 reviews the theoretical background, including Narratives, Framing Theory, and TAM3. Chapter 3 introduces the conceptual model and narrative typology. Chapter 4 outlines the research design and methods. Chapter 5 presents the empirical results, organized by narrative type and TAM3 constructs. Chapter 6 interprets the findings and discusses theoretical and practical implications, as well as limitations and future research. Chapter 7 concludes by summarizing contributions and reflecting on the broader significance of narrative framing for GenAI adoption in compliance-heavy contexts. In summary, this thesis conducts an in-depth investigation of GenAI acceptance within compliance-heavy organizational contexts, utilizing a hybrid theoretical framework and a primarily qualitative mixed-methods design.

2 Theoretical Foundations

This chapter outlines the conceptual frameworks guiding this study on GenAI adoption in organizational settings. It combines interpretive and behavioral perspectives to address how individuals perceive, interpret, and respond to GenAI technologies at work. The chapter begins with Framing Theory, which explains how meanings are constructed and contested through communication. It then introduces Narratives, which offer insight into the stories employees tell, how these frame GenAI's role in work, and shape perceptions of legitimacy and usefulness. These interpretive models are followed by a detailed review of TAM3. Finally, the chapter synthesizes prior research on GenAI adoption and implementation in organizations, identifies core success dimensions used in this thesis, and concludes by outlining key theoretical gaps that this study aims to address.

2.1 Framing Theory

Framing Theory offers a valuable perspective for analyzing how individuals and organizations interpret and construct meaning around new technologies like GenAI. The theory examines how individuals and collectives make sense of complex phenomena by emphasizing particular aspects of reality while omitting others (Entman, 1993). Benford & Snow (2000) extend this view by highlighting that frames are not only cognitive devices but also mobilizing tools, as they imbue issues with affective and normative significance. A "frame" functions as a cognitive structure or interpretive lens that organizes experience and guides understanding: It highlights "some aspects of a perceived reality and makes them more salient" (Entman, 1993, p. 52) to promote a particular definition, moral evaluation, or course of action. In organizational settings, frames help actors reduce ambiguity, construct meaning, and navigate uncertainty, especially in periods of transformation or disruption (Cornelissen & Werner, 2014). Frames are not static beliefs but dynamic, contested interpretations that emerge through interaction and can shift over time depending on context, power relations, and discourse (Kaplan, 2008). The relevance of Framing Theory to this thesis stems from the ambiguity and emotional salience of AI technologies like GenAI, which often lack shared mental models and generate competing interpretations among employees.

In strategic contexts, frames are not neutral tools but are deliberately constructed to influence interpretation and guide behavior (Cornelissen et al., 2011). Leaders often use diagnostic, prognostic, and motivational framing to define a problem, propose a solution, and justify necessary action — for example, framing GenAI to emphasize alignment with existing values (e.g., innovation, compliance) or to downplay controversial aspects such as job automation (Benford & Snow, 2000). These strategic frames serve to build legitimacy, reduce uncertainty, and align internal stakeholders behind a particular change narrative (Vaara et al., 2010). Importantly, organizational frames can carry implicit value judgments and power dynamics, as specific interpretations become institutionalized while others are marginalized (Hardy & Maguire, 2010). Framing is thus a political and symbolic process, not just a communicative one, especially in GenAI implementation, where ethical, professional, and identity-based concerns may conflict with managerial goals. In organizations with high compliance or reputational risk, frames emphasizing control, safety, and alignment with legal norms are more likely to gain acceptance than those promoting disruption or radical change (Chandrasekaran, 2024; Kim et al., 2023). Thus, framing is not just a communication technique, but a process that actively shapes the trajectory and legitimacy of GenAI implementation. This makes it a critical mechanism in explaining how GenAI technologies are perceived, normalized, or resisted in everyday organizational life.

Furthermore, Framing occurs through both formal communication—such as vision statements, presentations, or training documents—and informal narratives and stories that circulate in teams and peer groups (Boje, 1991; Kaplan, 2008). Additionally, Framing is also shaped by power relations and organizational hierarchies, where dominant actors (e.g., leaders, experts, communicators) often control which interpretations gain traction (Vaara & Tienar, 2008). However, frames are not merely imposed from above through strategic communication or sensegiving, with employees being passive recipients: Employees themselves may reframe organizational messages based on their professional backgrounds, experiences, or emotional reactions (Cornelissen et al., 2011; Vaara et al., 2010). This “struggle over meaning” can lead to competing frames, narrative fragmentation, or strategic ambiguity, especially when technologies like GenAI provoke uncertainty or identity tensions (Hardy & Maguire, 2010; Kaplan, 2008). Frames that resonate with employees’ role identities or values are more likely to gain traction and guide interpretation over time (Cornelissen et al., 2011). In this way, framing becomes a dynamic and contested process that shapes the perceived meaning and legitimacy of GenAI tools long before usage is observable. As such, framing is not only a top-down communication strategy but also a dynamic negotiation process shaped by resistance, reinterpretation, and organizational politics (Vaara et al., 2010). Understanding how frames are constructed, contested, and stabilized is essential to explaining why some GenAI narratives succeed while others falter.

In this thesis, Framing Theory is applied to explore how different framings of GenAI influence employees' interpretations and acceptance. Framing Theory sheds light on the strategic and communicative practices that shape these meanings in the first place (Cornelissen & Werner, 2014). The combined lens with Narratives allows this study to examine how top-down communication, informal stories, and individual framing practices interact to construct the perceived meaning, usefulness, and legitimacy of GenAI tools. Framing thus serves as both a structural and symbolic mechanism, operating alongside narrative and identity processes, to guide user interpretation even in early stages of GenAI implementation. This framing perspective is especially valuable in regulated or ambiguous organizational environments, where communicative practices play a crucial role in shaping technology acceptance long before behavioral use occurs.

2.2 Narratives in Organizational Contexts

Transitioning from Framing Theory, narratives are increasingly recognized as a crucial factor in shaping how individuals and organizations engage with GenAI technologies. While classical models such as TAM emphasize determinants like PU and PEOU (F. D. Davis, 1986), they fall short in accounting for the broader cultural and interpretive dimensions of adoption. In compliance-heavy environments, these shortcomings become particularly pronounced, as successful GenAI implementation requires not only functional integration but also cultural and perceptual alignment (Engström et al., 2024; Kim et al., 2023). Narratives thus help frame GenAI as either a threat or an opportunity (Boje, 1991; Bory et al., 2025). In this way, Storytelling processes influence employee expectations, trust, and engagement long before actual usage begins. As such, narratives offer a necessary complement to rational-technical models of Technology Acceptance by addressing the symbolic and communicative aspects of implementation.

In organizational contexts, marked by complexity and uncertainty, narratives thus play a central role in interpreting and explaining events. They help reduce uncertainty by providing causal explanations, emotional anchors, and normative cues for action (Boje, 1991; Pickering et al., 2022). Especially in the early phases of GenAI adoption, narratives can shape how employees interpret potential benefits, risks, and strategic fit (Engström et al., 2024; Huusko et al., 2023). Small, informal narratives such as hallway comments can amplify or counteract official framing, influencing legitimacy and engagement (Pickering et al., 2022). Narratives are instrumental in building trust, particularly in compliance-intensive industries

where ethical and regulatory concerns are salient. Trust-building narratives frame GenAI as a supportive tool, rather than a disruptive one, emphasizing alignment with legal norms and organizational values, as well as transparency (Bedué & Fritzsche, 2021; Kim et al., 2023). For example, positioning GenAI as a mechanism to enhance accountability or reduce human error can help legitimize its adoption in healthcare or finance (Chandrasekaran, 2024; Dong et al., 2023). Narratives that explicitly address concerns related to job security or decision transparency can mitigate resistance and foster psychological safety (Manresa et al., 2025). Overall, the credibility of the storyteller and the consistency of the narrative over time are critical to building and maintaining trust.

Additionally, the strength and framing of narratives significantly affect their impact on GenAI adoption outcomes (Bory et al., 2025). "Strong" narratives—narratives that emphasize transformative potential and visionary change, either good or bad—can inspire enthusiasm and a sense of forward momentum. In contrast, "weak" narratives highlight incremental improvement or small changes, often making GenAI more palatable to skeptical audiences. Both forms of narrative can be strategically useful, depending on the organizational culture, risk appetite, and stakeholder profiles (Bory et al., 2025; Manresa et al., 2025). However, conflicting or incoherent narratives can trigger confusion, resistance, or disengagement (Chubb et al., 2024). Effective narrative strategies, therefore, require alignment, consistency, and a deep understanding of internal stakeholder values.

Moreover, narratives are dynamic entities that evolve over time, shaped by the experiences and reflections of organizational actors. In the early adoption stages, narratives emphasize strategic goals, projected benefits, and alignment with vision (Huusko et al., 2023). As users engage with the technology, narratives are reinterpreted, adjusted, or contested based on lived experience (Engström et al., 2024; Manresa et al., 2025). Adaptability is key: effective narratives respond to obstacles, skepticism, and unanticipated outcomes without losing coherence. In the later phase, narratives tend to shift toward reinforcement, validating prior decisions, emphasizing value realization, and aligning with long-term goals (Chandrasekaran, 2024). This evolution underscores the importance of viewing narratives as living processes that require continuous attention and calibration, not fixed assets (Pickering et al., 2022).

The overall effectiveness of narratives is closely tied to how well they align with employee identities and values. Narratives that affirm competence, autonomy, or ethical standards foster enthusiasm and engagement, while those that threaten identity can provoke resistance or disengagement (Bedué & Fritzsche, 2021; Boje, 1991; Pickering et al., 2022). Achieving narrative–identity alignment requires tailored storytelling that matches role-specific values, departmental subcultures, and institutional logics. This alignment is essential for making sense of events around technologies like GenAI, which often evoke fundamental questions about professional roles and human uniqueness.

In sum, narratives are essential interpretative mechanisms through which AI technologies are introduced, understood, and integrated within organizations. They shape individual and collective interpretation, build or erode trust, evolve over time, and must align with employee identities to be effective. Their strategic management is particularly crucial in compliance-heavy sectors, where the stakes of failed implementation are high.

2.3 Technology Acceptance Model (TAM)

TAM is widely regarded as one of the most influential models for understanding technology adoption and user acceptance in various contexts. Developed by Davis (1989), TAM provides a robust framework for predicting and explaining user behavior by focusing on two key beliefs: PU and PEOU. These constructs have been extensively validated across diverse technological settings, making TAM a foundational model in the field of IS research. Its simplicity and predictive power have made it a go-to model when aiming to understand the factors that drive Technology Acceptance. While TAM3 provides a structured scaffold for capturing cognitive beliefs, in this study, it is not applied as a causal testing model but as a triangulation tool to complement interpretive perspectives such as Framing.

Given that the adoption of GenAI in the organization is entirely voluntary, a model designed for discretionary use contexts is appropriate, which is why TAM and its extensions serve here as the measurement basis. Grounded in the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1973) and influenced by behavioral decision theory (Kahneman & Tversky, 1979), TAM provides a structured framework for understanding Technology Acceptance. PU refers to the belief that a system enhances job performance, while PEOU refers to the belief that the system is free of effort (Davis, 1989). Specifically, PU is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989, p. 320). PEOU is defined as "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989, p. 320). Both PU and PEOU influence BI, which predicts actual usage (Davis et al., 1989). TAM is relevant to this thesis because it helps explain individual-level cognitive evaluations of GenAI technologies during organizational implementation and provides a basis for understanding how users form intentions toward using GenAI systems in workplace settings.

To increase explanatory power, TAM has been extended through the Technology Acceptance Model 2 (TAM2) (Venkatesh & Davis, 2000) and UTAUT (Venkatesh et al., 2003). TAM2 adds social influence constructs such as SN and Image, as well as cognitive instrumental factors like Job Relevance, Output Quality, and Result Demonstrability, as key antecedents to PU (Venkatesh & Davis, 2000). UTAUT unifies eight models, including TAM, and introduces constructs such as Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions, along with moderators like age and experience (Venkatesh et al., 2003). While UTAUT explains greater variance in usage, its complexity and orientation toward mandatory settings make TAM2 more suitable for this study's voluntary GenAI context. However, TAM2 is not a perfect fit either, as voluntariness is not primary. As such, TAM2 and UTAUT are acknowledged but not adopted in this study.

TAM3, developed by Venkatesh & Bala (2008) (Fig. 1), integrates TAM2 with belief formation theory (Venkatesh, 2000), which distinguishes between general beliefs (anchors) and experience-based refinements (adjustments). TAM3 adds further key antecedents before PU and PEOU: The antecedents for PU stay the same as already developed in TAM2 (Venkatesh & Davis, 2000), while the anchors and adjustments get added as key antecedents before PEOU, including individual characteristics (such as demographics and computer self-efficacy), system characteristics, social influence, and facilitating conditions Venkatesh & Bala (2008). Anchors are system-independent and include factors like Computer Self-Efficacy, Computer Anxiety, Computer Playfulness, and Perceived External Control. Adjustments are system-specific and include Perceived Enjoyment and Objective Usability. Experience additionally moderates several effects: It weakens the influence of Anxiety and SN while strengthening system-specific factors. Due to this, the model is particularly well-suited for voluntary, complex, and trust-dependent technologies like GenAI and is therefore adopted here as the structured triangulation framework for capturing employee beliefs.

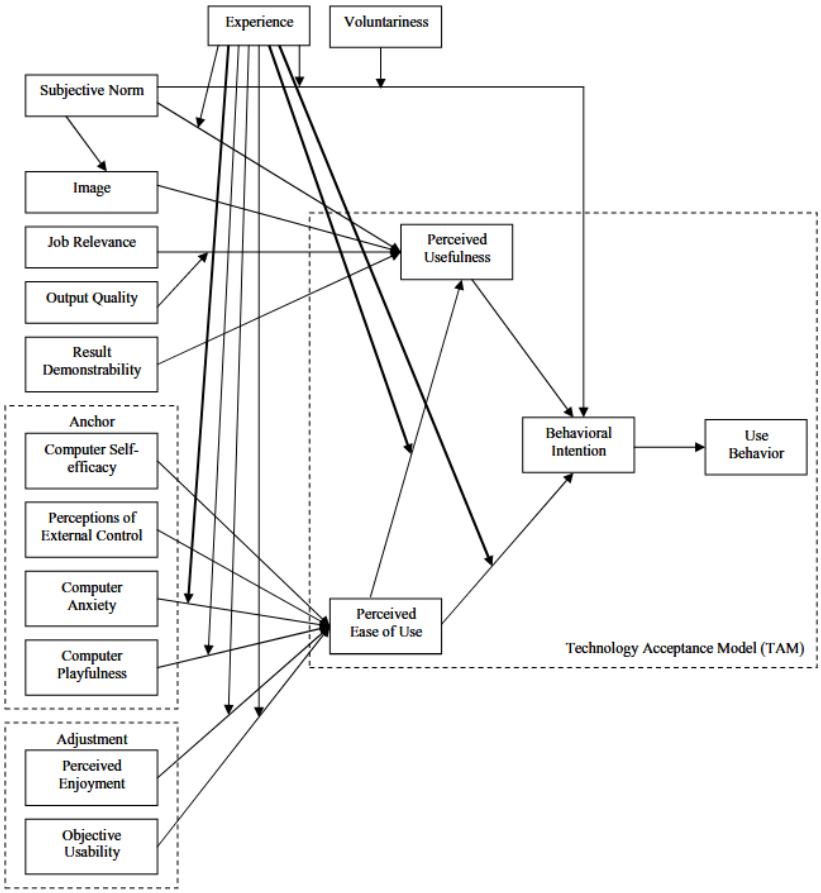

Figure 1: TAM3 as a conceptual reference framework (Venkatesh & Bala, 2008, p. 280)

TAM3 incorporates moderators like voluntariness and user experience, which affect how core constructs relate (Venkatesh & Bala, 2008). In voluntary use situations, SN is less impactful, while factors such as Perceived Enjoyment, Job Relevance, and Output Quality become more predictive (Venkatesh & Davis, 2000). As users gain experience, beliefs shift from general attitudes to specific, experience-based evaluations (Venkatesh, 2000), following TAM3's anchor-and-adjustment process. This is evident with GenAI, where initial beliefs shaped by external sources change through direct use. In this study, these moderators are treated not as variables to be tested but as conceptual insights for interpreting how narratives interact with structured belief measures.

There are a few extensions from TAM that are worth mentioning: The Technology Readiness and Acceptance Model (TRAM) extends TAM by incorporating broader predispositions toward technology (Lin et al., 2007). Technology Readiness (TR) encompasses both enablers—such as optimism and innovativeness—and inhibitors—including discomfort and insecurity (Parasuraman, 2000). TR thus influences PU and PEOU, underscoring the significance of pre-use dispositions in Technology Acceptance. Choung et al. (2023) further adapt TAM for AI contexts by integrating trust, a critical factor owing to the opaque or "black-box" characteristics of GenAI systems. This adaptation differentiates between functionality-based trust and human-like trust. Trust thus enhances PU and BI, emphasizing its importance in mitigating uncertainties unique to AI technologies. Consistent with TAM, the research by Choung et al (2023) indicates that PEOU positively impacts trust, which in turn significantly improves PU and attitudes toward use, ultimately increasing the intention to adopt GenAI solutions. These findings reinforce the relevance of trust-related constructs when assessing GenAI acceptance and provide justification for contextualizing TAM3 with insights specific to GenAI. These findings also reinforce the need to complement TAM3's structured indicators with interpretive frameworks such as Framing Theory and Narratives, which capture the narrative and identity-based responses critical in compliance-heavy settings.

Although TAM3 possesses notable strengths, it also exhibits certain limitations. It insufficiently addresses contextual, emotional, and ethical dimensions (Ajibade, 2018; Malatji et al., 2020). Its principal constructs are influenced by individual user contexts and may be affected by identity concerns or organizational dynamics (Ajibade, 2018).. Furthermore, TAM3 conceptualizes BI as a linear construct, which can oversimplify evolving decision-making processes in ambiguous AI environments (Malatji et al., 2020). and frequently proves inadequate for explaining user behavior in dynamic or high-stakes circumstances (Holden & Karsh, 2010; Malatji et al., 2020). Additionally, TAM3 excludes critical variables such as perceived risk, cost, and ethical considerations, all of which are particularly pertinent to GenAI implementation (King & He, 2006; Malatji et al., 2020). These shortcomings underscore why this study positions TAM3 not as a stand-alone explanatory model but as a scaffold integrated with framing and narrative perspectives to capture how narratives, identities, and emotions influence acceptance.

TAM3 is an empirically supported framework for analyzing user acceptance in voluntary-use contexts (Venkatesh & Bala, 2008). Its main constructs offer structured perspectives on how users assess technology before adoption (F. Davis, 1989). The development from TAM to TAM3 involves a shift from basic cognitive evaluations to more complex models that also consider social, emotional, and experiential aspects. Although TAM2 and UTAUT address user acceptance in mandatory or organizational settings, TAM3 is suited to individual-level, voluntary GenAI use, which reflects the context examined in this study. Nonetheless, its integration with narrative and framing perspectives in this thesis is justified as this combined approach maintains the strengths of TAM3's structured constructs while embedding them in the interpretive and communicative processes that drive GenAI acceptance.

2.4 GenAI Adoption and Implementation

GenAI differs from traditional IT due to its autonomy, opacity, learning capabilities, and broad application potential (Jöhnk et al., 2021), which results in adoption that can be more complex and unpredictable, requiring a comprehensive understanding of its implementation (Koukouvinou & Holmström, 2024). Multiple factors influence adoption, including technical, organizational, and social aspects such as infrastructure, leadership, and trust (Dwivedi et al., 2021; Gal & Tursunbayeva, 2022). Organizational readiness and strategic alignment with governance structures contribute to addressing these complexities (Chandrasekaran, 2024). These characteristics indicate the importance of considering both structural enablers and individual-level interpretation and narrative framing.

The successful implementation of GenAI is strongly contingent upon user trust, particularly in situations where system operations are opaque or not easily interpretable (Bedué & Fritzsche, 2021; Choung et al., 2023; Manresa et al., 2025). Trust is primarily informed by perceptions related to functionality—such as competence, reliability, and task alignment—which exert a greater effect on perceived usefulness and behavioral intent than social or anthropomorphic attributes (Choung et al., 2023). Enhancing transparency and explainability mitigates uncertainty and facilitates the development of trust, a crucial factor in high-stakes or regulated sectors like healthcare (Engström et al., 2024; Kim et al., 2023). Additionally, providing training and accessible knowledge resources fortifies users' abilities to interpret AI-generated outputs and make informed decisions, especially when confronted with probabilistic or ambiguous results (Bedué & Fritzsche, 2021; Kim et al., 2023). Collectively, these elements underscore that trust serves not only as a prerequisite for adoption but also as an essential mechanism enabling users to understand and integrate GenAI within their professional roles.

Trust and transparency significantly shape individual attitudes, yet these factors exist within a larger framework of organizational readiness that determines the success of implementation efforts. Support from top management is particularly crucial during the initial stages of adoption by signaling legitimacy and facilitating resource allocation; however, its direct impact may decrease as practices become routine (Alsheibani et al., 2020; Eitle et al., 2022). Ensuring process compatibility, robust infrastructure, sufficient financial resources, and a skilled workforce helps mitigate obstacles during implementation and encourages user acceptance (Jöhnk et al., 2021; Radhakrishnan et al., 2022). The establishment of ethical guidelines, especially in contexts involving sensitive data, strengthens the perception of responsible and aligned AI usage (Eitle et al., 2022). Moreover, cultivating an organizational culture that values innovation, cross-functional collaboration, and strategic alignment provides a setting in which AI implementation can be both technically viable and sustainable from organizational and social perspectives (Gal & Tursunbayeva, 2022; Raftopoulos, 2024).

A significant challenge for GenAI implementation is the gap between expectations and operational conditions, which may lead to resource allocation issues and strategic uncertainty (Brethenoux, 2020). Many organizations encounter technical challenges such as poor data quality, problems integrating legacy systems, and limited transparency of algorithms, which can affect trust and slow progress (Radhakrishnan et al., 2022). Insufficient leadership support, unclear business objectives, and limited internal capabilities also complicate adoption in various organizations (Alsheibani et al., 2020). Regulated sectors experience constraints due to compliance requirements and legal considerations, which limit opportunities for experimentation and iterative development (Huusko et al., 2023). The lack of established governance standards, best practices, or clear regulations contributes to caution among stakeholders and decision-makers (Kim et al., 2023). These factors indicate that structural preparedness alone does not ensure successful adoption if interpretive and motivational aspects are not addressed.

In addition to structural factors, GenAI implementation encounters resistance at the individual level, often due to concerns about job security, changes in roles, or diminished expertise (Bedué & Fritzsche, 2021; Pickering et al., 2022). The complexity and limited transparency of GenAI, as well as restricted access to relevant knowledge, can contribute to uncertainty and affect trust (Choung et al., 2023; Kim et al., 2023). Limited understanding of GenAI concepts, lack of contextual insight, and unclear objectives may decrease engagement and lead to passive resistance (Raftopoulos & Hamari, 2023). Employees may find it challenging to connect GenAI with their professional roles or daily activities, which may result in identity-related resistance or disengagement (Raftopoulos, 2024). Understanding these individual-level concerns is crucial for effectively addressing resistance and fostering a supportive environment for GenAI adoption.

Additionally, while this thesis concentrates on the individual level, it is important to recognize that GenAI implementation occurs within larger organizational contexts that significantly impact its effectiveness. Organizational readiness encompasses infrastructure, leadership, cultural alignment, and interdepartmental collaboration (Gal & Tursunbayeva, 2022; Jöhnk et al., 2021). Fragmentation or stalled implementation frequently arises from insufficient internal coordination, ambiguous ownership, or passive “set and forget” approaches (Raftopoulos & Hamari, 2023). Overall, ethical considerations, fairness concerns, and a perceived gap between GenAI initiatives and organizational values can influence user acceptance (Bedué & Fritzsche, 2021; Bory et al., 2025). These cognitive and interpretive challenges highlight the relevance of narrative framing, transparency, and leadership communication in facilitating individual adoption. Such barriers operate within a wider organizational context, where culture, coordination, and leadership impact the overall climate for GenAI implementation.

Furthermore, GenAI implementation encompasses multiple facets, involving both technical integration and outcomes at the user level (Dwivedi et al., 2021). Previous research indicates that assessing implementation success requires consideration of several dimensions, such as usage intensity (Dwivedi et al., 2021; Engström et al., 2024), task and workflow integration (Chandrasekaran, 2024; Gal & Tursunbayeva, 2022), and perceived usefulness from the end-user's perspective (Choung et al., 2023; Venkatesh & Bala, 2008). Thus, this study assesses implementation outcomes across four principal dimensions: Usage and Intensity—the frequency and extent of GenAI integration into daily work activities (Dwivedi et al., 2021; Engström et al., 2024); PU—users' evaluations of GenAI's practical benefits and its impact on job performance (Choung et al., 2023; Venkatesh & Bala, 2008); Workflow Integration—the degree to which GenAI is embedded within organizational routines and operational processes (Chandrasekaran, 2024; Gal & Tursunbayeva, 2022); and Narrative Alignment—the correspondence between GenAI-related narratives and employees' perceptions of organizational identity and values, as informed by Theory on Narratives (Boje, 1991; Bory et al., 2025)

The success of GenAI implementation has been conceptualized in prior research as a multidimensional construct encompassing both technical and organizational outcomes. Scholars highlight factors such as the frequency and intensity of system use (Dwivedi et al., 2021; Engström et al., 2024), the degree of workflow and task integration (Chandrasekaran, 2024; Gal & Tursunbayeva, 2022), and end-users' evaluations of practical benefits, often operationalized through PU (Choung et al., 2023; Venkatesh & Bala, 2008). From a socio-cognitive perspective, alignment between technological narratives and organizational values further contributes to a perception of successful implementation, as processes of making sense shape whether employees interpret GenAI as fitting into their identity and work practices (Boje, 1991; Bory et al., 2025; Pickering et al., 2022). This study does not directly assess implementation success across these dimensions. Instead, they provide a conceptual backdrop, helping to situate the analysis of how narrative framings influence individual acceptance of GenAI within organizations.

These dimensions illustrate how prior research has conceptualized GenAI implementation success, combining established measures of system effectiveness with interpretive aspects informed by Narratives and Framing Theory. In the context of this thesis, they are not applied as direct evaluative criteria but rather as a conceptual backdrop that highlights the multifaceted nature of implementation. The analysis that follows shifts the focus from measuring implementation outcomes to examining how narrative framings shape individual acceptance of GenAI and its perceived role within organizational settings. This turn underscores the importance of identity- and narrative-framing processes, which are explored in the subsequent section.

2.5 Identification of Research Gaps

Classical frameworks such as TAM, TAM3, and UTAUT have played a pivotal role in elucidating technology acceptance, focusing on constructs like PU and PEOU (Davis, 1989; Venkatesh & Bala, 2008; Venkatesh & Davis, 2000). Nonetheless, these approaches are predominantly centered on rational, individual-level beliefs and behavioral intentions, often overlooking factors related to emotion, identity, and narrative-framing (Ajibade, 2018; Malatji et al., 2020). This gap is particularly significant in the context of GenAI, which is characterized by opacity, autonomy, and uncertainty—dimensions that are increasingly relevant yet remain insufficiently examined within TAM-based literature (Bedué & Fritzsche, 2021; Choung et al., 2023). While other models, such as TOE (Technology, Organization, Environment), incorporate organizational and infrastructural considerations, they similarly fall short in offering interpretive depth (Dwivedi et al., 2021).

Although interpretive approaches such as Framing Theory and Narratives research have advanced our understanding of how users construct meaning during digital transformation (Boje, 1991; Bory et al., 2025; Cornelissen & Werner, 2014), these perspectives are seldom integrated with structured models like TAM. Existing literature typically considers cognitive adoption frameworks and communicative or narrative analyses as distinct domains (Engström et al., 2024; Raftopoulos & Hamari, 2023). Consequently, previous research often fails to sufficiently account for the emergence and interaction of individual cognitive appraisals such as PU with organizational narratives and identity-framing processes. There remains a significant theoretical gap in synthesizing structured behavioral models and open-ended narrative and framing frameworks to fully address the complexities associated with GenAI adoption.

Most studies on GenAI acceptance focus on general or technologically progressive settings, resulting in less representation of regulated industries such as healthcare, finance, or medical technology (Eitle et al., 2022; Raftopoulos, 2024). These settings often highlight the challenges between technological advancements and legal or ethical obligations, which can influence how GenAI adoption is perceived and implemented (Engström et al., 2024; Huusko et al., 2023). Additionally, there is a lack of empirical research on how employees approach GenAI adoption when it affects their role identity, competence boundaries, or ethical frameworks (Bedué & Fritzsche, 2021; Pickering et al., 2022). Consequently, there is a gap in both practice and theory regarding the influence of professional identity on acceptance behaviors and emotional responses to GenAI.

In order to address these research gaps, this study introduces a hybrid analytical model that synthesizes TAM3 with Framing Theory and Narratives, specifically within the context of compliance-driven organizations. This comprehensive approach ensures a more focused and reliable framework for examining the narratives around the adoption of GenAI technologies within these settings. The subsequent chapter details the research design and methodology employed to implement this comprehensive framework.

3 Research Model & Conceptual Framework

This chapter presents the conceptual model that guides the empirical investigation of narrative influence on GenAI acceptance within workplace settings. Building upon the theoretical foundations, the research model integrates both interpretive and structured perspectives to address the narrative and cognitive dimensions associated with Technology Adoption. The model acts as an analytical framework, connecting predominant narrative framings to participants' perceptions of GenAI, while also acknowledging how leadership cues and identity alignment shape these perceptions. TAM3 is used only as a triangulation scaffold, not as a stand-alone testable model, thus primarily supporting the qualitative and thematic analysis of empirical data. Within this chapter, the key constructs of the study are defined, their operationalization is described, and the propositions guiding the analysis of acceptance patterns are introduced. As a result, the chapter establishes a theoretical-empirical link between the narrative categories identified by participants and their expressed expectations or behaviors regarding GenAI. Subsequent sections further elaborate on the rationale underlying the model, clearly define the principal indicators of Technology Acceptance, and detail the relationships that inform the interpretive logic of the study.

3.1 Development of the Research Model

This section examines the empirical foundations that inform the investigation of how narrative framings influence the interpretation and acceptance of GenAI in workplace contexts. Drawing on Framing Theory (Entman, 1993), Narratives (Boje, 1991), and TAM3 (Venkatesh & Bala, 2008), the thesis adopts a hybrid analytical model. The model integrates belief-based constructs from TAM3 with interpretive lenses provided by Framing Theory and Narratives, aiming to address both cognitive and narrative aspects associated with GenAI adoption. Within this conceptual framework, the study explores the relationships between individual approaches to Framing and their subsequent perceptions of GenAI's usefulness, usability, social context, workplace applications, and overall acceptance. TAM3 is not formally tested as a model. Its constructs are used only as directional indicators and analytical categories to triangulate Technology Acceptance within narrative framings. The model functions as a bridge, connecting different narrative types to various dimensions of GenAI acceptance. Additionally, it provides an organizing structure for the analysis and presentation of empirical data found in Chapters 5 and 6.

The foundational assumption of this study is that individuals engage with GenAI through narrative framings, allowing for the identification of distinct narrative types. The narratives are furthermore interpreted along three key dimensions. The first is Source Type, which distinguishes between organizational and personal narratives, as this is critical for tracing the origins of participants' interpretations. Organizational narratives often arise from leadership communication, team cultures, or institutional messaging, whereas personal narratives are grounded in individual experiences or personal imagination. The second dimension, Narrative Strength, refers to the clarity, emotional resonance, and internal consistency with which a participant articulates their view of GenAI. Unlike Bory et al.'s (2025) approach, where narratives are measured by cultural dominance or ideological reach, this study applies narrative strength to the individual level, where it focuses on how firmly and coherently a participant expresses their perspective in interview settings, aligning more closely with the study's aim of capturing personal narrative interpretation. This dimension was used as a supporting analytical tool during the coding and interpretation phases. Lastly, Emotional Polarity addresses the emotional tone embedded within each narrative, whether positive, negative, or ambivalent. This aspect is particularly crucial for identifying Ambivalent Narratives, which may combine conflicting sentiments and attitudes toward GenAI. Collectively, these dimensions enrich the interpretive logic of the study and facilitate a nuanced understanding of how diverse narrative framings shape Technology Acceptance in compliance-driven environments.

The research model functions as an interpretive framework that connects narrative framings with indicators of perceived acceptance. It facilitates an abductive methodology, whereby themes are identified inductively yet analyzed through established theoretical perspectives. The propositions arising from this model, detailed in Chapter 3.3, inform the qualitative analysis. This interpretive approach is particularly appropriate for examining how employees construct narratives and align them with their identities around GenAI in environments characterized by strict compliance, where purely rational models may overlook significant emotional and symbolic aspects.

3.2 Measuring Technology Acceptance and Usage

This section outlines the conceptual framework for measuring Technology Acceptance as used in the study, specifying how these concepts are identified and interpreted based on participants' perceptions and self-reported behaviors. It further describes how narrative framings observed in interview data are anticipated to influence perceptions related to three primary constructs and introduces a systematic interpretive approach for evaluating acceptance patterns and actual usage.

This study conceptualizes Technology Acceptance and Usage as a qualitative profile, combining narrative data with TAM3 indicators as directional scaffolds. Acceptance and Usage are seen as multi-dimensional, including PU, PEOU, SN, and self-reported usage. The research examines a department where GenAI tools are already in use, analyzing both participants' expectations and real experiences. Drawing on TAM3, the framework highlights PU, PEOU, and SN (Venkatesh & Bala, 2008). However, in this study, TAM3 constructs are not used as predictive variables but as analytical categories for triangulating narratives. Actual usage reflects post-adoption behavior, while BI is only referenced when relevant. The approach aims for a grounded, narrative-driven understanding of Technology Acceptance and Usage.

Each TAM3-derived indicator is interpreted using qualitative coding of interview statements and linked survey responses. PU assesses whether GenAI is seen as helpful for completing work tasks or achieving goals. PEOU evaluates whether GenAI is seen as easy, intuitive, or effortful to use. SN considers perceived expectations or support from management, teams, or peers. Additionally, participants are asked about their actual usage behavior, including whether they currently use GenAI in their daily work, as well as to specify the frequency and types of tasks involved. These responses serve as behavioral indicators, offering valuable context for understanding perceived acceptance. Usage is not treated as a dependent variable to be predicted, but as evidence of enacted acceptance that anchors perceptions in actual practice. By evaluating this behavioral data alongside narrative descriptions, a more comprehensive perspective on Technology Acceptance emerges.

Narratives significantly shape how individuals interpret GenAI, serving as structured accounts that inform their perceptions. These narratives are inductively grouped into four main types: Empowerment, Pragmatic Tool, Risk-Centric, and Ambivalent Narratives. These categories can influence how people judge the relevance and usability of GenAI, which in turn shape perceptions of PU and PEOU as well as the social expectations surrounding its adoption (SN), as further discussed in Section 3.3.

In summary, Technology Acceptance and Usage are conceptualized as processes that are jointly shaped by narrative meaning and individual experience, employing a pattern-based analytical approach rooted in both perception (as indicated by TAM3 constructs used directionally) and behavior (as reflected in usage reports). The integration of these data sources facilitates examination of how individuals interpret and contextualize GenAI, and how such interpretations influence their actual or intended engagement with GenAI. By maintaining this dual perspective, the analysis offers a comprehensive understanding of the relationship between narratives, attitudes toward GenAI, and its practical implementation within daily activities.

3.3 Key Variables & Relationships

This section outlines the main constructs used in the study, including narrative-based independent variables and Technology Acceptance indicators from TAM3. It describes the conceptual relationships between these constructs and details their operational definitions for empirical analysis, summarizing the interpretive role of each construct in Table 1. The section ends with propositions that guide the interpretation of the results. These constructs collectively inform the assessment of Technology Acceptance and Usage, which is the primary outcome of the study.

The independent variable of this study is the Dominant Narrative Framing. Narrative framing influences how individuals discuss and interpret GenAI, shaping its perceived relevance, usefulness, and adoption. Rather than serving as direct causal inputs, these narratives act as interpretive lenses and are analyzed qualitatively across participants. Interview data revealed four main types of narratives: Empowerment Narratives, which frame GenAI as a source of autonomy, personal growth, and confidence with a proactive and optimistic tone; Pragmatic Tool Narratives, which regard GenAI as a neutral tool valued for efficiency, convenience, and seamless integration into daily routines; Risk-Centric Narratives, marked by cautious use due to concerns about data security, loss of control, or job displacement, often fueled by external influences; and Ambivalent Narratives, reflecting mixed or conflicted attitudes where curiosity coexists with concern, typically arising from limited firsthand experience. The analysis considers the strength and emotional tone of each narrative framing within this qualitative context.

Although this study does not quantitatively test TAM3, it employs several adapted constructs as interpretive categories: PU is defined as the extent to which individuals believe GenAI enhances job performance and task efficiency, incorporating thematic indicators such as task alignment, efficiency gains, and performance expectations with measurement assessed through qualitative inquiries about relevance, productivity, and perceived benefits (Venkatesh & Bala, 2008). PEOU refers to perceptions that GenAI systems are user-friendly, intuitive, and require minimal effort to operate, with thematic indicators for PEOU involving usability, comfort level, and learning curve. This dimension is explored through qualitative questions focused on ease of learning, user confidence, and enjoyment. SN represents the perceived social pressure to adopt or conform to GenAI integration within the workplace, examined through thematic indicators such as peer behavior, team culture, and leadership influence, which are investigated via qualitative questions about social expectations from colleagues or supervisors. BI, which is only used supplementally, pertains to participants' stated intentions or motivations regarding future use of GenAI, included for conceptual consistency. Overall, these dimensions serve not as measurable variables but as thematic lenses guiding coding and interpretation throughout the analysis.

To recap, Technology Acceptance and Usage serves as the dependent variable and is defined as a composite outcome rather than a single measurable construct, as already explained in Chapter 3.2. It is determined through the qualitative interpretation of PU, PEOU, and SN alongside self-reported usage behavior. These indicators are interpreted within the context of the main narrative framings identified in the qualitative data, rather than being analyzed independently. This outcome is assessed comprehensively for each participant to identify patterns across the different narrative types. Technology Acceptance and Usage is as such represented as a multidimensional profile reflecting individual perception, narrative influence, and contextual factors.

Variable	*Role in Analysis*	*Definition*	*Measurement Approach*
Dominant Narrative Framing	Independent Variable	Structured framing perspective (empowerment, risk-centric, pragmatic, ambivalent)	Identified through thematic coding of interview transcripts
Perceived Usefulness (PU)	Indicator of Acceptance	Belief that GenAI improves task performance	Survey Likert scales; qualitative statements from interviews
Perceived Ease of Use (PEOU)	Indicator of Acceptance	Belief that GenAI is intuitive or easy to integrate	Survey Likert scales; qualitative cues from interviews
Subjective Norm (SN)	Indicator of Acceptance	Perceived social pressure to use GenAI	Survey & interview questions on team/leadership influence
Behavioral Intention (BI)	Conceptual Reference	Motivation or intention to use GenAI in the future	Two survey items: narrative references to future use only
Technology Acceptance	Dependent Variable	Composite profile based on PU, PEOU, SN, and BI	Synthesized interpretation from qualitative and survey data
Usage Behavior	Supplementary Indicator	Frequency and type of GenAI use in daily work	Self-reported in surveys and interviews

Table 1: Overview of Measured Variables

The propositions below outline how various types of narrative framing can influence individuals' understanding of GenAI concerning key acceptance factors. Instead of outlining direct, linear effects, these propositions focus on the interpretive function of narratives in shaping how individuals recognize and assess GenAI within organizational environments. These propositions are intended to inform the analysis of the relationship between narratives and individual acceptance of GenAI.

Proposition 1: When individuals engage with GenAI through empowerment-oriented narrative framings, they are more likely to interpret technology in ways that emphasize its usefulness in supporting their professional goals.

Proposition 2: When GenAI is framed through narratives that emphasize risk, control loss, or ethical uncertainty, individuals are more likely to interpret it in ways that diminish its perceived usefulness or reduce its integration into daily tasks.

Proposition 3: Narratives that frame GenAI as a practical and task-focused tool shape interpretations that highlight ease of use and integration into existing workflows.

Proposition 4: Stronger narrative framings (those marked by clarity, coherence, and emotional salience) tend to amplify the interpretive influence of narratives on how individuals evaluate GenAI's usefulness, usability, social relevance, and future potential.

Proposition 5: Narratives that reference organizational expectations, leadership positions, or team norms tend to shape interpretations in ways that increase individuals' perceived social pressure to use GenAI.

3.4 Expected Contribution

This thesis provides methodological advancement by developing and implementing a hybrid research model that integrates TAM3 with interpretive frameworks, Framing Theory, and Narratives. It establishes an interpretive connection between narrative framing and key TAM3 constructs within a predominantly qualitative, voluntary-use context. The research additionally introduces a mixed-method protocol that merges survey-based construct measurement with qualitative interviews, thereby facilitating triangulation between perceptual data and narrative analysis. Rather than relying solely on quantitative scale modeling, this study applies construct-informed qualitative analysis to operationalize TAM3, offering an interpretive expansion to TAM-based adoption research by positioning TAM3 constructs as triangulation categories, especially in the context of GenAI. Furthermore, an inductively developed typology comprising four narrative framings—Empowerment, Pragmatic Tool, Risk-Centric, and Ambivalent—is presented as a transferable framework for future investigations of GenAI narratives in organizational environments. Additionally, this study contributes to IS methodology by illustrating how narrative characteristics such as strength and polarity influence the perceived credibility and persuasive impact of GenAI-related frames.

For practitioners, this study presents a narrative-informed framework designed to support effective GenAI implementation that considers factors beyond technical readiness or structural constraints. It offers guidance for the identification and interpretation of prevailing GenAI narratives within departments or teams, whether these are formally communicated by leadership or informally established through peer interactions. The findings enable organizations to anticipate which narrative frames are most likely to arise and subsequently influence perceptions of usefulness, trust, and acceptance when implementing GenAI. Additionally, the research can assist change agents and team leaders to develop communication strategies that are both targeted and resonant, to ensure that narrative framing is aligned with employee values, role expectations, and potential identity concerns to guide their employees' processes of narrative interpretation of GenAI. In highly regulated settings, these insights can guide the initial design initiatives to help implement GenAI in a positive manner, particularly in contexts involving voluntary adoption and the introduction of emerging GenAI capabilities.

This chapter has laid the theoretical and conceptual groundwork by articulating how narrative framings shape individuals’ perceptions, trust, and acceptance of GenAI in organizational contexts. Through the development of a narrative-informed framework and the introduction of a typology of framing strategies, this study provides tools for both researchers and practitioners to better identify, interpret, and leverage GenAI narratives. These insights expand the methodological scope of Technology Acceptance research while also equipping organizations to approach GenAI implementation with greater nuance and strategic awareness.

4 Research Methodology

This chapter presents the methodological framework employed to examine the effects of narrative framings on individual acceptance of GenAI within organizational settings. It offers a comprehensive account of the research design, data collection protocols, and analytical strategies, outlining the integration of qualitative and quantitative approaches within a qualitative-dominant mixed-methods design. The methodology was developed to balance the structured scaffolding provided by TAM3 constructs with interpretive insights obtained through narrative interviews and thematic coding procedures. Ethical considerations, methods to ensure procedural transparency, data integrity, and research rigor are addressed throughout the chapter. This methodological structure provides the empirical foundation for the subsequent analysis and interpretations.

4.1 Research Design and Objective

This study seeks to examine the influence of Dominant Narrative Framings on employees' interpretations of GenAI, focusing on PU, PEOU, and SN, as seen through both individual narratives and Organizational Framing Perspectives. Specifically, the research aims to identify and classify various narrative framings about GenAI within the selected department. The study will also investigate how these narrative framings relate to employees' reported usage behaviors, along with relevant indicators of future intent where applicable. Additionally, it will evaluate perceptual dimensions of Technology Acceptance and Usage via a survey guided by the TAM3 framework, addressing PU, PEOU, and SN.

The study adopts a mixed-methods, single-case design to explore how narratives influence Technology Acceptance and Usage within a specific organizational context (Eisenhardt, 1989; Yin, 2009). By combining qualitative and quantitative approaches, the research provides a thorough analysis of how narrative framing interacts with Technology Acceptance and Usage (Creswell & Plano Clark, 2013). For the qualitative component, semi-structured interviews are conducted to identify and interpret dominant narrative framings using a narrative analysis framework (Mayring, 2014; Riessman, 2008). This method is designed to capture varied perspectives on how these narrative framings shape perceptions of Technology Acceptance and Usage. The quantitative portion involves a structured online survey that collects participants’ views based on TAM3-derived constructs, alongside additional items related to anticipated future use. Responses are gathered through Likert scales and semantic differential measures, allowing for systematic comparison across the different dimensions of TAM3. The choice of a mixed-methods approach leverages the complementary strengths of both methodologies (Eisenhardt, 1989; Mayring, 2014)

Although the study does not directly track changes over time, it examines narrative influences at a stage when GenAI technology has already been implemented, enabling analysis of narrative impact during an ongoing adoption process. The research is situated within a single organization, Ulrich medical, with data collected from individuals in the Marketing & Sales Enablement department. Ulrich medical operates within a highly regulated medical technology sector, presenting a valuable context in which GenAI-related narratives may reveal varied regulatory, ethical, and operational considerations. By concentrating on a single department, the case study enables a comprehensive analysis of narrative construction, maintaining essential contextual depth (Eisenhardt, 1989; Yin, 2009). This focused context allows for an in-depth investigation into the narrative dynamics and contextual factors that affect the acceptance and utilization of GenAI technology (Yin, 2009).

This research employs an Explanatory Embedded Case Study design to investigate how different narrative framings shape perceptions of GenAI, specifically drawing on TAM3 constructs as central perceptual indicators (Eisenhardt, 1989; Yin, 2009). These factors are regarded as influential in determining employees' Technology Acceptance and Usage. The Explanatory Case Study approach is chosen for its suitability in exploring how different narrative framings interact with TAM3 constructs and usage patterns. In this thesis, explanatory refers to uncovering interpretive connections rather than testing causal effects. Narrative Framings are treated as the primary independent lens, while Technology Acceptance and Usage are conceptualized as a composite interpretive outcome. The embedded design reflects multiple levels of analysis: Ulrich Medical provides the wider organizational context for institutional narratives and dynamics, the Marketing & Sales Enablement department offers an additional analytical lens, and individual employees' perceptions and experiences constitute a primary point of focus. To reinforce the explanatory embedded methodology and deliver nuanced insights into employee engagement with GenAI, a combination of qualitative narrative-focused interviews and quantitative surveys capturing TAM3 constructs is utilized.

This study ensures research quality by applying Yin's (2009) criteria for case study research. To establish construct validity, it utilizes multiple data sources, such as surveys and interviews, to comprehensively cover narrative framings and acceptance perceptions, and qualitative constructs from TAM3 inform the interpretive analysis. Analytical rigor is ensured through thematic analysis, which systematically examines connections between narrative types and Technology Acceptance perceptions, following established methods outlined by Braun & Clarke (2006) and Mayring (2014). Despite employing a single-case design, the research enhances external validity by integrating Framing Theory, Narratives, and TAM3, thereby facilitating theoretical generalization of findings as suggested by Eisenhardt (1989). Reliability is supported with thorough documentation of data collection (surveys and interviews) and analytic procedures (coding and thematic interpretation), promoting transparency and replicability in line with Yin's (2009) recommendations.

This study follows a documented case study protocol based on Yin (2009), implementing several important procedures. Data collection begins with an online administration of a structured TAM3 survey conducted prior to interviews. Subsequently, semi-structured and narrative-focused interviews are held in German, recorded on video, and then systematically transcribed and coded. To maintain a robust chain of evidence, all findings reference specific data sources, such as survey responses and interview quotes, with data stored securely and clearly labeled (for example, P1_Survey, P1_Interview, P1_Transcript). The case study database includes encrypted digital folders containing survey responses, interview transcripts, and coding files, alongside securely maintained backup copies to prevent data loss. The research context is defined as the Marketing & Sales Enablement department of Ulrich medical, with participant criteria specified according to departmental affiliation. This methodological approach ensures a thorough examination of both narrative framing and TAM3-informed acceptance dimensions, offering valuable insights into the dynamics of GenAI adoption in a compliance-heavy environment.

4.2 Sampling and Case Selection

Ulrich medical was selected as the research focus for several reasons. Operating as a medium-sized organization in the medical technology sector, Ulrich medical operates in a highly regulated sector, which makes GenAI adoption particularly sensitive to issues of trust, transparency and organizational culture. This environment provides a valuable context for exploring how employees narratively frame GenAI adoption. Furthermore, Ulrich medical serves as an illustrative example of medium-sized organizations facing the typical challenges of GenAI integration in regulated industries. This status provides a valuable opportunity to examine how employees construct, disseminate, internalize, and respond to diverse narrative framings about GenAI. Additionally, the researcher's direct access to Ulrich medical guarantees robust data availability, an engaged participant pool, and in-depth contextual understanding, thereby enhancing the feasibility and depth of the investigation.

The Marketing & Sales Enablement Department was selected due to its regular interaction with external stakeholders, which can lead to varied GenAI narratives compared to internal-only teams. Its strategic and creative tasks provide a relevant context for examining how GenAI's usefulness and usability are framed. The department's broad responsibilities foster diverse perspectives and experiences, ranging from enthusiastic adoption to skepticism. Additionally, it serves as a useful case for investigating identity tensions and narrative-framing, given its regulated environment and experience with digital transformation. In sum, this department presents a rich setting for exploring how narrative dynamics shape Technology Acceptance and Usage within a compliance-driven sector.

To select participants, a purposive sampling strategy has been implemented, focusing on seven participants from the Marketing & Sales Enablement department (Creswell & Plano Clark, 2013). Participants are chosen based on their direct involvement with GenAI-related processes or tasks to ensure relevant insights regarding narrative engagement and perceptions of acceptance. Intentional variation in participant roles (such as managerial, strategic, and creative positions) is incorporated to capture a broad spectrum of perspectives and experiences, supporting a comprehensive examination of differences in narrative content, intensity, and emotional polarity. This ensured variation across managerial, strategic, and creative roles, capturing a broad spectrum of narrative framings and perceptions of GenAI. This approach facilitates representation across various narrative framings, enabling thorough analysis of how distinct types of framing affect interpretations of GenAI.

4.3 Data Collection Methods

The data collection process begins with the recruitment of participants via Microsoft Teams or email, in which a study overview was provided, and participation was invited. Individuals who consented to take part signed a data use agreement, received a link to an online survey, and were sent a meeting invitation scheduled according to their availability. The online survey included structured TAM3 constructs, demographic questions, and narrative-related yes/no items, and had to be completed via Microsoft Forms prior to the interview. Following the completion of the survey, participants engaged in a semi-structured interview designed to further explore narrative dimensions. Intentionally administering the survey first ensured that structured data was collected prior to the more qualitative and exploratory interview phase (Creswell & Plano Clark, 2013).

Survey data were collected through an online survey designed to capture participants' perceptions of GenAI, using adapted TAM3 constructs as directional indicators for triangulation, not for statistical testing. The survey incorporated Likert-scale items to measure core TAM3 constructs on a 1–5 scale (Likert, 1932), semantic differential scales with bipolar adjectives (Osgood et al., 1957), multiple-choice questions aimed at gathering demographic information, and binary (yes/no) items to identify specific GenAI experiences. To obtain more detailed information, open text fields were included, alongside follow-up questions allowing participants to elaborate on their responses. All prompts can be found in the Survey Guideline in Appendix B. Although TAM3 constructs were tailored to fit the context of GenAI, conceptual clarity was maintained throughout. However, it addressed BI only minimally and did not test any propositions or offer statistical validation; instead, it served as structured input to support narrative analysis. The structured nature of this survey serves to triangulate perception profiles, supporting narrative analysis.

The qualitative data collection process utilized semi-structured interviews to investigate how participants described GenAI. Interviews lasted approximately 30 minutes and were conducted in German via Microsoft Teams (video recording), which is the organization's standard communication platform. Consent was verbally confirmed at the beginning of each interview before starting video recording. This approach ensured that ethical considerations were met, and the data collected were both reliable and reflective of participants' genuine experiences.

The primary goal of the interviews was to identify key narrative patterns, their formation, and their influence on perceptions and use of GenAI, following the frameworks established by Mayring (2014), Riessman (2008), and Creswell and Plano Clark (2013). The interview design featured open-ended, narrative-focused questions that encouraged participants to share their experiences, perceptions, and attitudes toward GenAI. To ensure systematic exploration, the conversation was organized around six thematic clusters. Initially, the interviewer worked with the participant to establish a shared definition of GenAI. Following this, participants were prompted to share their core narratives and personal understandings of GenAI. Subsequent questions delved into the origins of these narratives, examining the factors, sources, and experiences that had shaped individual views on GenAI. Participants were then asked to evaluate both the benefits and risks of GenAI, particularly regarding its workplace applications. The interviews also sought to uncover emotional and symbolic associations by inviting participants to express their understanding of GenAI metaphorically or emotionally—for example, imagining GenAI as a person with specific traits. Finally, participants were offered the opportunity to provide closing reflections or any additional insights they might have had. This comprehensive approach ensured that the data collected was rich, nuanced, and reflective of the participants' genuine experiences and perceptions.

Narrative elicitation techniques were employed to investigate how participants construct stories about GenAI, following the approach of Riessman (2008). The primary methods included open-ended storytelling prompts, such as "Can you tell me about a time when you used or thought about using AI?" These prompts were accompanied by follow-up questions designed to elicit further detail, explore emotional responses, and encourage interpretation. All prompts can be found in the Interview Guideline in Appendix A. Through interviews, participants' narrative framings of GenAI were collected, and the connections between these narratives and facets like identity, role perception, and TAM3 constructs were explored. This allowed for triangulation between cognitive evaluations and narrative interpretations. Notably, this method makes it possible to identify the polarity and strength of participants' narratives without imposing predefined theoretical categories, consistent with Riessman (2008).

Transcriptions were completed in a clean-read style, meaning the text was paraphrased for grammatical accuracy while remaining faithful to the original intent of the participants' words. Filler words used solely as listening cues were omitted to improve readability, though expressive fillers and speech markers relevant to meaning were kept. Minor grammatical corrections were made without changing meaning. Sections of the discussion that were off-topic or contained internal references unrelated to the research question were left out to sharpen the analytical focus and readability of the transcripts, with any omissions clearly indicated for transparency. To ensure anonymity, all personal names were removed from the transcripts, and participants were identified as P1 through P7. Although the interviews themselves took place in German, speaker labels and analytical references were presented in English (such as "Interviewer" and "Participant") to maintain consistency with the language of the thesis. Words that had been implied but not directly stated were inserted in square brackets, but only when the intended meaning was unambiguous and the addition was needed for grammatical completeness or needed contextual information. The transcripts were securely stored and, if required, translated into English for analysis.

In summary, the data collection methods employed in this study ensured a comprehensive and ethical approach to gathering both quantitative and qualitative data. Structured surveys were integrated with in-depth interviews, enabling triangulation between standardized acceptance indicators and rich narrative data. This approach provides a nuanced understanding of how narrative framings influence Technology Acceptance and Usage in a compliance-heavy organizational context.

4.4 Data Analysis Approach

To analyze the qualitative data, the study employed a combination of thematic and narrative analysis. This approach was intended to identify patterns in participants' narratives, such as perceiving GenAI as empowering, a pragmatic tool, a source of risk, or as ambivalent, and to explore the relationship between these patterns and Technology Acceptance. The analysis began with immersion in the interview data. Audio recordings were transcribed, and each transcript was then subject to line-by-line coding, with salient statements regarding GenAI narratives and perspectives on GenAI marked for subsequent analysis. These codes were grouped inductively into broader themes, allowing the categorization of each participant's viewpoint within established narrative types (full codebook in Appendix C). Throughout this process, themes were continuously reviewed and refined for internal coherence and conceptual clarity. To facilitate systematic coding and theme development, qualitative analysis software (Atlas.ti) was employed. In addition to categorizing narratives, the analysis evaluated the strength and emotional tone of each participant's account, assessing how clearly and convincingly narratives were expressed, and whether sentiments towards GenAI were positive, negative, or ambivalent. The final phase of qualitative analysis involved identifying each participant's dominant narrative, which then served as the analytical basis for interpreting their qualitative profile.

To generate a comprehensive understanding, these nuanced qualitative accounts were integrated with structured survey data. The quantitative component was primarily contextual and supportive, designed to triangulate and enrich insights from the qualitative analysis rather than to provide standalone statistical claims or proof. The analysis process involved reviewing Likert-scale responses related to TAM3 constructs to provide directional indicators that were compared with narrative findings from interviews. Semantic differential responses were qualitatively interpreted to confirm convergence or divergence with the identified narrative types. Survey open-text responses were coded with the same thematic analysis as interviews. This triangulated interview findings and deepened insight into perceptions and experiences. Quantitative data were explicitly treated as secondary, with no inferential analyses or hypothesis testing conducted, maintaining the priority of narrative-driven interpretation.

Finally, a convergent mixed-methods approach was adopted, wherein narrative-based qualitative insights were integrated with survey findings to develop comprehensive, interpretive profiles of Technology Acceptance and Usage (Creswell & Plano Clark, 2013). In this process, participants' narrative framings and their interpretive dimensions were systematically cross-referenced with their survey-based profiles, specifically focusing on PU, PEOU, and SN. Typical patterns, such as Empowerment Narratives coinciding with positive perceptions of PU and PEOU, as well as significant deviations from such trends, were identified through detailed analysis. Ultimately, each participant received an integrated profile that reflects how their personal narratives interact with their perceptions and actual usage of GenAI, drawing on both the narrative framing and TAM3-based evaluations. This methodological synthesis enabled a robust and multifaceted exploration of how individuals conceptualized and engaged with GenAI within organizational contexts.

This study ensured a transparent chain of evidence, as outlined by Yin (2009). By systematically linking qualitative themes to specific interview quotations and survey responses (Likert and semantic differentials) to anonymized participants, it was ensured that every conclusion is directly traceable to its original data source. Cross-referencing qualitative and quantitative data enabled the identification of consistent patterns, ensuring the validity and reliability of the findings.

In conclusion, the analytical approach was designed to ensure a comprehensive and nuanced understanding of how narrative framings influence Technology Acceptance and Usage. By integrating structured surveys with in-depth interviews, the study was able to triangulate between standardized acceptance constructs and rich narrative accounts. Careful attention to ethical considerations, such as informed consent and data anonymity, further ensured the transparency and integrity of the findings. This robust approach provides a solid foundation for the subsequent interpretation of results, contributing to a deeper understanding of GenAI adoption within the studied organization

4.5 Reliability, Validity, and Ethical Considerations

This section outlines how reliability, validity, and ethical standards are ensured in this study, covering data integrity, participant protection, and responsible research conduct in line with qualitative research standards (Creswell & Plano Clark, 2013; Yin, 2009). As stated before, all participants provided informed consent before participating in the study, with consent gathered in two stages: signing a data use agreement and then again implied consent for survey participation and verbal consent for interviews.

Participant identities were anonymized, and data were stored securely in encrypted digital files, in line with GDPR guidelines (Official Journal of the European Union, 2016). All digital data will be stored on a secure, password-protected device (Official Journal of the European Union, 2016; Yin, 2009). Backup copies will be encrypted and securely stored to prevent unauthorized access. After the study, data will be retained per university guidelines, then deleted. The study adhered to the ethical guidelines of the University of Applied Sciences Neu-Ulm and complied with all relevant institutional and EU standards.. Furthermore, it was ensured that participants were not required to discuss any information they felt uncomfortable sharing. Survey questions were designed to minimize potential distress, and participants could skip questions they were uncomfortable answering. This comprehensive approach ensures the protection of participant privacy and data security throughout the research process.

All procedures, including survey design, interview guides, and coding strategies, were meticulously documented and consistently applied to ensure reliability. Construct validity was strengthened by integrating survey data with narrative interviews, which facilitates methodological triangulation (Yin, 2009). Throughout the research process, transparency is maintained by preserving a clear chain of evidence, ensuring that each interpretation is traceable to the original data sources, such as transcripts or surveys. To uphold interpretive rigor, coding and narrative categorization follow established qualitative methodologies (Braun & Clarke, 2006; Mayring, 2014)

In conclusion, the rigorous attention to reliability, validity, and ethical standards in this study supports the integrity and credibility of the research findings. These measures provide a solid foundation for the interpretive analysis presented in the following chapters, contributing to a deeper understanding of GenAI adoption within the studied organization.

5 Results

This chapter presents the empirical findings by combining qualitative interview insights with selected quantitative survey data. It explores the relationship between how GenAI is framed in organizational narratives and individual attitudes, as well as self-reported Technology Acceptance and Usage. The analysis is structured around distinct narrative types and key constructs drawn from the TAM3 model, using participant quotes and survey responses to provide triangulation and depth. The chapter interprets how these dynamics shape perceptions and responses to GenAI. It does so by drawing on Narratives and Framing Theory to understand the stories employees tell themselves and others. The discussion begins with an introduction to the backgrounds of the participants and identification of relevant narratives, then moves into an examination of the connections between different framings and attitudes toward GenAI. Further interpretative integration is offered in Chapter 6.

5.1 Participant Overview and Demographics

The participant sample comprised seven individuals (P1–P7) chosen from the Marketing and Sales Enablement Department at Ulrich medical. Table 5.1 offers an overview of the study's participants, detailing key demographic variables such as participant ID, gender, age group, organizational role, department, and years with the company to provide contextual depth and transparency for the analysis. Furthermore, a (self-)assessment of the familiarity and usage of GenAI has been conducted while selecting participants to ensure the fit of participants to the study's objectives. All participants completed a pre-interview survey and subsequently engaged in semi-structured interviews of approximately 30 minutes each.

Participant ID	***Gender***	***Age***	***Role***	***Department***	***Years with Company***
P1	f	Unter 30	Junior Content Marketing Manager	Marketing Communications	1-3 Jahre
P2	f	40-49	Team Lead, Strategic Marketing	Strategic Marketing	8+ Jahre
P3	m	30-39	Content Marketing Manager	Marketing Communications	4-7 Jahre
P4	f	30-39	Manager, Strategic Marketing & Marketing Technologies	Strategic Marketing	1-3 Jahre
P5	f	40-49	Manager Branding & Marketing Technologies	Marketing Communications	8+ Jahre
P6	f	Unter 30	Working Student Product Marketing	Strategic Marketing	1-3 Jahre
P7	f	30-39	Team Lead Marketing Communications	Marketing Communications	8+ Jahre

Table 2: Participant Demographics

The participant selection is reflective of the department composition. Representatively, the gender distribution of participants included six women and one man. Participants also represented a variety of age groups, with three individuals in the 30–39 age range, two under 30, and two in the 40–49 range. Professional roles spanned working students and junior staff to mid-level managers; no executive-level employees were included. With respect to organizational tenure, three participants had been with the company for fewer than three years, three had more than eight years of tenure, and one participant had four to seven years of experience, a distribution that closely mirrored the participants' age groups.

Although demographic characteristics such as gender, age, and years with the company were not employed as primary analytical variables, their inclusion in the table supports transparency and enhances the contextual understanding of the findings. All participants demonstrated familiarity with GenAI tools, specifically ChatGPT, and most reported experience using these tools in both professional and personal contexts. In addition, several participants themselves referenced the internal Ulrich chatbot without being prompted, albeit with varying degrees of engagement (see transcripts P3, P5, P6).

Self-reported GenAI usage ranged from daily to weekly, with participants highlighting use cases such as writing support, idea generation, task automation, and content summarization and structuring. Viewed against the implementation success dimensions as outlined in chapter 2.4, most participants have already successfully embedded GenAI in their daily work routines, though the extent and intensity of use varied. This allows the analysis to focus on narrative framings and acceptance rather than on basic adoption outcomes.

In summary, the Marketing and Sales Enablement Department is a good fit to examine narratives surrounding GenAI. Additionally, the information in Table 5.1 ensures sample transparency and the fit of the participants to the study's objectives. This situates the empirical findings within the broader organizational and departmental context, thereby strengthening the interpretive rigor of this study.

5.2 Identification and Analysis of Dominant Narratives

This section summarizes the four main narrative framings found in participants' discussions of GenAI: Empowerment, Risk-Centric, Pragmatic Tool, and Ambivalent. These types are not exclusive, as some interviews included elements of multiple framings, but each participant was assigned a dominant framing based on thematic prominence. The narrative types were further developed from interview data and informed by Framing Theory, which explains how certain aspects of GenAI (like empowerment or risk) are emphasized (Entman, 1993), and Narrative Theory, which highlights the role of storytelling in organizations (Boje, 1991; Cornelissen & Werner, 2014). Together, these theories clarify how distinct narratives shape Technology Acceptance and Usage within organizations, especially in regard to GenAI.

5.2.1 Overview of Identified Narrative Types

Each of the four narratives highlights different aspects of GenAI that are most prominent in the participant's narrative. Empowerment narratives highlight how GenAI fosters professional growth, creative autonomy, and personal confidence. Participants describe GenAI as a catalyst for individual learning and transformation, particularly when navigating new or unfamiliar tasks. These stories are often marked by a sense of fascination and motivation, as well as a strong belief in the future relevance of GenAI tools. Overall, there is a pronounced emphasis on self-directed learning and integrating GenAI into daily workflows. For example, P5 remarked, "I always see this as a chance for further development," while P7 described their experience as, "It was really as if a field opened up—like, oh wow, what is all possible?" These comments reflect openness and excitement towards the evolving landscape of GenAI, underscoring the empowerment narrative that emerged throughout the interviews.

The Pragmatic Tool perspective casts GenAI as a neutral, efficient assistant. Oftentimes, it is seen as an everyday aid for writing, organizing, or streamlining tasks. This outlook is notably less emotional, focusing instead on concrete utility and the ability of GenAI to save time and enhance productivity in routine work. For instance, P3 described GenAI simply as “a tool for my daily work,” emphasizing its function as a practical aid rather than attributing any personality or agency to it. Another participant was explicit: “To me, it’s clear that this isn’t a person, but simply a tool I use to get things done” (P1). Such accounts highlight how GenAI is integrated as a straightforward support for writing, structuring, and automating tasks, with its value rooted in tangible improvements to work processes and efficiency.

Risk-Centric Narratives foregrounded anxieties such as data privacy, the potential for GenAI hallucinations, the erosion of human skills, and a general fear of overdependence on such technologies. Within the interviews, these perspectives surfaced most often as secondary lenses, coloring participants’ engagement with GenAI through a prism of caution. Participants voiced apprehensions, especially about a lack of clear institutional guidance and the broader societal implications of widespread GenAI adoption, particularly regarding regulation, patient safety, and the question of ultimate control. Frequently, these concerns intermingle with practical uses. Participants did acknowledge the value of GenAI but insisted on vigilance. For instance, P3 emphasized: “Sometimes they still hallucinate quite a lot, so you definitely have to check what comes out.” P5 reflected uncertainty about institutional stances: “Otherwise, I honestly don’t dare to use it, because I really don’t know how Ulrich [medical] feels about this and what information is actually allowed to go through.” In a moment of broader societal reflection, P7 posed a critical question: “And who ultimately has control over it?” These selected voices illustrate how risk-centric narratives are shaped not only by practical worries but by deeper uncertainties regarding trust, responsibility, and the evolving relationship between humans and intelligent systems.

Ambivalent narratives are distinguished by an undercurrent of internal conflict. Participants simultaneously recognize the practical value of GenAI while expressing ethical, emotional, or conceptual reservations. Among the interviewees, this framing emerged frequently, often accompanied by references to cultural influences or marked by emotional ambivalence. Participants voiced uncertainty and tension between the excitement generated by GenAI innovations and skepticism regarding their broader implications. For example, practical benefits were acknowledged alongside explicit concerns, as seen when P1 cautioned, “You really have to be careful with the data.” P3 reflected on latent fears shaped by science fiction, admitting that sometimes they still have these subconscious worries, even though they know it is just a tool. These accounts illustrate how ambivalent narratives are created from both the recognition of GenAI’s utility and unease about its long-term consequences. Such expressions of ambivalence capture the spectrum of emotions found throughout the interviews, highlighting how enthusiasm for technological innovation often intertwines with hesitation and critical reflection.

The analysis of participant interviews reveals that narrative framings concerning GenAI are nuanced and emotionally varied, spanning from pronounced optimism to cautious skepticism and internal ambivalence. Although emotional tone was not systematically coded as an independent variable, it emerges as an interpretive layer integral to each narrative typology, enriching the overall analysis. These narrative structures constitute a foundational framework for understanding how participants assess GenAI’s perceived utility, usability, and broader social relevance—issues addressed in subsequent sections of this study. It is noteworthy that explicit references to future BI were infrequent. However, underlying currents of motivation and hesitation were discernible within the narratives. The complexity and intersectionality of these perspectives are further detailed in Table 3 (Section 5.2.2), which categorizes each participant’s dominant and secondary narrative orientations.

5.2.2 Distribution of Narrative Framings

The typology of narrative framings was rigorously assigned to each participant based on the thematic significance manifested within their respective interview material, as summarized in Table 3. Although it was common for individuals to exhibit elements corresponding to more than one narrative type, classification was oriented toward the most salient or recurrent framings within their accounts. The emotional tone—ranging from positive, negative, to ambivalent—served a critical interpretive role, especially in instances where narrative boundaries proved fluid or where multiple frames appeared simultaneously. For example, Ambivalent Narratives were distinguished by their pronounced emotional variability or the presence of seemingly contradictory strong sentiments articulated within the same participant's responses. This allowed the assignment of primary and secondary narrative framings.

Participant ID	***Primary Narrative Type***	***Secondary Narrative Type***
P1	Ambivalent	Pragmatic Tool
P2	Ambivalent	Pragmatic Tool
P3	Pragmatic Tool	Risk-Centric
P4	Empowerment	Pragmatic Tool
P5	Pragmatic Tool	Empowerment
P6	Ambivalent	Risk-Centric
P7	Ambivalent	Risk-Centric

Table 3: Participant Narratives

Analysis of the primary narrative distribution revealed that the majority of participants (P1, P2, P6, P7) operated within an Ambivalent Narrative, articulating complex mixes of emotional response, internal struggle, and ethical uncertainty in relation to GenAI. In contrast, a Pragmatic Tool Narrative was most prominent for P3 and P5, who focused on GenAI's instrumental utility and tended to refrain from obvious emotional or ethical engagement in their discourse. The Empowerment Narrative was the least distributed narrative over both primary and secondary assignments, as exemplified by P4, which positioned GenAI as a catalyst for personal growth, learning, and professional upskilling.

In the domain of secondary narratives, Pragmatic Tool Narratives as well as Risk-Centric Narratives were the most distributed ones. The Pragmatic Tool Narrative was frequently identified as a complementary perspective for P1, P2, and P4, often coexisting with more affective or reflective primary narratives to acknowledge the everyday utility of GenAI. The Risk-Centric Narrative, present for P3, P6, and P7, emerged as a cautionary overlay to otherwise pragmatic or ambivalent outlooks, highlighting concern for potential adverse effects or ethical pitfalls associated with GenAI adoption. While an Empowerment Narrative was also present as a secondary theme for P5, it did not achieve the same thematic or affective prominence as seen in the primary narrative of P4.

Another prominent theme emerging across participant accounts was that of Empowerment in relation to GenAI. This narrative, while most evident only as a primary orientation for P4, appeared in various degrees among other participants, underscoring the perceived potential of GenAI technologies to enable self-development, professional growth, and expanded access to knowledge, no matter the primary narrative. P4 articulated a strong sense of self-development and a heightened capacity for learning new tools—such as PowerBI—with the assistance of GenAI. As P4 explained, "It's become easier for me with AI to familiarize myself with new things. […] My understanding of new areas has personally become easier for me through it." This sentiment can be found in the other interviews as well and reflects the

perceived facilitative role of GenAI in supporting ongoing skill acquisition and adaptation. Further, P4 noted, “I really perceive it [ulrich medicals proceedings] as a very anxious, a very extremely slow approach to the topic [of AI], I have to say” and “That’s why it’s extremely helpful if I can consult ChatGPT” (P4), highlighting both the hesitation that may accompany technology adoption and the empowering influence of GenAI as a supportive tool in overcoming barriers to learning.

As mentioned above, Empowerment Narratives were also evident as a secondary theme for participant P5. For instance, elements of empowerment coexisted with pragmatic, task-oriented usage. P5 demonstrated a growth mindset and described using GenAI experimentally to improve outcomes: “I really believe it will do us good, and that it is also important for the company that we get involved early.” The continual discovery of new applications was elaborated, stating, “And I think with every use, even today, when I use AI, I notice more and more where else I could use it, with which topics that concern me”, and further, “With AI, I can advance into worlds that were previously closed to me.” These statements underscore the way in which GenAI was perceived as a catalyst for new opportunities, both personally and in the organizational context. Overall, the Empowerment Narratives among participants reflect a broader engagement with GenAI as an enabler of agency, learning, and professional development, even as such narratives may coexist or interact with pragmatic or risk-centric considerations and not take the foreground in participants’ minds.

Moreover, another consistent theme found in all interviews, especially those with the Pragmatic Tool Narratives, was the depiction of GenAI as a practical instrument for increasing efficiency, especially in relation to repetitive tasks, writing, structuring content, and expediting daily work. For example, P3, primarily having the Pragmatic Tool Narrative, described using GenAI for a variety of purposes, including personal writing, idea generation, creative input, image editing, and translation, and emphasized, “I see AI as a tool that can make work easier and faster.” Similarly, P5, as well as primarily having the Pragmatic Tool Narrative, cited GenAI’s value in text generation, understanding complex topics, and structuring information, observing, “AI is a tool that can hold much more knowledge than any one of us,” and further, “It’s time-consuming, and AI usually gives me the right answer quickly.” Participants P1, P2, and P4 also secondarily exhibited the Pragmatic Tool Narrative. P1 noted the utility of GenAI as a starting point for creative projects, brainstorming, and formal communications, stating, “ChatGPT usually does exactly what you expect,” and acknowledged the importance of effective prompting: “The better you prompt, the better the answer.” For P2, GenAI’s main value lies in work-related applications, such as developing protocols, searching for documents, and generating and analyzing data, commenting, “I always have ChatGPT open in parallel,” and “I really don’t think it can be done without it anymore”, highlighting its indispensability. For P4 GenAI was appreciated for its usefulness in everyday problem-solving, particularly within the professional context, describing GenAI as “an extension of the sources of knowledge that one can already tap into via the internet, enhanced by a certain artificial understanding of these contents” and “as an add-on, part of my job to be able to do my job in its entirety and to do it justice.” These perspectives collectively illustrate the centrality of the Pragmatic Tool Narrative, where GenAI is framed as an asset for augmenting productivity and supporting professional practices, integrated seamlessly into the participants' workflows.

Although no participant identified primarily with a risk-centric perspective, concerns about data privacy, ethical challenges, and the reliability of GenAI systems emerged consistently as secondary themes throughout the participants’ discourse. These concerns highlight the complex engagement with GenAI technologies and the underlying apprehensions that accompany their adoption. Participant P3 voiced doubts surrounding reliability and data protection, remarking, “Sometimes they still hallucinate quite a lot, so you definitely have to keep an eye on what comes out”, and further, “Well, this data protection barrier is unfortunately an issue, and we won’t be able to avoid it.” Similarly, participant P6 emphasized

the uncertainty of ethical and regulatory frameworks, particularly in healthcare, by observing, “These ethical questions are still open, especially in healthcare, which is very relevant for us because patient data is very sensitive.” Broader societal and psychological risks were also articulated by P7, who noted, “The very first thing that comes to mind with AI, I think, is a certain fear scenario.” Collectively, these perspectives, although infrequently the primary focus, demonstrate an ongoing awareness of the potential drawbacks of GenAI, especially regarding data safety. They encompass individual anxieties related to privacy and factual accuracy as well as wider concerns about ethics, regulation, and societal impact, inviting further exploration into how these risks can be addressed as organizations and individuals continue to adopt such technologies.

A closer examination of the Ambivalent Narrative among participants reveals a nuanced interplay between appreciation for GenAI’s utility and reservations about its broader implications. For example, P1 (primary narrative type) described GenAI as a helpful tool at work, while remaining conscious of its imperfections and the necessity of oversight, remarking, “It’s a good starting aid, a good mental support, but it is not perfect and you still need to check it.” P2 (primary narrative type) similarly articulated mixed feelings, highlighting the initial sense of a “quantum leap” in utility but also expressing concerns about job displacement: “People who use AI will replace people who don’t. Period.” Participants P6 and P7 also demonstrated ambivalence as a secondary narrative type, each navigating the coexistence of pragmatic adoption and underlying skepticism. P6 reflected on the desire to rely more on personal reasoning again, admitting, “Maybe I should start researching things myself again, so I can connect the synapses in my brain that may be used less because of AI,” while also expressing a lack of preparedness for GenAI use, noting that genuine understanding required more than just practical experience. P7, meanwhile, foregrounded the distinction between machine-generated answers and genuine human understanding, stating, “It’s just a machine that spits out answers based on facts, but that has nothing to do with real humanity,” while also wondering aloud whether such technology truly offers meaningful assistance, revealing a hesitance to fully embrace GenAI’s integration into daily practices. Together, these perspectives illustrate the complex, often ambivalent relationship participants hold with GenAI—balancing its pragmatic benefits against broader concerns around authenticity, agency, and preparedness.

A synthesis of narrative combinations across participants reveals distinct thematic patterns. Participants 1 and 2 articulated both positive and negative viewpoints, balancing practical engagement with technological tools against expressions of optimism and apprehension. Participants 3 and 5 adopted a functional and pragmatic stance, while simultaneously recognizing additional factors such as perceived risks or experiences of empowerment. Participant 4's responses were primarily oriented toward themes of empowerment, exhibiting minimal reflection on associated risks. Meanwhile, participants 6 and 7 displayed nuanced perspectives that encompassed moderate acknowledgements of risk and revealed certain reservations concerning guidance. Taken together, these findings underscore the heterogeneity of participant perspectives. While Pragmatic Tool and Empowerment narratives were evident, Ambivalent and Risk-Centric narratives were prevalent. This overlay points to the ongoing negotiation of affect, utility, and ethical consideration in the context of emerging GenAI technologies, without strong emotional engagement being present.

5.2.3 Narrative Strength

Although not considered an independent construct, narrative strength functions as a qualifier, offering greater insight into the coherence and prominence of each participant's narrative framing. This research emphasizes individual-level articulation, incorporating narrative strength as an analytical dimension throughout the coding process. Consistent with Framing Theory, narrative strength helps explain which framings become predominant and how they are emotionally situated within the organization. The majority of participants displayed strong and consistent narrative framings. In contrast, only a minority expressed narratives characterized by hesitation, contradiction, or uncertainty, indicating comparatively weaker articulation at the individual level.

The analysis revealed that strong and coherent narratives were evident in the responses of P2, P3, P4, and P5. Each demonstrated clarity and consistency in articulating how GenAI fits into their professional lives. For instance, P2 presented a well-defined Ambivalent Narrative, expressing both optimism and concern with pronounced emotional tension. This ambivalence was encapsulated in the remark, "I think our intellectual performance will simply decline," suggesting an awareness of both the advantages and potential costs of GenAI integration. P4 offered confident alignment with an Empowerment Narrative, emphasizing the necessity of embracing AI: "I think, once again, we're not doing ourselves any favors [by being behind on GenAI implementation in the company], especially regarding competition in the market." P5 consistently described GenAI as a pivotal step forward, stating, "I really believe it will do us good, and that it is also important for the company that we get involved early." Meanwhile, P3 maintained a pragmatic tone, speaking fluently and consistently about the utility of GenAI: "I think I was one of the first in our department to start using it." These strong narratives highlight the participants' ability to articulate their perspectives clearly and consistently, underscoring the clarity with which they framed their engagement with GenAI.

In contrast, weak narrative expressions were observed in the responses of P1, P6, and P7, whose perspectives tended to fluctuate or reveal moments of personal uncertainty. P1 exhibited hesitant reflections about private GenAI use and generational fit, admitting, "I don't know if I'm yet from the right generation for this," and expressing uncertainty with statements like, "I don't know." Similarly, P6 reflected definitional uncertainty and passive adoption, noting, "I just kind of slid into it," and admitted a lack of clarity by stating, "I'm missing an example of how to simply define this construct of AI." P7, for their part, often articulated self-doubt about the depth of their GenAI usage, acknowledging, "I can probably already do more than I currently use." P7 also suggested that habit and reluctance may play a role in this hesitation: "Maybe it's simply because one is still used to the old ways and doesn't quite want to switch yet," and admitted, "Sometimes, I think you just don't really understand how you can use it." These responses suggest less stable and less confident narrative framings, contrasting with the clearer and more consistent perspectives articulated by other participants.

A special case emerged with P4, who, despite articulating an otherwise strong empowerment narrative, demonstrated a notably detached stance toward potential risks associated with GenAI. While reflective, P4 clearly downplayed these concerns, stating, "At present, I do not consider it worth worrying about," and adding, "You have to keep an eye on it." Although P4's overall narrative strength remained high, its engagement with the risk dimension was comparatively shallow. This selective weakness suggests that even individuals with robust narrative framings may exhibit dimension-specific variation in narrative strength, which warrants further narrative interpretive attention in subsequent analysis. This subsection shows that narrative strength is contextual and across dimensions of GenAI framing. Even participants with strong primary framings can differ in strength depending on the topic or subtheme, such as risk, ethics, or control.

5.2.4 Narrative Source

This subsection examines whether participants' GenAI narratives were predominantly influenced by personal experience or by organizational factors. This distinction is important for interpretive analysis, as it clarifies whether individual framings stemmed mainly from independent engagement or organizational discourse, thereby supporting the propositions on narrative development presented in Chapter 3. Identifying the source of narratives provides insight into the level of autonomy versus conformity in participants' perspectives regarding GenAI adoption and usage. Although most narratives were derived from direct personal interactions with the technology, several participants cited subtle organizational influences that shaped or reinforced their perspectives.

Most participants described their initial encounters with GenAI as stemming from personal initiative or self-directed exploration, rather than organizational mandates. For some, exposure began in private contexts, often motivated by curiosity, peer influence, or the encouragement of partners with technical backgrounds. P6, for instance, attributed their introduction to GenAI to their partner, explaining, "I was just told to try out ChatGPT, and then I kind of slid into it." Similarly, P2 reported that their initial experience was largely private, shaped by their spouse's profession as a software developer, estimating, "It's around 60% private use and maybe 40% through the company." P3 mentioned that they had already used GenAI in a personal setting before bringing it into their professional environment. These initial personal experiences frequently shaped how participants framed GenAI once it became relevant in the workplace.

Participants also noted that organizational support for GenAI adoption was limited, which led many to self-educate regarding its workplace applications. This self-guided approach fostered a sense of ownership and autonomy, particularly among those who adopted Empowerment and Pragmatic Tool narratives. There was a recurring theme of intrinsic motivation; for example, P5 expressed, "I expect of myself to keep up with developments and not get left behind." P4 echoed this sentiment, commenting, "I think, these days, you just can't avoid it anymore." Overall, organizational narratives around GenAI tended to emerge only after individuals had already established some personal familiarity and confidence with the technology. This suggests that first encounters with GenAI often happen outside of the corporate environment, through, for example, the social environment (partners, spouses, friends) or media, at least for the participants in this study.

Organizational narrative sources were present for a minority of participants, typically emerging from practical needs or curiosity within the professional environment. P1, for instance, described discovering GenAI at work, reflecting, "I actually use it through work, because otherwise I don't have the need or use for it as much." P4's usage was similarly contextualized, noting that private use was minimal: "The need just isn't so high." In some instances, organizational dynamics fostered further engagement, as with P7, who often initiated team discussions: "I'm rather the one in the role who puts pressure on others," and acknowledged leadership encouragement, observing, "My manager is also really pushing the topic." P3 characterized themselves as an early adopter within their department by commenting "I think I was one of the first in our department who started using it", while P2 referenced organizational strategy around GenAI: "We have this goal, that I think within two years… two FTEs, so full-time equivalents, are to be replaced by AI," clarifying this meant not hiring rather than direct replacement. Still, participants consistently emphasized the lack of formal onboarding or guidelines, which limited the influence of organizational framings.

Where organizational influences were present, they tended to support rather than initiate narrative formation. Informal signals, especially from social cues and collegial exchanges, were cited as fostering a low-pressure but increasingly visible stance toward GenAI within teams. For example, P7 mentioned that “There are two or three people in the team” who were already actively using GenAI and spurring usage, while P2 reported, “Of course, this was also shaped and initiated by the company.” P4 attributed growing engagement primarily to peer exchange: “It was really an exchange with colleagues; we’re doing this more and more now.” These references illustrate the emergence of social norms around GenAI experimentation among peers and team leads, though the organizational framings remained supportive rather than authoritative.

Additionally, several participants experienced blurred boundaries and difficulties differentiating between personal and organizational narrative sources, noting the parallel development of their perspectives. P5, for instance, recounted, “I think I heard about it in a hallway conversation [at work] somewhere, and then I also read about it at the same time,” highlighting the interplay of informal organizational framings and private initiative. Such observations reinforce that narrative sources are seldom binary; instead, they evolve at the intersection of individual curiosity and organizational signaling.

Personal experiences served as the principal basis for GenAI narratives. Organizational framing generally remained informal, reactive, and secondary, often functioning to reinforce pre-existing individual accounts rather than generating novel perspectives. The interplay between the strength of narratives and their organizational origins is subsequently revisited in Chapter 6, where analyses of empowerment and risk-related narratives assess both their robustness and resonance across diverse sources. These findings highlight how personal exploration generally precedes and shapes organizational framings, with leadership signals and peer dynamics later reinforcing or contesting these narratives, an interplay examined in greater depth in Chapter 6.

5.3 Influence of Narrative Types on Perceptions of GenAI (informed by TAM3)

This section examines the impact of participants’ narrative framings on their attitudes toward GenAI, utilizing selected constructs from TAM3 as qualitative interpretive tools. Rather than using TAM3 in a predictive manner, its foundational concepts serve to guide qualitative coding and support the analysis of survey data. Scores are used descriptively to contextualize narratives; no statistical testing was performed. TAM3 constructs are referenced when interpreting participant perspectives, although certain constructs, such as Image, Perceived Enjoyment, Objective Usability, and Computer Playfulness, are excluded due to their limited relevance to the present context. Notably, BI was assessed solely in relation to the Ulrich chatbot; therefore, it is not central to the thematic analysis. These constructs are not used for statistical testing but serve as qualitative anchors that contextualize participants’ narratives.

PU, previously considered within narrative analysis, is revisited through the TAM3 lens to underscore variations in participant emphasis. The intent is to reveal patterns in how narrative framings affect perceptions of GenAI’s usefulness, usability, relevance, and overall acceptance. Participants are grouped by their finalized narrative categories, and observable trends are discussed with reference to specific qualitative evaluations on TAM3 constructs as outlined in Table 4. Representative quotations are incorporated to illustrate the nuanced variation of constructs. Display notes (e.g., reverse-coding of Anxiety and item aggregation) are provided in the caption to Table 4 and Appendix B. BI is shown in Table 4 for completeness but is not interpreted in this section; a brief reflection appears in Section 6.2.

The interpretive analysis proceeds by comparing narrative framings across participants, using TAM3 constructs as a structured lens to triangulate perceptions, aiming to assess how different narrative framings shape perceptions and experiential alignment with GenAI adoption. While the structure of this section follows TAM3's conceptual organization, the communicative dimension—how participants narratively framed their experiences and perceptions—remains paramount. For instance, participants' emphasis on usefulness, ease, or trust often corresponded to narrative framings linked with one of the four typologies introduced in Section 5.2. Through this integrated approach, the analysis seeks to capture both the structural and interpretive dynamics underlying participants' GenAI experiences.

TAM3	***P1***	***P2***	***P3***	***P4***	***P5***	***P6***	***P7***
Narrative (primary)	*Ambivalent*	*Ambivalent*	*Pragmatic Tool*	*Empowerment*	*Pragmatic Tool*	*Ambivalent*	*Ambivalent*
Narrative (secondary)	*Pragmatic Tool*	*Pragmatic Tool*	*Risk-Centric*	*Pragmatic Tool*	*Empowerment*	*Risk-Centric*	*Risk-Centric*
PU	4	3	5	4	5	4	5
PEOU	4	3	4	5	4	4	2
SN	3	3	4	3	3	3	4
Job Relevance	5	4	5	5	5	4,5	5
Output Quality	3	4	5	4	4	4	5
Computer Self-Efficacy	4	3	3,5	4	4	4	4
External Control	2	2	4	2	4	4	3
Result Demonstr.	3	2	5	4	3	2	4
Anxiety	3	3	4	3	5	3	2
BI	5	3	2	2	4,5	2,5	2,5

Table 4: Participant TAM3 Scores
Note: Anxiety items reverse-coded for display, two-item aggregates are simple means

Participants who adopted Empowerment (P4) and Pragmatic Tool Narratives were consistently associated with high PU, emphasizing the practical and creative advantages of GenAI. These narratives highlight how GenAI supports task efficiency, creativity, and automation. For instance, P4 described GenAI as "like an extension of one's own skills and knowledge." Pragmatic Tool framings highlighted its value as a time saver, with P5 stating, "It's a time saver, as I no longer have to deal with topics that the AI already knows," while P3 emphasized that GenAI "really facilitates my work and brings many benefits." Risk-Centric and Ambivalent participants also recognized the usefulness of GenAI, but often qualified their assessments. P6 appreciated the shortcuts GenAI provides but worried about diminished personal skills, noting, "The skill of conducting my own literature searches is somewhat diminished, though not lost." P2 offered a more reserved endorsement, emphasizing that while GenAI eases certain tasks, "You still have to check over it and add your personal touch." Overall, the findings suggest that while GenAI is widely perceived as beneficial, its value is often weighed against concerns and the necessity for critical oversight.

Across the narrative types, participants generally assessed GenAI as having good PEOU, often attributing this to the simplicity of conversational interfaces. Those adopting Empowerment or Pragmatic Tool narratives characterized the technology as intuitive and easily learned. One Empowerment-oriented individual described a self-guided learning process that relied heavily on experimentation, stating, “It was a lot of trial and error.” This suggests that familiarity with GenAI platforms can be rapidly acquired, contributing to positive perceptions of ease of use. Ambivalent participants described PEOU in more qualified terms, indicating that usability alone was not necessarily sufficient to ensure enthusiastic adoption. For instance, P6 (Ambivalent) acknowledged that GenAI was easy to use but commented, “I notice it in myself… I tend to ask ChatGPT first, because I have simply become too lazy to search for answers myself.” These responses illustrate that, while participants found GenAI accessible, some expressed concern that convenience might undermine their research skills. In summary, survey results and interview insights converge to indicate that usability does not constitute a major obstacle to adoption; instead, it is the interplay of ease, skill retention, and critical oversight that shapes attitudes toward GenAI.

Participants described varying levels of perceived SN surrounding GenAI adoption, both within teams and at the organizational level. For instance, P7 reported a growing sense of normative pressure in their professional environment, expressing that "Without using AI, you will be left behind in marketing." This suggests a moderate awareness of evolving industry standards. Conversely, participants who identified with Ambivalent or Risk-Centric Narratives noted a lack of institutional guidance. As P6 explained, "I miss being taken by the hand by any institution in Germany," highlighting the need for more structured support. Others, such as P1, described their GenAI usage as primarily self-motivated, stating, "I notice that everyone is using it... But I could do my job without ChatGPT." These perspectives suggest that external pressure varies, with some participants responding more to intrinsic motivation than to explicit social expectations. P2 acknowledged, "It is also an internal pressure," while P5 characterized their motivation as "more of a positive drive." Overall, the findings indicate that while social norms play a role in shaping attitudes toward GenAI, the degree of influence is mediated by both institutional context and individual motivation.

Job Relevance was consistently described as high among participants, reflecting a strong alignment with productivity-oriented and task-specific narratives. For example, P3 and P5 emphasized the usefulness of GenAI for increasing speed and cost efficiency in work tasks. As P3 noted, "I believe that with AI, things are done faster and more cost-effectively," while P5 highlighted GenAI's role in streamlining processes. P4 underscored the necessity of adopting GenAI to remain competitive, stating, "If you don't keep up with the times and utilize AI and certain features, you will fall behind." These perspectives suggest that perceived Job Relevance is closely tied to notions of efficiency and competitive advantage. Participants such as P2 and P6 also acknowledged GenAI's relevance, albeit with a more moderate enthusiasm and less frequent application in practice. P6 remarked, "Anything that makes work easier is relevant," indicating a pragmatic approach. The connection between GenAI and professional responsibilities appeared to enhance engagement, particularly in roles requiring creativity, as illustrated by P6's observation that GenAI is especially applicable in creative tasks. Overall, nearly all participants agreed on the relevance of AI to their current work, apart from P2, who described it as "rather relevant." Tasks frequently mentioned included creative activities such as idea generation, picture or video editing, and brainstorming, alongside structured undertakings like text generation and improving general productivity. These findings demonstrate a clear consensus regarding GenAI's importance for both creative and procedural aspects of professional work.

Participants generally described Output Quality as mixed, reflecting an awareness of both advantages and limitations of GenAI systems. Risk-Centric and Ambivalent users, such as P1 and P2, highlighted recurring quality concerns, including hallucinations and imprecision, emphasizing the necessity for careful review. For example, P1 observed, “You really have to check it, as it sometimes produces wild things,” while P6 noted the risk of AI-generated misinformation: “It can just spread fake news, and you might think they are real.” These observations underscore the need for critical assessment. Conversely, Empowered users and Pragmatic Tool users recognized the presence of errors but maintained a positive outlook regarding GenAI’s utility in accelerating work. P4 reflected, “Often I have to say, ‘no, that doesn’t exist,’ but in the end, I still get things done faster with it.” Similarly, P3 acknowledged, “They still hallucinate quite a bit, so you definitely have to check what comes out.” Despite these reservations, participants generally agreed that the benefits of increased speed and efficiency outweigh the potential drawbacks, provided that outputs are carefully examined.

A majority of participants reported strong Computer Self-Efficacy in learning and utilizing GenAI tools, often engaging in independent exploration and prompt experimentation to integrate these tools into their workflows. Those identifying with the Empowerment or Pragmatic Tool Narratives, such as P4 and P5, associated their confidence with experimentation and iterative refinement. As P4 (Empowerment) noted, initial struggles were overcome through persistence: "One did not handle the AI very well at first, but now perhaps does it much better." P3 (Pragmatic Tool), with a more measured level of confidence, described adapting quickly to new GenAI interfaces by leveraging existing templates, emphasizing that prompt improvement became "relatively simple with these templates." These findings suggest that opportunities for hands-on engagement significantly enhance perceived self-efficacy among users. Ambivalent participants, including P1 and P6, similarly demonstrated technical competence but were more hesitant to apply GenAI due to concerns related to regulation, judgment, or data sensitivity. For example, P1 remarked, "It's not difficult to operate or use the tool," reflecting general ease of use, while P6 indicated uncertainty about application boundaries. These responses indicate that technical ability is widespread, but its translation into active use can be constrained by perceived external risks or lack of clarity regarding best practices. In summary, self-efficacy is high across participant groups, but actual deployment remains contingent on institutional and contextual factors.

Participants across narratives generally described a lack of formal support or guidance regarding GenAI use, reflecting low perceived External Control. Ambivalent users, such as P6 and P7, explicitly articulated the need for clearer institutional direction or sanctioned practices. P6 expressed frustration about ambiguous expectations during work hours, citing the absence of official statements regarding GenAI use. P5 similarly highlighted the desire for clearer regulations, commenting, "I simply need guardrails—how far am I allowed to use this paid AI? Is it desired? Is it not desired? No idea." Empowerment-oriented participants, such as P4, also noted the lack of openness in their organization, describing current practices as "almost medieval" for a medium-sized enterprise. Several participants discussed the absence of institutional support in the form of formal training, guidelines, or systemic integration (e.g., P6, P7). This lack of support often prompted self-restriction, whereby individuals, despite possessing high technical skill or personal interest, hesitated to engage fully with GenAI tools. P6 stated, "Otherwise, I really don't dare, because I simply do not know how Ulrich [medical] feels about it." These findings underscore that, while users may be technically capable and motivated, unclear external expectations limit their active adoption of GenAI.

Regarding Result Demonstrability, participants regarded GenAI as most valuable when its outputs were immediate, observable, and actionable, particularly in tasks such as content creation or data preparation. Many participants, especially those adopting a Pragmatic Tool narrative, highlighted the technology's utility in generating drafts, structural outlines, or visual aids in real time. For instance, P5 described using GenAI for formatting and inspiration while working on a whitepaper, stating, "I let it give me structure and text prompts." This underscores the practical benefits when GenAI's results are directly applicable to ongoing projects. In contrast, Ambivalent participants expressed more reservations regarding the demonstrability of results. P6 noted, "There are some citations in bibliographies where you can immediately see that the source can't be correct," referring to the ease with which inaccuracies can be detected in AI-generated content. Such observations indicate that, for some users, the visibility of errors reduces the perceived value of GenAI's outputs. Overall, the effectiveness of GenAI is closely tied to the extent its results can be readily evaluated and actioned by users.

Ambivalent participants exhibited higher levels of Anxiety, as evidenced by P6 and P7, often rooted in regulatory ambiguity and apprehension about potential errors. P7, for example, expressed unease regarding surveillance and data misuse, stating that even seemingly innocuous inputs to GenAI could reveal significant personal information and may eventually be exploited: "It feels strange, because perhaps someday it could be misused." P6 similarly highlighted concerns about data privacy, especially regarding the medical field and patient data, noting the general uncertainty about what happens with the data entered into AI systems. These findings suggest that, for Ambivalent users, anxiety is closely tied to external consequences and institutional uncertainties. In contrast, the empowered user P4 demonstrated a more measured perspective on data privacy, remarking that, knowingly or not, much of one's own personal data is already in circulation: "In principle, we've already bitten the bullet." Productive Tool-oriented participants like P5 and P3 reported the lowest anxiety, with P5 emphasizing personal criticality as a safeguard: "I believe I'm critical enough in my usage." These participants perceived less risk, attributing their confidence to critical oversight and practical experience. Overall, concerns ranged from fears of unintentional data disclosure and regulatory ambiguity to existential questions about human reliance on automated systems or the erosion of research and critical thinking abilities. Survey responses largely reinforced these qualitative insights, indicating that participant anxiety stemmed primarily from ethical, social, or institutional uncertainties rather than from technical inadequacies. In sum, anxiety concerning GenAI usage was most pronounced in contexts lacking clear external guidance, while participants with a stronger sense of control or critical engagement experienced lower levels of apprehension.

In sum, narrative framings not only influenced participants' focal points but also shaped their interpretation and emotional engagement with GenAI. The constructs of TAM3 were perceived differently according to the narrative framing applied. Participants identified with Empowerment and Pragmatic Tool perspectives described GenAI in ways consistent with higher PU, PEOU, and self-efficacy, alongside lower anxiety and a clear sense of job relevance. In contrast, Ambivalent and Risk-Centric framings were associated with cognitive and emotional tension, highlighting high technical competence but limited external clarity, confidence, or trust. Across most narratives, perceived institutional absence or inconsistent governance emerged as a recurring challenge. The integration of TAM3 survey data and narrative analysis reveals these patterns and also uncovers nuanced discrepancies, such as instances of high PU paired with low BI, or elevated self-efficacy alongside low institutional trust, that are further examined in Chapter 6.

5.4 Semantic Differential Triangulation

This section enhances the analysis by analyzing the framing of GenAI using a semantic differential methodology (Osgood et al., 1957). Participants evaluated GenAI across five sets of bipolar adjectives: useless–useful, unreliable–trustworthy, negative–positive, uncontrollable–controlled, and burdensome–supportive. Responses were synthesized by narrative type to highlight broad tendencies rather than individual variations, facilitating the identification of patterns of convergence and divergence. These findings are not statistical but descriptive, offering a visual triangulation of the qualitative results. Please note that while Risk-Centric was not recorded as any participant's primary narrative, a composite overview has been included based on prominent secondary framings.

P4, who adopted an Empowerment Narrative, reveals a consistently positive evaluation. They perceived GenAI as useful, trustworthy, positive, controllable, and highly supportive. These qualities show consistently high self-efficacy and strong perceptions of PU and PEOU. This perspective reinforces the notion that Empowerment users frame GenAI as an instrument for professional growth, personal ownership, and constructive enhancement. The semantic differential data, as illustrated in Figure 2, provide empirical support for these observations, demonstrating that the profile is strongly characterized by optimism and a sense of opportunity in their engagement with GenAI.

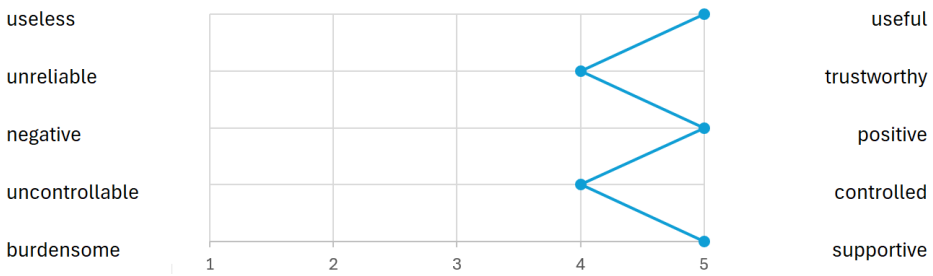

Figure 2: Semantic Differential Empowerment

Participants whose primary narrative aligned with the Pragmatic Tool Narrative (P3, P5) consistently reported positive evaluations of GenAI, particularly in terms of PU, supportiveness, and overall positive impact. These individuals tended to prioritize practical benefits and functional aspects of GenAI, expressing steady perceptions of control and trustworthiness, though less pronounced than those in Empowerment Narratives. This focus on instrumentality and manageability aligns with a strong emphasis on usefulness and job relevance, while their responses regarding SN or External Control were more neutral. Notably, while P5 expressed ethical considerations during interviews, these concerns were less reflected in their semantic differential ratings. The aggregate data, shown in Figure 3, further substantiates these tendencies, capturing the pragmatic and measured affective profile characteristic of this group.

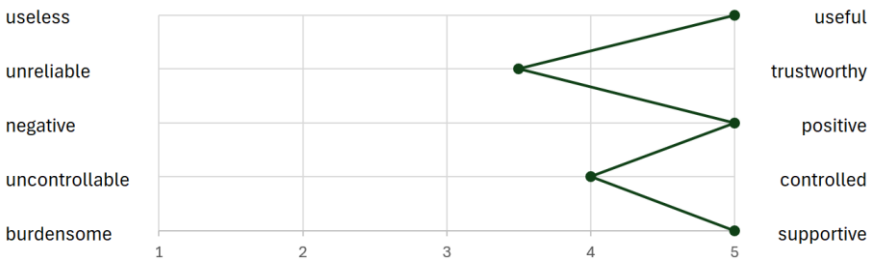

Figure 3: Semantic Differential Pragmatic Tool

The Ambivalent narrative group, P1, P2, P6, and P7, exhibits a nuanced and often fluctuating relationship with GenAI. As visualized in Figure 4, their perceptions span the middle ground: neither obviously distrustful nor fully confident. While these participants generally perceive GenAI as more useful than not, their trust and sense of control remain hesitant, echoing the uncertainty and internal conflict of their interviews. This ambivalence is also reflected in a noticeable presence of anxiety and their requests for clearer guidance and institutional support. Interestingly, the semantic differential profiles reveal that participants often showed more positivity than their interview narratives might suggest, despite reservations. Such incongruities may hint at a shift towards acceptance or separation between GenAI's potential and its limitations. Collectively, the Ambivalent group's profile captures this tension: GenAI is seen as neither strictly burdensome nor wholly supportive, but as a complex tool.

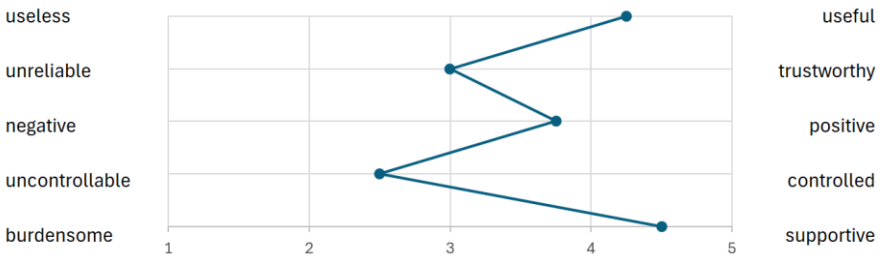

Figure 4: Semantic Differential Ambivalent

While none of the participants exhibited a predominantly Risk-Centric Narrative, participants P3, P6, and P7 demonstrated secondary tendencies. As depicted in Figure 5, the collective semantic differential profile for this group reveals a nuanced interplay between PU and underlying apprehension. Participants generally acknowledged GenAI's usefulness and supportive potential, yet participants expressed less confidence in controllability and trust. This ambivalence mirrors the qualitative concerns raised in earlier analysis, particularly regarding data governance, hallucinations, and missing regulation. Despite their critical stance toward institutional clarity and oversight, these individuals maintained a moderate to high appreciation for GenAI's practical value. What emerges is a partial divergence between recognizing GenAI as a valuable tool and harboring significant reservations about its trustworthiness and manageability. Thus, the Risk-Centric profile captures the persistent tension between optimism about potential and caution regarding its consequences.

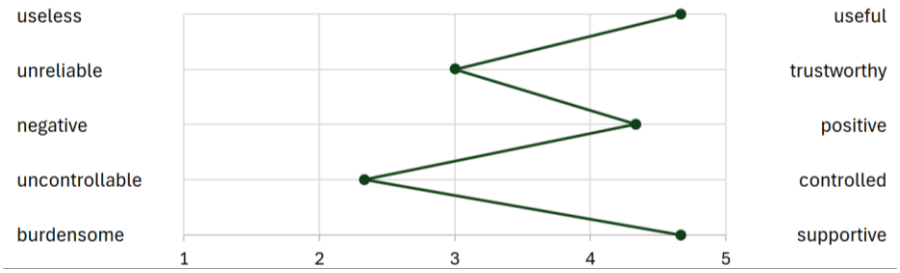

Figure 5: Semantic Differential Risk-Centric (Secondary)

Collectively, the semantic differential analysis provides a concise yet insightful overview of the orientation each narrative type exhibits toward GenAI. Empowerment and Pragmatic Tool Narratives are characterized by clear positivity and a sense of control, whereas Ambivalent and Risk-Centric Narratives demonstrate interpretive ambiguity and perceived constraints. These perceptual trends complement and validate the findings presented earlier. Notably, they also highlight dissonances, such as narratives recognizing high PU while simultaneously expressing doubts about trust or control.

5.5 Additional Observations and Insights

Several additional themes and nuanced distinctions emerged from the data, complementing the patterns identified through TAM3 constructs and narrative framings. Notably, narrative hybridity and fluidity were apparent among certain participants, such as P2 and P7, who simultaneously articulated both pronounced reservations and instances of engaged experimentation. These cases challenge simplistic or static narrative categorization, instead suggesting that participant narratives are contextually contingent and may evolve over time or in response to shifting circumstances.

Furthermore, the analysis revealed variability in narrative strength and emotional polarity. While the majority of participants exhibited confident and internally consistent narrative positions, others—such as P6 and P1—demonstrated more tentative or ambiguous framings, particularly in relation to organizational expectations and the perceived capabilities of GenAI. This suggests that individual differences in affective engagement and narrative certainty may play a salient role in shaping technology acceptance.

A salient finding concerned the tension between PU and actual engagement with organizational GenAI tools, as exemplified by participants like P4. Despite strongly framing GenAI as useful, some participants reported limited intention to use the organization's GenAI platform due to perceived limitations, indicating the influence of contextual or structural barriers. This observation highlights the potential for positive attitudes to be attenuated by practical constraints, uncertainty, or lack of institutional support. Moreover, across interviews, participants commonly reported a perceived absence of organizational direction regarding GenAI adoption. Irrespective of their narrative orientation, many expressed a clear desire for enhanced onboarding procedures, explicit policies, and leadership guidance. This illustrates that even highly positive framings may be attenuated by practical constraints, structural barriers, or lack of institutional support.

Although BI was not a focus of analysis, the data revealed cases where positive framings toward GenAI did not translate into active use, especially regarding the internal Ulrich chatbot. This underscores the mediating influence of contextual or normative factors. This finding aligns with the results discussed in Section 5.3 and points to the importance of considering environmental and organizational variables in Technology Acceptance research.

The complexity of these findings is further reflected in the semantic differential analysis. Emotionally positive framings toward GenAI were not always matched by consistent behavioral engagement, as reflected in the semantic differential profiles. Overall, the findings underline that narrative framings provide the dominant interpretive lens, with TAM3 constructs and semantic differentials serving as supporting perspectives that triangulate and nuance these interpretations.

6 Discussion

This chapter analyses the empirical results presented in Chapter 5 within the context of the previously established theoretical framework. Its objective is to move from mere description to interpretation by investigating how the identified narrative framings impact GenAI acceptance, interpreted through selected TAM3 constructs as qualitative indicators. The discussion commences with an interpretation of key findings, connecting narrative types to participants' attitudes, usage patterns, and self-reported acceptance levels. Subsequently, it addresses additional recurring themes from the interviews, including the influence of cultural references, definitional ambiguity, and the positioning of organizations. The chapter concludes with reflections on theoretical contributions, practical implications, and potential avenues for future research.

6.1 Discussion of Empirical Findings

This subsection provides a comprehensive analysis of how participants' narrative framings influenced their perceptions and acceptance of GenAI. It examines the interplay between narrative content, structure, and emotional tone, and evaluates how they influenced participants' responses, interpreted through TAM3 dimensions. Building upon the typology introduced in Chapter 5, this analysis explores how each framing situated GenAI within the participants' personal and professional contexts.

Narratives help inform the interpretation of participants' approaches to novel or ambiguous developments such as GenAI (Boje, 1991), while Framing Theory emphasizes how framings highlight certain aspects of a situation and downplay others, thereby influencing salience, relevance, and emotional resonance (Cornelissen & Werner, 2014; Entman, 1993). Both theories are applied in this section to illuminate how narrative framings direct attention, construct meaning, and shape acceptance trajectories. Particular focus is given to participants' own stories and metaphors, as these provide insight into how meaning was actively constructed around GenAI. This interpretation directly addresses the research question by identifying patterns linking narrative framings with variations in GenAI acceptance. The following analysis draws on the five propositions formulated in Chapter 3, each connecting specific framings to individual perceptions and engagement with GenAI, which are referenced throughout the chapter to support or contextualize the observed patterns.

The empirical results indicate that narrative framings play a pivotal role in shaping individuals' perceptions of GenAI and their subsequent acceptance, resistance, or ambivalence regarding its integration into the workplace. The study reveals that attitudes toward GenAI are formed not in isolation, but through specific narrative frameworks that function as tools for making sense of technology. These frames serve as interpretive mechanisms, influencing factors such as PU, PEOU, Job Relevance, and ultimately, Technology Acceptance and Usage. Moreover, these narrative framings represent active interpretive processes that attribute meaning, intent, and emotional significance to GenAI, rather than passively reflecting Technology Usage. Importantly, narrative framings do more than correspond with TAM3 constructs: They actively mediate and shape the cognitive formation and emotional interpretation of these constructs. As such, elements like PU and PEOU arise through narrative filters, rather than existing as solely independent beliefs.

6.1.1 Empowerment Profile

Participants employing Empowerment Narratives conceptualized GenAI as more than a mere tool. GenAI itself is described as a catalyst for growth and creativity, a transformative partner that enhances self-efficacy, autonomy, and professional identity. Working with GenAI in an organizational context was increasingly taken for granted, with several participants emphasizing that their daily work would be difficult to imagine without it. GenAI was thus incorporated into most tasks where applicable, accompanied by calls for a stronger organizational rollout. These framings were often accompanied by critical reflections on organizational prudence, with participants stressing that excessive caution could jeopardize competitiveness. In this way, Empowerment Narratives positioned GenAI as both indispensable and underleveraged within the company.

Several participants recounted stories of Empowerment regarding GenAI. P4 exemplifies the Empowerment narrative, characterizing GenAI as instrumental in facilitating entry into unfamiliar technical domains, such as PowerBI and PowerAutomate. They emphasized how GenAI enabled them to extend knowledge, observing: “It is easier for me to familiarize myself with new things using AI.” This underscores high PU and Job Relevance, tightly integrated with a growth-oriented professional identity. Additionally, P4 also displayed critical attitudes toward organizational hesitancy, describing the company’s state of GenAI implementation as “almost medieval at times” and urging faster adoption. The narrative thus combined individual empowerment with an implicit critique of organizational lag. Overall, P4’s narrative reveals not only enthusiastic engagement but also reflective critique of organizational lag, supporting Proposition 1 that Empowerment Frames emphasize GenAI’s usefulness in the pursuit of professional goals.

P5 also articulated an empowerment perspective. They recounted, “With AI, I can venture into worlds that were previously closed to me,” highlighting the role of GenAI in creative exploration and self-directed learning. Additionally, they further recalled early experiences of using an AI-based tool for product name generation, illustrating a prior sensitization and integration of GenAI into their creative workflow. Even though P5’s dominant orientation was a Pragmatic Tool Narrative, the presence of enthusiasm, curiosity, and personal growth demonstrates how Empowerment emerged as a strong secondary framing. Even participants outside the Empowerment group, such as P7 in her otherwise Ambivalent framing, occasionally described GenAI as boosting confidence when tackling complex tasks, indicating that empowerment surfaced across multiple narratives.

Across these Empowerment Narratives, participants provided concrete examples of GenAI facilitating learning and achievement, demonstrating patterns that align with TAM3’s dimensions of Result Demonstrability and Job Relevance. These themes were embedded within empowerment stories rather than appearing as isolated constructs. The tasks described were closely tied to evolving professional identities where workflows changed considerably, especially in areas like strategy, branding, and automation. Changes were consistently evaluated positively, with participants emphasizing efficiency gains and relief from repetitive work. The emotional tone was uniformly enthusiastic, with curiosity, excitement, and future orientation marking their stories. The coherence of these narratives, their alignment with values of adaptability and growth, and their emphasis on positive outcomes reinforced a sense of inevitability about GenAI’s organizational integration.

Viewed through TAM3 as an interpretive lens, Empowerment Narratives intersected strongly with PU, Job Relevance, and Result Demonstrability. These constructs were not expressed as standalone beliefs but embedded within empowerment framings that made acceptance a natural extension of professional development. Overall, Empowerment Framings exhibited strong links to Technology Acceptance and Usage, reinforcing the intention and practice of incorporating GenAI into daily work.

Theoretical perspectives on Narratives and Framing further illuminate these patterns. Empowerment Narratives reflect identity work in which GenAI is not only adopted but symbolically integrated into the professional self-concept as an emblem of adaptability, expertise, and agency. Employees narratively positioned GenAI as a positive extension of their role identity, thereby minimizing perceptions of risk or disruption. From the standpoint of Framing Theory, Empowerment Narratives highlighted opportunity and downplayed uncertainty (Cornelissen & Werner, 2014; Entman, 1993). This selective emphasis created interpretive filters through which participants evaluated GenAI: Risks were reframed as manageable, while benefits were amplified as personally and organizationally salient. Theories of Framing and Narratives thus explain why participants not only accepted but championed GenAI, narrating it as both inevitable and desirable.

Ultimately, Empowerment Narratives revealed that users were not passive adopters but active narrators of transformation. Their accounts demonstrated interpretive rigidity in that new GenAI experiences were consistently structured as positive and future-oriented. This interpretive consistency made Empowerment a powerful driver of sustained usage. By constructing GenAI as a tool for empowerment and identity enhancement, participants positioned themselves as co-creators of technological change, embedding acceptance into their professional practices and organizational outlooks.

6.1.2 Pragmatic-Tool Profile

The Pragmatic Tool Narrative conceptualizes GenAI primarily as a neutral, functional resource supporting the optimization of daily work tasks. This narrative was the most prevalent among participants, with five participants having either a primary or a secondary narrative type. Unlike Empowerment or Risk-Centric Narratives, the pragmatic framing is characterized by emotional and moral neutrality, with participants integrating GenAI into their workflows where its utility is evident, yet without deep reflection on its broader implications. In sum, GenAI is chiefly valued for its practical efficiency, with its integration driven by task-related needs rather than affective enthusiasm or identity-driven considerations.

Most Participants had stories that exemplify the Pragmatic Tool Narrative. P3 described GenAI as a “tool for my daily work” and noted how systems such as ChatGPT expedite routine processes. The affective tone of these reflections remains neutral, focusing on utility rather than excitement or anxiety. They also influenced team members to adopt GenAI, illustrating early adoption shaped by instrumental logic rather than ideological commitment. This pattern underscores that, for some users, the primary metric for acceptance is the facilitation of task completion. Similarly, P5 articulated a pragmatic orientation, emphasizing efficiency and knowledge retrieval. They explained, “I now tend to ask the AI my questions or topics I want to explore instead of searching different websites, which saves me time.” Such statements reveal a straightforward logic of adoption, where GenAI is integrated into everyday workflows to deliver practical gains rather than to evoke deeper emotional resonance. Here, pragmatic acceptance foregrounds effectiveness and convenience, with GenAI normalized as a standard workplace resource.

P1, whose primary narrative was ambivalence, also reflected pragmatic tendencies. They asserted, “It’s clear to me that this is not a person, but simply a tool I use.” This statement highlights a rational, bounded acceptance of GenAI, where the technology’s functional support in activities such as drafting and visualization is acknowledged but not personalized. Similarly, P2, while largely ambivalent, had pragmatic sentiments, particularly in reference to information retrieval and ideation. They noted that GenAI provided “new perspectives and impulses one might not have considered.” Yet they stressed that outputs functioned as a starting point, not as substitutes for human judgment. These accounts reveal a pattern of partial reliance, where GenAI serves as an impersonal aid that provides inspiration and support, while leaving core work practices and judgments in users’ control, confirming that pragmatic acceptance does not necessitate deep affective involvement.

P4, whose dominant narrative was Empowerment, also displayed secondary pragmatic framing. They repeatedly described using GenAI to accelerate routine processes and provide technical support for complex tasks, such as programming in Power Automate, Power BI, and Excel. In these contexts, GenAI functioned as a problem-solving partner, offering immediate relief from cognitive load and enhancing task efficiency. This demonstrates that pragmatic tool use can coexist with more transformative orientations; pragmatic use supports integration into daily workflows without necessitating narrative elaboration or emotional investment.

Viewed through TAM3 as an interpretive lens, Pragmatic Tool Narratives resonate with constructs such as PEOU, Output Quality, and Result Demonstrability. Unlike Empowerment Narratives, which infused these constructs with identity and meaning, pragmatic framings positioned them as practical, bounded attributes of a functional resource. Emotional tone across accounts was consistently neutral to mildly positive, with participants treating GenAI as one among several tools. Such normalization suggests that pragmatic acceptance is stable, incremental, and routinized: GenAI becomes assimilated into existing toolsets without sparking broader reflections on organizational identity or professional self-concept.

From a theoretical standpoint, the Pragmatic Tool framing can be understood as a framing of GenAI that minimizes ambiguity by categorizing it within existing logics of instrumental utility. Instead of narrating GenAI as a disruption or transformative partner, participants framed it as a straightforward extension of established work practices. Framing Theory likewise helps explain the absence of affective resonance: Pragmatic Tool Narratives foreground efficiency and utility while downplaying both risks and transformative potential (Cornelissen & Werner, 2014; Entman, 1993). This selective framing stabilized GenAI as a practical aid, rendering it both familiar and unremarkable.

Overall, the Pragmatic Tool Narrative highlights how GenAI can be embedded in organizational routines through instrumental logic rather than emotional or identity-driven processes. This profile supports Proposition 3, which posits that narratives framing GenAI as a practical and task-focused tool emphasize ease of use and integration into existing workflows. Pragmatic users thereby sustain consistent adoption and acceptance, but in a way that is bounded, stable, and less likely to drive broader cultural or identity transformation.

6.1.3 Risk-Centric Profile

The Risk-Centric Narrative conceptualizes GenAI as a source of professional, ethical, or societal risk. While its potential is acknowledged, significant apprehension surrounds its trustworthiness, the adequacy of existing governance structures, and the broader implications of adoption. Rather than rejecting technology outright, participants adopting this frame emphasize conditional acceptance, shaped by institutional ambiguity and moral responsibility. Within these narratives, the boundaries of acceptable use are defined more by ethical considerations and regulatory uncertainty than by technical affordances, underscoring the importance of context in GenAI adoption.

Participants such as P6 and P7 illustrate the features of this narrative through their concerns regarding data protection, output reliability, and the broader societal impact of GenAI. P6, for example, expresses anxiety over the absence of clear governmental guidelines, stating, “It is a bit frightening that there is still no real guideline from the state,” and worries that "people may miseducate themselves if they no longer question the information they receive." These reflections are emotionally charged and rooted in a perceived lack of control, indicating that uncertainty and responsibility are central to their risk posture. Ultimately, their selective usage, limited to university-related tasks and avoiding sensitive work data, demonstrates how risk-centric framing actively constrains daily integration. This suggests that users with heightened risk sensitivity will consistently prioritize ethical and procedural safeguards over convenience.

P7, meanwhile, situates their concerns at a societal level, questioning, “What does it do to us as humans, really, on a higher or societal level?” This shift from the individual to collective consequences demonstrates that risk-centric narratives often extend beyond the workplace, invoking broader cultural and ethical debates. By foregrounding systemic uncertainty, P7’s reflections reinforce the link between perceived risk and emotional distance from technology. GenAI is framed less as a neutral tool and more as a social force requiring governance. This orientation produced emotional distance and critical hesitation, even in the presence of recognized usefulness. Consequently, when perceived risks were foregrounded, participants expressed hesitation to integrate GenAI, even when recognizing its utility.

Elements of the risk-centric frame occasionally surface for pragmatic users such as P3, who notes that “people were skeptical at first... because it was still really unregulated.” However, these risk allusions do not constitute a dominant orientation but rather contextualize initial experiences with GenAI. The presence of these minor risk-centric elements underscores that skepticism often accompanies early experiences with GenAI, especially in the absence of institutional reassurance. Over time, as policies are established, these reservations may diminish, ultimately supporting more stable usage patterns.

Viewed through TAM3 as an interpretive lens, Risk-Centric Narratives illustrate how concerns about governance and ethics overshadowed otherwise positive evaluations of PU. While participants did not categorically reject GenAI but acknowledged that GenAI could provide utility, their anxiety and regulatory concerns muted both intention and actual usage. Instead, they maintain a deliberate distance, allowing functional benefits to be intellectually acknowledged but not emotionally or behaviorally embraced. These patterns emerge especially when institutional structures are ambiguous. In these accounts, constructs such as External Control and Anxiety became especially salient, shaping whether participants framed GenAI as an opportunity or a liability. Thus, Technology Acceptance and Usage in risk-centric framings was not a straightforward function of PU or PEOU but mediated by broader interpretive and ethical filters of the participants.

Theoretical perspectives illuminate why these narratives diverged from more enthusiastic framings. Participants framed GenAI as a source of uncertainty, framing its adoption through the lens of risk and responsibility. Framing Theory further clarifies how attention was directed toward governance gaps, ethical implications, and societal risks, while positive aspects were downplayed due to the risks being more salient (Cornelissen & Werner, 2014; Entman, 1993). This selective emphasis reveals how risk-centric narratives foreground collective and institutional concerns, shaping technology engagement as cautious and provisional rather than wholehearted.

The Risk-Centric Narrative is marked by interpretive flexibility, as participants oscillate between cautious optimism and withdrawal, often in response to organizational norms and societal cues. References to collective responsibility, regulatory gaps, and the need for external validation suggest that these users are seeking broader reassurance before fully engaging with GenAI. Ultimately, while Risk-Centric Narratives do not deny the instrumental value of GenAI, they consistently foreground legal, ethical, and societal considerations, highlighting that, for some, the moral logic of resistance outweighs the pragmatic benefits of adoption. This pattern supports Proposition 4, which posits that narratives framing GenAI as risky or uncertain highlight ethical and institutional constraints, thereby weakening the link between usefulness and acceptance. Ultimately, Risk-Centric Narratives highlight that, for some, ethical and institutional considerations outweigh pragmatic benefits.

6.1.4 Ambivalent Profile

Ambivalent Narratives frame GenAI as simultaneously promising and problematic, emotionally unresolved, and subject to fluctuation. This was the primary orientation among participants such as P1, P2, P6, and P7, who demonstrated competing and often contradictory interpretations. Rather than lacking a frame, ambivalence reflected the coexistence of multiple, often contradictory storylines. These accounts blended enthusiasm with skepticism, producing narrative instability and emotional complexity. These patterns suggest that users' interpretations of technology are profoundly influenced by the coexistence of conflicting cultural and organizational messages.

P1 and P2 exemplify the Ambivalent Narrative, articulating both appreciation for GenAI's efficiency and apprehensions about its potential drawbacks. P1 described GenAI as helpful and competent, especially for drafting or visualization, yet expressed concern about misuse: "You really have to be careful with the data". They also voiced apprehension regarding hallucinations and reliability, noting the importance of critical engagement. P2's reflections highlight both the tool's indispensable role and the pressures of technological adoption: "That old way of googling just doesn't work anymore... it doesn't function." They further voiced pressure to keep up with the technological advancements of GenAI, "If I don't use Copilot in five years, I'll have to consider becoming a landscape gardener or something else." These statements illustrate how ambivalence emerges not from indifference but from narrative dissonance, where positive evaluations are shadowed by anxiety about dependency and obsolescence. This interpretive tension made it difficult to maintain consistent intentions to use GenAI, even when its utility was acknowledged.

P6 and P7 similarly display pronounced emotional conflict, alternating between excitement and concern regarding GenAI. P6 recognized the tool's utility while simultaneously expressing skepticism: "I see it a bit critically that you can't take everything at face value, you have to question it critically." They also reflected, "Now that I've formed my own opinion, I find it a real help". This tension between reliance and doubt illustrates how participants voiced uncertainty about their role and identity in relation to GenAI, especially in the absence of organizational norms. P7 fluctuated between initial excitement and unease, shifting from valuing efficiency to questioning broader implications and societal consequences, remarking, "What does it do to us as humans?" Their reflections further highlighted concerns about data privacy, reinforcing how unresolved ethical considerations destabilized usage patterns. These narratives conveyed emotional volatility, which impeded consistent behavioral engagement. Thus, when cultural anchors are missing, ambivalent users struggle to form coherent stances toward GenAI.

Ambivalence did therefore not stem from ignorance or limited exposure but from overexposure to conflicting discourses, both organizational and societal. Conflicting organizational signals, societal debates, and ethical uncertainties generated interpretive dissonance, leaving participants without stable anchors for decision-making. As a result, TAM3-related constructs appeared inconsistently across these accounts. While participants sometimes described GenAI as useful and easy to use, their narratives revealed hesitation or delayed uptake. External influences such as SN and Image were particularly unstable in these narratives, sometimes motivating use, at other times fueling resistance. This volatility suggests that established acceptance models may not fully capture adoption dynamics when interpretive frameworks remain unresolved.

The emotional tone of Ambivalent Narratives ranged widely within individual accounts, from curiosity to enthusiasm and discomfort. While some participants articulated their ambivalence structuredly, others wavered without anchoring their reflections to identity. This internal inconsistency undermined consistent behavioral alignment, even when participants voiced positive GenAI evaluations.

From a theoretical perspective, the Narratives highlight how ambivalent users were engaged in active interpretation but lacked coherent storylines to stabilize their framing. Instead of reducing uncertainty, narratives perpetuated it, leaving participants in a state of ongoing negotiation. Framing Theory helps explain this dynamic: ambivalent participants alternated between frames emphasizing opportunity and those emphasizing risk, preventing either from dominating (Cornelissen & Werner, 2014; Entman, 1993). The coexistence of competing frames produced discursive instability, which in turn shaped inconsistent acceptance trajectories.

In sum, Ambivalent Narratives illustrate that incomplete or conflicting framing processes and narrative dissonance can constrain Technology Acceptance and Usage even when cognitive evaluations are favorable. These profiles reinforce that adoption is not merely a matter of technical features but is supported when stable, identity-congruent frames are available, whereas their absence leaves integration hesitant or inconsistent. Ambivalence thus underscores the importance of organizational anchoring: without supportive narratives and coherent guidance, employees remain caught between enthusiasm and unease, resulting in hesitant or inconsistent integration of GenAI.

6.1.5 Cross-Profile Insights

The dominant narrative framings identified among participants demonstrate that GenAI acceptance emerges through narratively constructed, emotionally regulated, and identity-sensitive processes, rather than as a simple cognitive evaluation. Narratives are not merely surface-level descriptors but interpretive mechanisms that shape how GenAI is understood and integrated into professional routines. Through framing, individuals attribute utility, relevance, and risk to GenAI and negotiate its alignment with personal and professional values. As Framing Theory highlights, these interpretive processes rely on selective emphasis and resonance, guiding how employees regulate their emotional responses and imagine future engagement (Cornelissen & Werner, 2014; Vaara & Tienar, 2008). Each narrative functions as an interpretive lens, selectively amplifying certain aspects of GenAI and diminishing others (Cornelissen et al., 2011; Entman, 1993). Participants relied on these frames to evaluate GenAI's utility, regulate their emotional responses, and imagine future engagement. This process is aligned with the principles of Framing Theory, which highlight salience, selection, and resonance (Cornelissen et al., 2011; Entman, 1993). Participants use these frames to evaluate GenAI's utility, regulate emotional responses, and imagine future engagement.

Empowerment Narratives highlighted GenAI's PU in connection with professional growth and self-efficacy. For instance, participants described GenAI as enabling strategic thinking and innovation. In contrast, Pragmatic Tool Narratives emphasized PEOU and everyday efficiency, but did not evoke strong emotional engagement. Risk-Centric Narratives acknowledged usefulness but foregrounded anxiety, ethical caution, and institutional uncertainty, which limited integration. P6, for example, expressed concern about the lack of governmental guidelines, stating, "It is a bit frightening that there is still no real guideline from the state," and added, "People may miseducate themselves if they no longer question the information they receive." Such reflections demonstrate how perceived risk can decouple intellectual recognition of utility from actual BI, particularly in the absence of institutional reassurance. Ambivalent Narratives reflected contradictory evaluations, where positive assessments coexisted with doubt and inconsistent use. P1 described GenAI as "helpful and competent," but cautioned, "You really have to be careful with the data." P2 underscored both reliance and uncertainty, remarking, "If I don't use Copilot in five years, I'll have to consider becoming a landscape gardener or something else." These quotes illustrate how interpretive instability constrains behavioral alignment, even when cognitive evaluations are positive.

Most participants exhibited narrative hybridity, blending elements from multiple frameworks. GenAI was not interpreted through a single lens, but through layered and shifting narratives responsive to context, task, and emotional state. Nevertheless, a dominant narrative typically prevailed, shaping attitudes, survey responses, and integration into professional practices. Participants with Empowerment or Pragmatic Tool Dominant Narratives often coincided with more confident engagement with GenAI, whereas those with Risk-Centric or Ambivalent Narratives exhibited hesitancy and emotional or cognitive misalignment.

Framing Theory posits that actors highlight specific aspects of complex issues to promote certain interpretations (Entman, 1993). In this study, narrative framings organize GenAI into culturally resonant categories that influence evaluation and response. Narrative framing thus serves as a cognitive shortcut, embedding GenAI within familiar storylines, such as growth, caution, or disruption, and guiding the negotiation of technology adoption in the absence of clear norms or policies. These frames are shaped both by organizational discourse and individual positioning, reinforcing that acceptance is socially embedded.

TAM3 constructs were evident across narratives, but their influence was mediated by the strength and content of the dominant narrative. Empowerment narratives amplified PU, Job Relevance, and Result Demonstrability, while Pragmatic Tool narratives emphasized PEOU and Output Quality. Risk-Centric narratives revealed hesitation despite acknowledged utility, while Ambivalent narratives displayed inconsistent patterns. This filtering highlights that TAM3 dimensions were not articulated as isolated beliefs but are narratively constructed, amplified, or diminished depending on the interpretive frame.

Empirical evidence substantiates the theoretical propositions outlined in Chapter 3, revealing how distinct narrative framings shaped participants' interpretations and acceptance of GenAI. Empowerment Narratives, as seen in participants P4 and P5, illustrated strong perceptions of usefulness and the integration of professional goals, lending strong support to Proposition 1. In contrast, Risk-Centric Narratives, evident in participants P6 and P7, reflected ethical hesitation and a reduced inclination to integrate GenAI, in line with Proposition 2. Meanwhile, Pragmatic Tool Narratives, reflected mainly in the responses of P3 and P5, but also P1, P2, and P4, emphasized ease of use and workflow fit, supporting Proposition 3. Ambivalent narratives, as seen in participants P1, P2, P6, and P7, revealed interpretive inconsistency, thereby highlighting how the strength and emotional tone of the narrative can moderate TAM3 constructs. Altogether, these findings confirm that narrative framing not only organizes perceptions of GenAI but also critically influences the acceptance and integration process.

In conclusion, acceptance is not reducible to a rational assessment of functionality but is shaped by identity concerns, cultural context, and organizational narratives. Narrative framing emerges as a central mechanism through which GenAI is interpreted, evaluated, and integrated into professional practice.

6.2 Additional Interpretive Insights

While the preceding section examined how distinct narrative framings shaped participants' perceptions and acceptance of GenAI, the following analysis turns to additional dynamics that transcend any single profile. In addition to the content of narratives, their form, particularly the strength and emotional tone with which they were articulated, emerged as a critical factor shaping acceptance trajectories. Additionally, further patterns and points of tension were identified during the interviews. Specifically, participants' accounts revealed how GenAI engagement was influenced by narrative strength and emotional tone, definitional ambiguity regarding the scope of GenAI, prevailing public discourses, organizational expectations, and role-related constraints, discrepancies between perceived risks and actual behaviors, adaptations in cognitive routines such as information-seeking, and the delegation of ethical considerations through moral distancing. By situating these themes within a broader Narrative and Framing frameworks, this section extends the analysis beyond TAM3 constructs to highlight the socio-cultural and identity-related dimensions of GenAI use. Each subsection addresses one of these additional interpretive insights, thereby deepening the account of Technology Acceptance and Usage, providing a bridge toward the study's theoretical and practical contributions.

6.2.1 Narrative Strength and Emotional Tone

Narrative content shapes how people perceive GenAI, but the narrative's form, its consistency, and emotional tone also strongly influence Technology Acceptance and Usage. This section highlights two key aspects: Narrative Strength, how coherent, clear, and adaptable a narrative is, and Emotional Tone, the positive or negative feelings expressed. These dimensions do not create additional narrative types but operate as modifiers that determine how convincingly narratives are expressed, how well they anchor beliefs, and how strongly they guide behavior. For instance, individuals with similar views on GenAI may behave differently based on how strongly and emotionally they express their beliefs. Recognizing this narrative form helps explain why TAM3 alone cannot fully capture technology adoption under conditions of inconsistent or emotionally conflicted interpretations.

First, Narrative strength delineates the structural integrity of a participant's account, so its coherence, depth, and capacity to assimilate novel experiences without causing internal inconsistencies. In this study, strong narratives were identified through several features. Participants consistently employed vocabulary across contexts. For instance, they used stable reappearing metaphors or logical frameworks when describing GenAI. They also made explicit causal associations between GenAI utilization and professional outcomes, and integrated references to identity formation, learning processes, or role alignment. Moreover, their narratives included detailed articulation of value, purpose, and personal boundaries, and regular self-positioning as learners, innovators, or strategists in relation to GenAI. Notably, these individuals demonstrated an ability to anticipate future applications of GenAI that transcend current use, evidencing narrative adaptability. Importantly, narrative strength was independent of emotional valence: both critical and enthusiastic framings could be strong, as long as they displayed coherence and stability.

Participants whose narratives exhibited such robustness, such as P4, P5, P2, and P3, did not interpret GenAI engagement as a series of discrete events but instead included it within their overarching personal or professional trajectories. For example, P4 characterized GenAI as instrumental to their strategic career aspirations, conceptualizing it as facilitative of their professional development. P5 highlighted GenAI's relevance to branding and innovation, expressing confidence while articulating a nuanced technological perspective. P2's narrative invoked cultural context and reflective consideration of professional values, resulting in a coherent stance amid ambivalence. Similarly, P3 offered a pragmatic exposition, systematically detailing the utility, boundaries, and applications of GenAI across varying contexts.

In contrast, weak narratives manifested fragmentation, ambiguity, or reactive tendencies. These narratives were typically marked by inconsistent descriptions of GenAI within the same interview using hedging phrases such as “somehow” or “a little bit,” and limited connection to identity or professional purpose. Weaker accounts often fell back on generalized statements (e.g., “we’ll see where it goes”) and described GenAI use in passive terms, signaling reduced agency. Participants whose accounts reflected weaker narrative coherence included P6, P1, and P7. P6 oscillated between curiosity and apprehension, frequently referencing external discourses and exhibiting an unstable self-perspective. P1’s account revealed uncertainties and ambiguities regarding the perceived value of GenAI. Though receptive, their narrative lacked precision. P7 acknowledged managerial responsibilities and limited GenAI engagement but did not clarify their interrelationship. These observations suggest that less structured narratives may correspond to interpretive instability, where recognition of utility coexists with hesitation or inconsistent follow-through.

Importantly, narrative strength is not contingent upon sentiment orientation. Ambivalent or critical perspectives may be highly coherent, as evidenced by P2, whereas seemingly enthusiastic accounts can lack clarity, as seen with P1. The evidence suggests that narrative strength acts as a stabilizing force for participants’ evaluations. Stronger narratives provided coherence between what participants said in interviews, how they self-reported usage, and how they interpreted TAM3-related constructs. Weak narratives, by contrast, left these constructs unanchored, producing volatility in evaluation and behavior.

From a theoretical standpoint, narrative strength supports individuals in transforming ambiguity into actionable comprehension. Within Framing Theory, strong narratives reflect stable interpretive frames that define problems, allocate responsibility, and orient courses of action (Cornelissen & Werner, 2014; Entman, 1993). Internally consistent narratives direct attention, legitimize issues, and facilitate coherent response strategies. These findings indicate that narrative strength plays a critical moderating role by determining whether TAM3 constructs are embedded in a stable interpretive frame or remain fragmentary, limiting their predictive power. This observation lends support to Proposition 4, which suggests that elevated narrative clarity and coherence align with more stable GenAI evaluations across TAM3 dimensions and with more consistent self-reported use. More broadly, the evidence challenges models of Technology Acceptance by demonstrating that structured narratives are necessary to translate beliefs into consistent and meaningful action.

Second, beyond the structural coherence of narrative, emotional tone emerges as a pivotal dimension through which participants construct and evaluate their engagement with GenAI. Emotion is not merely a consequence of technological interaction; rather, it constitutes an integral aspect of the interpretive process, shaping whether GenAI is understood as an opportunity, a source of risk, or an object of uncertainty. Within the framework of Framing Theory, emotional tone imbues interpretive frames with affective resonance, thereby amplifying the salience and moral evaluation of technological issues (Benford & Snow, 2000). The valence of emotional tone—positive, negative, or ambivalent—thus governs whether GenAI is positioned as a facilitator, a threat, or an unresolved matter.

Empirical coding revealed three predominant emotional tones among participants. Positive emotional tone, characterized by enthusiasm, curiosity, and confidence, was often associated with proactive identity formation and agency in the adoption of GenAI. For instance, P4 articulated a sense of Empowerment, positioning GenAI as essential to personal and professional growth: “It is easier for me with AI to learn new things.” Similarly, P5’s Pragmatic Tool approach was supplemented by a playful attitude towards technological exploration: “[I] just privately checked, okay, what is this?” Positive emotional tone reinforced TAM3 constructs such as Perceived Enjoyment, PU, and Computer Self-Efficacy, manifesting in consistent enthusiasm and regular usage references. The confluence of positive affect and narrative strength yielded high coherence in both interpretive framing and sustained technology engagement.

Negative emotional tone aligned with Risk-Centric Narratives and was expressed through anxiety, apprehension, and defensive discourse. P6, for example, articulated ethical concerns regarding data protection and loss of control: “Something is happening, but you don’t really know what.” P7 situated their discomfort within broader societal anxieties, questioning GenAI’s impact on human roles: “What does it do to us as humans?” Even when PU scores were moderate, negative affect tended to distance participants from active usage and undermine identification with GenAI, functioning as a mechanism for professional distancing and ethical reservation.

Ambivalent or emotionally neutral tones were manifest in narratives marked by instrumental or inconsistent affect, often corresponding to pragmatic or unresolved positions. P3 and P1 typically employed neutral language, focusing on GenAI’s utility without engaging its broader implications: P3 remarked, “One just fed it in,” while P1 stated, “It helps me at work,” or, “It’s simply a tool I work with.” P2 exemplified ambivalence, oscillating between positive engagement and cultural skepticism: “People who don’t use AI will be replaced by those who do. Period.” Such narratives, lacking strong emotional anchoring, frequently exhibited reduced coherence, even when TAM3 constructs such as PU or PEOU were rated favorably. The absence of emotional investment signaled that GenAI remained peripheral, with participants reluctant to anchor it in their professional identity.

Emotional tone not only influenced the evaluation of GenAI but also mediated the selection of interpretive frames under conditions of uncertainty. A positive tone fostered proactive adaptation and technology use; a negative tone contributed to withdrawal and ethical hesitation; an ambivalent or neutral tone resulted in diminished emotional investment and fragmented engagement. These findings underscore the interdependence of affective and cognitive processes in Technology Acceptance. The modulation of TAM3 constructs by emotional tone was evident: the designation of GenAI as “useful” varied in its empowering, ordinary, or troubling connotations depending on affective context.

From a theoretical standpoint, emotional tone can be understood as an affective extension of the processes of interpreting technology. In ambiguous contexts, emotions provide cues that help individuals interpret novelty, signaling whether a situation should be approached with openness, caution, or restraint. Within Framing Theory, tone imbues interpretive frames with resonance, amplifying their salience and shaping the moral evaluation of technological issues (Benford & Snow, 2000; Cornelissen & Werner, 2014; Entman, 1993). Thus, tone determines not only how GenAI is categorized—as opportunity, threat, or unresolved matter—but also whether those categories gain coherence and motivate action.

In sum, emotional tone functioned as a critical lens through which participants narrated their relationship to GenAI. Either as a partner, a risk, or a tool not yet fully integrated into professional identity and practice. This observation also supports Proposition 4, which holds that emotional emphasis is associated with more stable and salient TAM3 evaluations. More broadly, it challenges reductionist Technology Acceptance models by demonstrating that affect is not an accessory to cognition but a constitutive element of interpretation. Without attention to emotional tone, the explanatory power of acceptance models remains incomplete, as the same beliefs about PU or PEOU may yield divergent behavioral outcomes depending on their affective framing.

Finally, the interaction of narrative strength and emotional tone emerged as a key factor in shaping the stability and actionability of GenAI acceptance trajectories. This dynamic helps explain variations in technology adoption, depth of integration, and emotional engagement, even among individuals who share similar belief profiles according to the TAM3 framework. Whereas TAM3 constructs describe what participants believe about PU or PEOU, narrative form clarifies how those beliefs are stabilized, destabilized, or transformed into action.

Various combinations highlight the range of possible outcomes. For instance, P4, characterized by strong narrative and positive emotional tone, demonstrates identity alignment, motivation, and a willingness to experiment. This was associated with consistently high PU, PEOU, and self-directed usage. In contrast, P2 exhibits a strong narrative but ambivalent emotional tone, involving reflection and culturally informed reasoning, which corresponds to fluctuating PU and PEOU and makes engagement context-dependent. P1, with a weak narrative and ambivalent tone, displays unclear positioning and lower confidence, leading to tentative or surface-level engagement. Lastly, P6's weak narrative, combined with a negative emotional tone, is marked by affective distancing and ethical concerns, linked to low trust and a cautious approach to using GenAI. This spectrum of examples demonstrates that TAM3 beliefs do not fully capture the range of experiences related to GenAI acceptance. Instead, the combined effects of narratives serve as a moderating influence on GenAI systems. The interplay between narrative strength and emotional tone sheds light on why individuals with similar beliefs may still engage with GenAI in remarkably different ways. It clarifies the conditions under which engagement remains stable or becomes fragile in the face of changing circumstances, and whether usage is motivated by personal identity, a sense of obligation, or mere compliance.

From a theoretical perspective, these insights extend beyond "belief-based" models like TAM3 by suggesting that beliefs about GenAI are mediated through narratives rather than formed solely through direct interaction with the technology. Narrative strength and emotional tone act as interpretive filters, influencing whether beliefs about GenAI are meaningful, professionally relevant, and sustainable over time. This introduces a temporal and identity-oriented dimension to acceptance: when narratives are weak or emotionally conflicted, engagement is more likely to wane during periods of challenge or uncertainty. Conversely, strong and coherent narratives underpin sustained involvement, adaptability, and resilience in the face of technological change.

The broader implication is that how stories about GenAI are told—coherently or inconsistently, enthusiastically or anxiously—is as significant as their substantive content. Strong, emotionally congruent narratives are typically associated with reflective and adaptive use, while fragmented or conflicted stories often fail to sustain lasting engagement. This underscores that Technology Acceptance and ongoing usage are shaped not only by explicit beliefs but also by the narrative infrastructures through which those beliefs acquire meaning.

Overall, the analysis reveals that Technology Acceptance and ongoing Usage are influenced by how narratives embed beliefs and experiences, rather than arising purely from belief-based evaluations. The type of narrative, whether Empowerment, Pragmatic Tool, Risk-Centric, or Ambivalent, shapes perceptions of GenAI's value, risks, and fit, while narrative strength and emotional tone determine their stability and enactment. Participants who held strong, congruent narratives were more consistent in their usage, whereas those with weaker or conflicted narratives faced difficulties interpreting their experiences or disengaged altogether. As such, successful organizational GenAI strategies must go beyond improving system functionality and usability to address the deeper ways users construct their relationship to GenAI through identity-relevant interpretations. In conclusion, these findings support Proposition 4 and underscore the necessity of considering not only explicit beliefs but also the interpretive role of narrative, emotion, and identity when analyzing Technology Acceptance.

6.2.2 Role Identity and Situated GenAI Practices

GenAI narratives in this study are not merely reflections of personal attitude but are intricately entwined with participants' perceived roles and the material routines of their daily work. These narratives are actively constructed through the lens of role identity and situated practice (cf. Cornelissen et al., 2011), with organizational roles providing both structural and interpretive scaffolds that shape usage and narrative framing. This underscores that Technology Acceptance appeared embedded in role identity and organizational context, rather than reducible to cognitive evaluation alone. Where narrative strength and emotional tone provided form, role identity provided substance by linking GenAI to everyday routines.

Leadership emerged as a salient influence on both the use and framing of GenAI. P7, a middle manager, described their role as generating expectation for others: "I am, I think, the one who puts pressure on others." This highlights the narrative burden borne by those in positions of authority, where adoption was narrated less as a personal choice than as a responsibility to motivate collective uptake. Such accounts reinforce Proposition 5, suggesting leadership cues, team dynamics, and organizational expectations were narrated as shaping perceptions of collective expectations. Yet leadership influence was not confined to formal hierarchies. Informal leaders also contributed to diffusion by positioning themselves as early adopters. P3, for instance, recalled: "I believe I was one of the first in our department to start using it." his self-positioning highlights how peer-driven adoption can exert normative pressure parallel to, and sometimes preceding, formal organizational communication. Together, these examples show how both formal authority and informal narrative leadership generated collective cues that anchored acceptance.

Empowerment Narratives further revealed how role identity framed GenAI as a resource for self-directed learning and professional expansion. P4, for instance, explained that they actively leveraged GenAI to upskill in areas such as Power BI: "There are many areas, like Power BI and Power Automate, that I only learned about here, and I really trained myself, largely with the help of ChatGPT." Such accounts positioned GenAI as a bridge between existing competencies and aspirational expertise, reinforcing a growth-oriented identity. In Narrative terms, these stories reinterpreted technological novelty as an opportunity for personal development, embedding acceptance within identity work. This framing reveals how individual identity works, intersected with TAM3 constructs such as PU and Job Relevance, embedding them in broader professional trajectories.

Another tangible sign of evolving practice was the reported shift in search behavior. Several participants, including P2 and P5, indicated that GenAI had replaced traditional search engines for certain tasks. P2 stated, "I hardly ever Google things anymore. I just checked what ChatGPT has to say." Similarly, P5 remarked, "I now tend to ask the AI for explanations or quick answers instead of Googling." Other participants noted that while GenAI was not a complete substitute for search engines, it had become their preferred tool for more complex queries. These behavioral changes indicate not only growing trust and familiarity with GenAI, but also a redefinition of digital knowledge work. Notably, they were often narrated as routine rather than transformative, signaling that practice-level changes had already been normalized and internalized. These behavioral adjustments show how participants framed GenAI as a natural extension of existing routines, reframing search practices without treating them as radical disruptions.

Yet not all organizational initiatives translated smoothly into practice. The internal chatbot was repeatedly mentioned as a case where organizational messaging and individual narratives diverged. P6 recalled: "When the internal chatbot was rolled out, we were encouraged to suggest new features it could implement." Despite positive attitudes toward GenAI generally, several participants reported little engagement with this tool, citing uncertainty or irrelevance. This disconnect highlights that acceptance at the general narrative level does not guarantee BI toward specific applications. Framing Theory helps

explain this: organizational frames promoting the chatbot lacked resonance with participants' own interpretive categories, leaving adoption fragile and inconsistent. The organizational frame did not resonate with participants' own interpretive categories, weakening its salience (Entman, 1993).

Additionally, participants also reflected on resource allocation and workforce narratives. P2 referenced a departmental goal of substituting two FTEs over two years with AI-enabled processes, clarifying: "Well, not replacing, but just not hiring, as the tasks can be done by AI." This reframing positioned GenAI not as a threat to jobs but as a strategic rationale for workforce adjustment. Such statements reflect the organizational boundary: by narrating GenAI as a complement to, rather than a replacement for, human labor, participants aligned adoption with professional and organizational values. This selective framing enabled alignment with professional values and reduced resistance.

Taken together, the four interpretive dimensions examined in this section—narrative strength and emotional tone, definition boundaries, ethical positioning, and role-based practices—demonstrate that GenAI acceptance is influenced by more than technological features alone. Participants did not treat GenAI as a static or universally defined concept; rather, they contextualized its meaning, drawing boundaries around what qualifies as GenAI, negotiating ethical risks, and embedding the technology within professional routines. These interpretations emerged at the intersection of external cues (media, organizational messaging) and internal positioning (identity, responsibility, confidence).

Importantly, ethical concerns and cultural references did not automatically lead to resistance but were narratively reframed to allow continued use. Participants frequently acknowledged risks but reframed them in ways that allowed continued use, suggesting that moral discomfort and adoption can coexist within the same narrative. Role identity further mediated these dynamics: individuals in leadership positions or those identified as early adopters displayed more robust narratives and clearer integration of GenAI into their routines. Even subtle behavioral adjustments—such as replacing search engines with GenAI tools—highlight how adoption can become embedded without explicit deliberation.

Equally significant, the form of narratives—their coherence and affective tone—emerged as a decisive moderator of acceptance. Strong, emotionally consistent narratives provided stability, enabling TAM3 constructs such as PU or PEOU to translate into sustained BI. By contrast, weaker or emotionally conflicted narratives undermined coherence, leading to fragmented or hesitant engagement even when cognitive evaluations were positive. This interplay underscores that narrative strength and emotional tone are not accessories to content but essential dimensions of making sense of technology that shape the durability and actionability of adoption.

Ultimately, these findings highlight that GenAI acceptance is a dynamic, multifaceted process shaped by Narratives and Framing. Narratives show how individuals interpret ambiguity through retrospective accounts, while Framing Theory clarifies how these interpretations are selectively emphasized, stabilized, or contested through identity and organizational cues. In this context, Proposition 5 is reinforced: SNs are not merely cognitive calculations but are narratively constructed pressures, emerging from leadership roles, peer influence, and organizational framing. Together, these insights reinforce Proposition 5 by showing that subjective norms were narratively constructed—emerging not only from leadership roles but also from peer influence and organizational signals. This provides a bridge to the following section on theoretical contributions, highlighting how narrative form and role identity jointly shape Technology Acceptance.

6.2.3 Framing the Boundaries of "GenAI"

While much of this study centers on participants' interpretations of the meaning and value of GenAI, a foundational process informs these interpretations: the act of describing what is considered "GenAI." Throughout the interviews, participants did not share a fixed or universally agreed-upon understanding of the term. Instead, each individual established personal inclusion criteria determining what qualifies as GenAI based on context, familiarity with specific tools, and functional logic. This definitional activity is integral to the process of categorizing technology as it represents the earliest step in reducing ambiguity and constructing meaning: before evaluating usefulness or risk, individuals first determine what the phenomenon is.

Such boundary-drawing constitutes a process of framing, wherein individuals highlight certain attributes of GenAI (such as efficiency or risk) and background others (such as ethical nuances or emotional resonance) (Entman, 1993). For instance, P1 explicitly rejected the classification of DeepL as AI, stating, "For translations and similar tasks, I wouldn't use it, I'd use DeepL—that isn't AI." Here, GenAI is associated with complexity and creativity, which routine translation software does not, in P1's view, embody. By contrast, P2 offered a broader framing: "When you think of DeepL, it is already AI, but we did not perceive it as such." These divergent framings illustrate the absence of a stable operational definition and demonstrate that classification was governed by intuitive, context-dependent judgments rather than technical criteria.

Additionally, cultural references further informed this definitional work. Although participants were aware of public discourse and media narratives surrounding GenAI, such as dystopia, these cultural scripts were rarely referenced as primary narrative anchors. While social media and podcasts were occasionally mentioned, their influence appeared fragmented and secondary to direct experience. Instead, they functioned as occasional resources that participants drew on to contextualize their own interpretations Notably, both P2 and P3 invoked a popular saying, albeit with slight variations: "People who use AI will replace those who do not" (P2), and "AI does not replace people; rather, people who use AI replace those who do not" (P3). For P2, this served both as motivation and provocation, prompting professional reflection: "I have to think about whether I'll have to become a landscape gardener." For P3, the same phrase was treated more as a neutral statement of fact. Similarly, references to the film 'I, Robot' surfaced as a shorthand for risk, with both participants invoking it as a cultural metaphor rather than as a literal fear. These examples suggest that cultural narratives do not dictate positions but act as conceptual resources for navigating uncertainty.

Another notable pattern was participants' consistent refusal to anthropomorphize GenAI. They did not attribute human characteristics or intentions. Even among the most enthusiastic users, such as P4, GenAI was described as a functional extension: "I just don't use AI that way, so I don't see it like that." Others echoed this distancing: "I wouldn't humanize AI" (P3), and "There is nothing human about it; AI is not a person" (P5). This distancing reflects a form of identity protection. By keeping GenAI clearly separate from human agency, participants preserved their own sense of control, responsibility, and expertise. Treating GenAI as "just a tool" allowed integration into workflows without undermining professional identity.

Collectively, these definitional narratives demonstrate that the interpretation of GenAI begins not with its features, but with its categorization. For participants in this study, determining whether a tool qualifies as AI was a prerequisite step that shaped how constructs such as PU or PEOU were later interpreted. This underscores that GenAI is not merely a technological artifact but also a narrative category, constructed through lived experience, professional context, and cultural discourse. As such, it remains flexible, contested, and subject to reinterpretation.

6.2.4 Narrative Strategies of Ethical Distancing and Risk Normalization

Although many adoption narratives appeared coherent at first, closer examination revealed underlying tensions: between enthusiasm and skepticism, the allure of opportunity and the gravity of caution, and the balancing of ethical responsibility and emotional detachment. These tensions can be productively examined through Narratives and Framing Theory, which reveal the ongoing narrative negotiations participants undertake when grappling with ethical ambiguity and evolving organizational imperatives.

Central to these is the phenomenon of ethical distancing, where participants project risk onto external or vulnerable groups. For example, P5 expressed significant concern about children using GenAI tools, worried that they "would believe everything the AI outputs," and referenced a media report claiming GenAI influenced a minor toward a harmful outcome. In contrast, they described their own use of GenAI as reflective and critically aware, stating, "I am critical enough in my own usage." This rhetorical stance acts as a protective narrative device, shifting vulnerability onto external parties (like children, patients, or those less informed) and thus protecting the self-concept as a responsible user. Therefore, ethical risk is recognized but narratively sidelined, maintaining a division between the 'responsible self' and the 'vulnerable other.' This positioning reveals a form of risk dissonance, where acknowledged dangers are externalized to uphold moral balance and continue engaging with GenAI. These dynamics expand on the insights of Proposition 2, showing how cultural and ethical perspectives influence risk-focused interpretations that might hinder deeper integration of GenAI.

A further sign of narrative tension was the normalization of risk. While participants frequently referenced concerns relating to data protection and regulatory gaps (P6, P4, and P2), these were rarely seen as insurmountable. For example, P6 criticized the lack of clear guidelines for managing sensitive data, especially in healthcare, but also highlighted the practical benefits of GenAI in marketing and personal settings, stating: "I am not afraid that AI will replace us; I believe AI will make our work easier." Here, structural risks were acknowledged but selectively downplayed, illustrating how Narratives and Framing processes categorize threats as either "known and manageable" or "irrelevant to my context." This selectivity helped maintain a balance between caution and normal use.

Cultural narratives, especially those from science fiction, provided further resources for negotiating uncertainty. Two participants mentioned the film 'I, Robot' as a metaphor, while distancing themselves from its dystopian themes. P3, for instance, said, "I see AI as a tool; I do not believe AI will take over," while admitting that such dystopian ideas have a subtle, ambient influence. These references serve as discursive resources, providing familiar stories that help articulate uncertainty or distance oneself from speculative risks, as theorized by Kaplan (2008) and Cornelissen and Werner (2014).

Ethical reasoning was also closely linked to ideas of professional responsibility. Both P2 and P5 expressed detailed concerns about GenAI's cognitive and ethical limits. P5 reflected on the need for regulation to protect those "who may not be able to assess AI critically." Additionally, P6 highlighted the importance of safeguarding vulnerable groups, especially patients whom they saw as especially valuable. These narratives suggest an emerging ethic of care, where experienced users see themselves as guardians or guides in contexts where institutional protections are missing.

Taken together, these findings demonstrate that ethical reasoning in GenAI adoption is neither absent nor uniform. Instead, it is highly individualized, narratively embedded, and shaped by identity, role expectations, and cultural discourses. The resulting tensions, ethical distancing, normalization of risk, and reliance on cultural metaphors are not contradictions to be resolved but ongoing sites of Framing. They represent the mechanisms by which participants reconcile practical engagement with broader ethical concerns, sustaining a workable relationship with a technology whose meanings and implications remain fluid and contested.

6.3 Theoretical Implications

From a theoretical perspective, this study confirms that narratives act as dynamic infrastructures for interpreting Technology. Participants relied on narrative frameworks not only to reduce ambiguity and position themselves in relation to GenAI but also to express their agency, hesitancy, or ambivalence. Narratives functioned as constitutive mechanisms that framed how technology was understood in contexts of uncertainty, involving both retrospective meaning-making and forward-looking framing (Cornelissen et al., 2011). By situating evaluations within stories rather than isolated judgments, employees maintained coherent stances toward a rapidly evolving technology.

All four narrative types provided distinct interpretive lenses. Empowerment Narratives emphasized creativity, confidence, and workload relief, aligning GenAI with professional growth and reinforcing strong identity-based perceptions of PU and even BI. Risk-Centric Narratives foregrounded regulatory uncertainty, overreliance, and quality concerns, which weakened perceptions of PU and PEOU despite acknowledging GenAI's functionality. Pragmatic Tool Narratives normalized GenAI as an efficiency booster or writing assistant, creating stable but affectively neutral acceptance. Ambivalent Narratives oscillated between enthusiasm and skepticism, or between personal engagement and organizational hesitation, leading to inconsistent articulation of TAM3 constructs. Taken together, these results show that TAM3 beliefs are not static predictors of behavior but are continuously filtered and reinterpreted through narrative framings.

Most participants exhibited hybrid narrative framings, suggesting that narrative identities are flexible, contingent, and context-dependent rather than fixed. Individuals frequently shifted between Empowerment, Pragmatic Tool, Risk-Centric, and Ambivalent storylines depending on situational cues and organizational expectations. This highlights that technology acceptance is not a uniform trajectory but a fluid process negotiated through multiple, overlapping narratives (Boje, 1991).

While TAM3 was originally developed as a quantitative, predictive model of acceptance (Venkatesh & Bala, 2008), this study applies its constructs qualitatively as interpretive categories. The results show that these perceptions are co-constructed through narrative framing. Empowerment Narratives amplified identity-aligned perceptions of PU, while Risk-Centric accounts diminished PU and PEOU even when functionality was acknowledged. This highlights the limits of TAM3 as a purely rational and linear model: Beliefs are not isolated determinants of behavior but are dynamically filtered through narrative and emotional lenses.

A key theoretical contribution lies in introducing narrative strength and emotional tone as interpretive moderators. Narratives that were strong, coherent, identity-grounded, and emotionally resonant reinforced actionable interpretations of TAM3 constructs such as PU, SN, and BI. In contrast, weak or ambivalent narratives produced fragile acceptance that could easily collapse under organizational or contextual pressure. This explains why individuals with similar PU or PEOU responses often diverged in their actual use and commitment, as their perceptions were scaffolded—or undermined—by the narratives available to them.

Accordingly, sustained usage requires more than functional perceptions. Strong, identity-coherent narratives scaffold meaningful GenAI integration, while weak or conflicted narratives lead to surface-level engagement or hesitation. Acceptance thus emerges as narratively and emotionally constructed, extending beyond TAM3's predictive scope and requiring users to articulate a stable storyline about the technology's place in their work.

The findings also reveal how role identity anchors narrative construction. Managers frequently invoked responsibility, leadership, and organizational accountability when framing GenAI, while junior staff highlighted learning opportunities and experimentation. These role-based framings served as stabilizers, providing interpretive anchors that guided the processes of making sense of new technologies in uncertain contexts. This demonstrates how narratives empower individuals to maintain or renegotiate their professional identities in the face of technological change.

Taken together, the results position narrative framing as a bridge between cognitive acceptance models, such as TAM3, and interpretive models like Framing Theory. Narratives embed cognitive beliefs (e.g., PU, PEOU) in role- and identity-relevant storylines that fit users' roles, values, and emotions. In doing so, they help users envision future scenarios, regulate emotions, and align their behavior with their self-concept, supporting research that suggests technologies derive meaning from framing, not just function (Kaplan, 2008). In this way, narratives transformed TAM3 constructs from abstract categories into concrete, role-aligned practices.

This study also extends IS narrative research by operationalizing narrative type, strength, and emotional tone within the TAM3 constructs (Bory et al., 2025; Pickering et al., 2022). By systematically coding both structure and content, the research demonstrates how hybrid and shifting narratives influence adoption outcomes. This highlights that acceptance is socially negotiated and cannot be explained solely by quantitative constructs.

Based on these insights, the study proposes a conceptual expansion of TAM3 to include narrative-based moderators that capture interpretive and emotional dynamics. This does not alter TAM3's predictive structure but complements it by clarifying why high PU or PEOU sometimes fail to translate into BI or sustained usage. The gaps are attributed to narratives lacking coherence, identity alignment, or emotional resonance. Such a hybrid framework would better capture the human dynamics of technology adoption, especially in compliance-heavy contexts where trust, regulation, and identity concerns are prominent.

In sum, Technology Acceptance emerges as a narratively and emotionally scaffolded process rather than a purely rational calculation. Strong and coherent narratives facilitated meaningful GenAI integration, while conflicted narratives tended to stall adoption or keep it superficial. These findings confirm and extend the propositions outlined in Chapter 3, demonstrating how narrative content, form, and social cues shape individual interpretations of GenAI. By integrating TAM3 with narrative framing, this study enriches IS research and highlights that robust, identity-coherent narratives are indispensable for sustainable adoption.

6.4 Practical Implications

From a practical perspective, this study highlights that narrative framing is not a peripheral by-product but a central lever for GenAI implementation. Technology Acceptance should not be treated merely as a technical training issue or an adoption checklist. Instead, organizations must recognize internal narratives as interpretive infrastructures that shape how employees evaluate GenAI in terms of usefulness, ease of use, and social relevance. Change leaders, managers, and peer advocates carry disproportionate influence in shaping these narratives; when they align stories with employees' identities, values, and daily practices, they enable adoption that goes beyond superficial compliance.

The findings suggest that Empowerment Narratives are particularly powerful in driving engagement. Employees who framed GenAI as enabling creativity, confidence, or workload relief consistently expressed higher perceptions of PU and BI, and were more willing to integrate tools into their workflows. Practically, this means organizations should create conditions that allow Empowerment Narratives to

form organically. Leaders can foster these by encouraging experimentation, rewarding visible success stories, and legitimizing bottom-up exploration. Initiatives such as pilot projects, innovation labs, or “safe spaces” for testing GenAI without fear of mistakes help employees build personal success stories that translate into broader organizational narratives. In contrast, neutral or generic framings may mitigate resistance but often fail to inspire sustained commitment, particularly in innovation-driven roles where a sense of relevance and agency is essential.

At the same time, organizations must recognize that Risk-Centric Narratives often emerge where uncertainty, regulation, or ethical ambiguity dominate the conversation. In this study, participants repeatedly voiced frustration about the lack of external and internal guidelines, describing missing policies as a barrier that heightened Anxiety and lowered perceived External Control. A practical implication is that companies need to establish clear governance frameworks that specify the types of data that can be entered into GenAI tools, how outputs should be validated, and who bears responsibility for oversight. Complementing rules with open dialogue—such as moderated discussions on data security, copyright, or regulatory constraints—helps employees process legitimate uncertainties and prevents these concerns from solidifying into resistance. By framing risks as a shared organizational challenge rather than an individual burden, leaders can build trust and interpretive legitimacy even before technical mastery is achieved.

Leadership and peer influence also proved crucial for the diffusion of narratives. Early adopters who framed GenAI as a pragmatic tool for learning and productivity served as internal role models, normalizing its use within their teams. Leaders, whether formal or informal, who visibly engaged with both internal and external GenAI systems became narrative brokers, translating isolated experiments into shared organizational stories. This underscores the need for organizational framing of new technology, where both top-down endorsement and bottom-up advocacy reinforce each other. Structured mechanisms such as cross-team showcases, narrative roundtables, or peer learning circles can help institutionalize narratives and prevent them from fragmenting across departments.

Given the observed hybridity of narrative framings, organizations should avoid imposing a singular storyline about GenAI. Employees interpret the technology through multiple, sometimes contradictory lenses; enforcing a single narrative risks alienating those whose professional identities do not align with it. Instead, organizations should provide structures that allow multiple framings within a shared overarching orientation. Reflective sessions, peer-to-peer workshops, or role-specific discussion forums can help employees adapt narratives to their contexts while still aligning with organizational values. Training and onboarding programs should therefore expand beyond technical usage and include narrative components such as curated use cases, opportunities for peers to share their experiences, and interactive reflection exercises that strengthen narrative coherence and emotional tone.

Attention to the emotional dynamics of adoption is equally critical. Enthusiasm, curiosity, skepticism, or anxiety were strong indicators of future engagement trajectories in this study. Managers and change agents should be trained to recognize these emotional cues and respond with narrative reframing rather than just issuing mandates or performance targets. For example, anxiety over “losing control” of outputs can be addressed by narratives that highlight GenAI as a collaborative partner rather than a replacement, supported by hands-on demonstrations of how outputs remain under human oversight.

Finally, adoption outcomes depend on the fit between GenAI narratives and organizational culture. In compliance-heavy contexts such as medical technology, participants responded most positively when narratives aligned with institutional values of quality assurance, safety, and responsibility. Practical framing strategies should therefore explicitly tie GenAI adoption to these cultural anchors, presenting the technology not as a disruption but as an enabler of existing commitments. At the same time, companies

should invest in building a shared vocabulary and conceptual framework around GenAI. Divergent definitions and inconsistent terminology often lead to fragmented adoption paths rooted more in semantic confusion than in actual technological differences. Establishing a common language through glossaries, FAQs, or standardized onboarding materials reduces misalignment and strengthens interpretive coherence.

In summary, organizations seeking to foster GenAI adoption should approach the process as narrative alignment rather than a purely technical rollout. This requires deliberate engagement at both the top and bottom: leaders articulating coherent organizational frames, and employees co-constructing contextual narratives through experimentation and dialogue. By combining clear governance, empowerment opportunities, emotional awareness, and cultural alignment, organizations can build the interpretive infrastructures that make GenAI adoption sustainable. The insights of this study demonstrate that adoption is not achieved solely by technology, but by the stories that make technology meaningful in organizational life.

6.5 Limitations and Directions for Future Research

This study is shaped by several methodological limitations that outline its scope and inform the agenda for future research. First, the analysis draws on a purposive sample of seven participants from a single department within a mid-sized medical technology company. While this design enabled the generation of rich, narrative-based insights, it necessarily constrains generalizability. Future studies should replicate this narrative approach across larger populations, diverse industries, and varied cultural contexts to identify broader patterns and validate the typology of narrative framings developed here.

Second, the study relied on self-reported experiences, which are vulnerable to memory distortions and social desirability biases. Narratives may reflect aspirational selves or identity claims rather than enacted practices, as suggested by occasional discrepancies between survey and interview data. This limitation is particularly relevant to TAM3 constructs such as PU and BI, which may be expressed differently in stories than in actual behavior. Future research could triangulate such accounts with complementary methods, including observational studies, digital trace data, or organizational document analysis, to strengthen validity and capture how narratives manifest in day-to-day practices.

Third, the research captured participant narratives at an early stage of GenAI adoption, thus reflecting what can be considered an initial phase of interpreting the technology. While this offers valuable insights into emergent framings, it leaves open the question of how narratives evolve over time. Longitudinal designs are therefore recommended to investigate how narrative framings stabilize, hybridize, or dissipate in response to organizational changes, regulatory shifts, or critical incidents. Such approaches would advance understanding of the temporal dynamics of narrative strength, hybridity, and emotional tone.

Fourth, while this study emphasized individual-level narrative construction, group-level dynamics and organizational frames were not systematically analyzed. Leadership messaging, peer influence, and strategic communication likely play critical roles in shaping the diffusion and stabilization of narratives, yet these were observed only indirectly. Subsequent research could adopt multi-level approaches—combining individual interviews with discourse or frame analysis of organizational communications—to trace how personal narratives interact with collective storylines and with TAM3 constructs such as Subjective Norm.

Fifth, the study prioritized interpretive depth over statistical generalization. The focus was on qualitatively analyzing how narrative framing interacts with TAM3, rather than on conducting large-scale hypothesis testing. Future research could address this by quantitatively testing the moderating role of narrative

strength or emotional tone on TAM3 constructs, or by modeling the interaction between narrative processes and Technology Acceptance constructs. Notably, the operationalization of TAM3 was selective: BI was de-emphasized, given the context of active use among all participants. Future work should systematically examine the relationship between use and intention in contexts where adoption is less advanced, thereby clarifying how narratives mediate the intention–behavior gap.

Sixth, the coding and categorization process was conducted by a single researcher, privileging interpretive coherence over intersubjective validation. While this ensured consistency in applying the narrative codebook, it also limited opportunities for reliability checks. Future research would benefit from multi-coder validation, intercoder reliability testing, or participatory coding approaches to enhance analytical rigor and reduce potential researcher bias.

Beyond these methodological limitations, two further avenues for future research deserve emphasis. First, the cultural embeddedness of narrative framings should be considered. Narratives around GenAI are not constructed in a vacuum but are shaped by broader societal discourses, regulatory regimes, and national work cultures. Comparative studies across countries could reveal how narrative framings vary depending on cultural context. Such insights would advance both theory and practice by identifying which narrative strategies transfer across contexts and which require local adaptation.

In addition, stronger collaboration between researchers and practitioners could enrich both academic rigor and organizational relevance. Action research or co-creation approaches would allow scholars to study narrative framing while simultaneously helping organizations design and test interventions, such as narrative workshops, peer-learning circles, or reflective training programs. Embedding research within ongoing adoption initiatives would generate longitudinal data while ensuring that findings are immediately actionable for organizations navigating GenAI integration.

In sum, this study provides an in-depth account of the narrative and framing dimensions of GenAI acceptance but remains bounded by its methodological choices. These limitations highlight the need for multi-level, longitudinal, and mixed-methods designs to capture the full complexity of how narratives shape technology integration in organizational contexts. Looking ahead, future research should explore how narratives are constructed, adapted, and contested across different phases of adoption and in diverse institutional settings. Attention should also be paid to how organizational power dynamics, cultural norms, and regulatory pressures influence which narratives gain traction and which are marginalized. Such work will be vital for designing GenAI implementation strategies that are not only technically effective but also culturally resonant, ethically robust, and narratively coherent..

7 Conclusion

This thesis has examined the complex narrative processes through which employees accept GenAI in compliance-heavy organizational contexts. Motivated by the need to reconcile technological innovation with the constraints of regulated industries, the study foregrounded the role of narrative framing—focusing not only on whether employees adopt GenAI, but on how and why they do so under different narrative conditions.

By integrating TAM3 with Framing Theory, the research developed a hybrid analytical model that goes beyond surface-level acceptance constructs. Empirical investigation at Ulrich Medical, a mid-sized medical technology company, revealed four dominant narrative framings—Empowerment, Pragmatic Tool, Risk-Centric, and Ambivalent—each shaping TAM3 dimensions such as PU, PEOU, and BI in distinct ways. Empowerment narratives fostered confidence, self-efficacy, and high PU, positioning GenAI as a strategic enabler. Pragmatic Tool narratives normalized GenAI as an efficiency aid, but with limited emotional resonance. Risk-centric narratives underscored concerns about privacy, data integrity, and regulatory compliance, amplifying sector-specific anxieties. Ambivalent narratives reflected negotiation between enthusiasm and skepticism, highlighting the instability of early adoption. Taken together, the four framings show that the stories employees tell about GenAI strongly shape whether they embrace it as an opportunity, treat it as a basic tool, remain undecided, or hold back out of concern.

Crucially, the study demonstrated that the strength and coherence of narratives mattered more for adoption trajectories than cognitive beliefs alone. Even when PU or PEOU was high, weak or conflicted narratives undermined BI and substantive engagement. Conversely, strong, identity-aligned narratives enabled meaningful integration. Leadership and organizational framing were decisive in shaping these dynamics. Where leadership provided coherent frames and engaged in narrative stewardship, employee adoption was more stable; where leadership remained absent, narratives developed in fragmented ways, sometimes disconnecting favorable attitudes from actual usage.

This research makes three key theoretical contributions. First, it advances Technology Acceptance research by demonstrating how TAM3 constructs are filtered through narrative framing, challenging assumptions of linear and purely rational decision-making. Second, it extends narrative studies in IS by introducing a typology of GenAI narratives and operationalizing narrative strength and emotional tone as moderators of acceptance. Third, it provides a multi-level perspective that bridges cognitive acceptance models and framing theory, showing how beliefs, narratives, and identities interact dynamically in regulated, voluntary-use contexts.

For practitioners, the findings underscore that successful GenAI adoption in compliance-heavy industries requires not only technical deployment but also deliberate narrative stewardship. Leaders must frame GenAI in ways that resonate with organizational values such as compliance, quality, and ethical integrity, while enabling bottom-up experimentation and peer learning. Organizations should recognize the hybridity of narratives and provide spaces—such as reflective workshops, cross-team showcases, or peer learning circles—where employees can negotiate and adapt narratives to their roles. Governance frameworks must address risk-centric concerns by providing clear policies, training, and oversight structures, complemented by open dialogue that legitimizes employee uncertainties. In short, adoption depends as much on narrative infrastructures as on technical infrastructures.

Methodologically, the study demonstrates the value of combining qualitative narrative analysis with TAM3-informed survey data in exploring Technology Adoption. This qualitative-dominant, mixed-methods design enabled a richer understanding of how narratives and cognitive constructs intersect. At the same time, the study's limitations—single-department scope, self-reported data, early-stage adoption, and single-coder analysis—point to the need for multi-level, longitudinal, and mixed-methods research to capture the evolving and contested nature of narratives across contexts.

Looking ahead, the fate of GenAI in regulated industries will be determined not only by its technical affordances but also by the stories organizations construct around it and the meanings employees derive from those stories. Narrative framing will continue to shape whether GenAI is seen as a partner in innovation, a neutral tool, or a risk to professional judgment. As regulatory frameworks evolve and organizational contexts shift, the ability to align narratives with cultural values and professional identities will become a competitive differentiator.

In conclusion, this thesis has shown that Technology Acceptance is a fluid, narrative-driven process shaped as much by emotions and identities as by cognitive beliefs. For scholars, the study underscores the importance of integrating structured acceptance models with narrative and framing theories to fully understand adoption in uncertain contexts. For practitioners, it highlights the need to invest in narrative alignment and framing as core components of digital transformation. Ultimately, the future of GenAI is not simply a technical or economic question, but a narrative and symbolic challenge—one that will redefine not only productivity but also the contours of professional identity, organizational culture, and collective purpose in the years ahead.

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Appendix A: Interview Guide

No.	Block	Question / Prompt	Focus
	Interviewer	Können Sie mir bitte kurz bestätigen, dass Sie mit der Aufzeichnung des Gesprächs einverstanden sind?	
	Interviewer	Vielen Dank, dass Sie sich die Zeit für dieses Interview nehmen. Ich würde gerne mit Ihnen über Ihre Sichtweise auf Künstliche Intelligenz (KI) sprechen, insbesondere in Bezug auf Ihre eigenen Erfahrungen, Vorstellungen und Meinungen. Es geht mir darum, Ihre persönliche Sicht auf KI zu verstehen. Es ist mir wichtig, dass Sie frei sprechen und Ihre persönlichen Eindrücke und Gedanken teilen. Es gibt hier keine richtigen oder falschen Antworten – alles, was Sie sagen, ist für mich wertvoll.	
	Interviewer	Im weiteren Verlauf des Gesprächs verwende ich der Einfachheit halber den Begriff „KI“. Gemeint ist dabei stets generative Künstliche Intelligenz, also Systeme wie ChatGPT, Copilot oder ähnliche text- oder bildgenerierende Anwendungen.	
1	Narrative	Wie würdest du KI in deinen eigenen Worten beschreiben?	Definition
	Interviewer	Um sicherzustellen, dass wir von derselben Art von KI sprechen: In meiner Arbeit definiere ich *Generative Künstliche Intelligenz* als Systeme, die eigenständig Texte, Bilder oder andere Inhalte generieren, basierend auf vorgegebenen Daten und Algorithmen. Hast du dazu Fragen oder ist das so für dich verständlich?	
2	Narrative	Wenn Sie an KI denken, fällt Ihnen eine konkrete Geschichte oder ein Beispiel ein, das für Sie besonders typisch oder prägend ist für KI?	Core
3	Narrative	Woher stammt deine Sichtweise oder Geschichte über KI? Gab es bestimmte Erfahrungen, Medienberichte oder Gespräche, die sie geprägt haben?	Origin
5	Narrative	Wie stark würden Sie sagen, beeinflusst diese Geschichte Ihr Verhalten gegenüber KI?	
6	Narrative	Wenn KI eine Person wäre, welche Eigenschaften hätte sie in Ihren Augen?	Emotion
7	Narrative	Was fällt Ihnen als erstes ein, wenn Sie an die Vorteile oder Risiken von KI denken?	Positive/ Negative
8	Narrative	Haben Sie eine konkrete Situation erlebt, in der Sie mit KI gearbeitet haben oder sich vorgestellt haben, wie KI Sie unterstützen könnte?	Experience
9	Narrative	Gab es etwas, das Sie an der Einführung von KI überrascht, irritiert oder besonders beeindruckt hat?	Reflection
10	Narrative	In welchem Kontext (privat, beruflich, Freizeit) kommt KI für Sie am ehesten in Frage?	Context
11	Narrative	Wie ist Ihre allgemeine Haltung zur Nutzung von KI in Ihrem Arbeitsumfeld?	Attitude
12	Narrative	Welche Rolle spielt KI Ihrer Meinung nach derzeit oder in Zukunft bei Ihrer Arbeit?	Organization

13	Narrative	In welchen Bereichen Ihrer Arbeit könnten Sie sich vorstellen, dass KI Sie konkret unterstützen oder entlasten könnte? Wie nützlich wäre KI dabei?	PU
14	Narrative	Würden Sie sagen, KI wäre für Sie eher einfach oder kompliziert zu nutzen? Warum?	PEOU
15	Narrative	Haben Sie das Gefühl, dass Kolleg:innen oder Vorgesetzte von Ihnen erwarten, KI zu nutzen? Oder ist das eher eine persönliche Entscheidung?	SN
16	Narrative	Stellen Sie sich vor, KI wäre in Ihrem Arbeitsalltag verfügbar – würden Sie sie regelmäßig einsetzen? Für welche Aufgaben konkret?	BI
17	Narrative	Was würde Sie besonders motivieren, KI aktiv zu nutzen – oder eher davon abhalten?	BI
18	Narrative	Wenn ich Sie richtig verstanden habe, dann ist KI für Sie vor allem … [kurze Zusammenfassung]. Würden Sie das so sagen, oder möchten Sie etwas ergänzen?	Closing
19	Narrative	Vielen Dank für Ihre Offenheit und Ihre Zeit. Ihre Antworten helfen mir sehr, ein besseres Verständnis für die unterschiedlichen Sichtweisen auf KI zu bekommen. Gibt es sonst noch etwas, das Sie mir mitteilen möchten?	Closing
	Interviewer	Dürfte ich mich bei dir melden, falls ich noch Rückfragen zu deinen Antworten habe?	

Table 5: Interview Guideline

Appendix B: Survey Guide

No.	Block	Question	TAM3
1	Demografie	In welcher Altersgruppe befinden Sie sich? (Multiple Choice: unter 30, 30–39, 40–49, 50+)	
2	Demografie	Wie lautet Ihre derzeitige Berufsbezeichnung oder Rolle im Unternehmen? (Freitext)	
3	Demografie	In welchem Bereich oder welcher Abteilung arbeiten Sie? (Freitext)	
4	Demografie	Wie lange arbeiten Sie bereits in diesem Unternehmen? (Multiple Choice: weniger als 1 Jahr, 1–3 Jahre, 4–7 Jahre, 8+ Jahre)	
5	Demografie	Wie würden Sie Ihre allgemeine Technikaffinität einschätzen? (1 = gering, 5 = hoch)	Computer Self-Efficacy
6	Erfahrung mit KI / Nutzungsverhalten	Haben Sie bereits KI (z. B. ChatGPT, Copilot, etc.) genutzt? (Ja/Nein)	Experience
7	Erfahrung mit KI / Nutzungsverhalten	Wenn ja, in welchem Kontext nutzen Sie KI? (Multiple Choice: privat, beruflich, beides?)	Experience
8	Erfahrung mit KI / Nutzungsverhalten	Wie häufig nutzen Sie KI-Tools? (Multiple Choice: Täglich, Wöchentlich, Gelegentlich, Nie)	Experience
9	Erfahrung mit KI / Nutzungsverhalten	Wie vertraut fühlen Sie sich im Umgang mit KI? (1 = gar nicht, 5 = sehr vertraut)	Computer Self-Efficacy
10	Erfahrung mit KI / Nutzungsverhalten	Fühlen Sie sich durch Ihre Vorkenntnisse gut auf die Nutzung von KI vorbereitet? (Ja/Nein) (Follow Up: Wieso / Wieso nicht?)	Computer Self-Efficacy
11	Erfahrung mit KI / Nutzungsverhalten	Haben Sie Angst, bei der Arbeit mit KI Fehler zu machen? (1 = immer, 5 = nie)	Computer Anxiety
12	Erfahrung mit KI / Nutzungsverhalten	Wenn Sie an KI denken, haben Sie Lust, damit spielerisch zu experimentieren oder Neues auszuprobieren? (1 = überhaupt nicht, 5 = sehr stark)	Computer Playfulness
13	TAM3-Adjustments	Empfinden Sie Freude oder Interesse beim Gedanken, mit KI zu arbeiten? (1 = überhaupt nicht, 5 = sehr stark)	Perceived Enjoyment
14	TAM3-PU	Inwieweit erwarten Sie, dass KI Sie bei der Erfüllung Ihrer Aufgaben unterstützen wird? (1 = gar nicht, 5 = sehr stark)	PU
15	TAM3-PU	In welchen Bereichen Ihrer Arbeit könnte KI Ihrer Meinung nach besonders hilfreich sein? (Freitext oder Department Liste / Aufgaben Liste?)	PU
16	TAM3-PU	Glauben Sie, dass der Einsatz von KI für Ihren derzeitigen Arbeitsbereich relevant ist? (1 = überhaupt nicht, 5 = sehr relevant)	Job Relevance
17	TAM3-PU	Wie gut passt KI Ihrer Meinung nach zu den Aufgaben und Anforderungen in Ihrem aktuellen Arbeitsbereich? (1 = passt überhaupt nicht, 5 = passt sehr gut)	Job Relevance
18	TAM3-PU	Was erwarten Sie von der Qualität der Ergebnisse, die durch KI generiert werden? (1 = sehr schlecht, 5 = sehr gut)	Output Quality

19	TAM3-PU	Glauben Sie, dass es einfach oder schwierig ist zu erkennen, ob KI Ihnen geholfen hat, bessere Ergebnisse zu erzielen? (1 = sehr schwierig, 5 = sehr einfach)	Result Demonstrability
20	TAM3-PU	Woran merken Sie konkret, dass KI hilfreich war? (Freitext)	Result Demonstrability
21	TAM3-PEOU	Wie einfach oder schwierig stellen Sie sich den Umgang mit KI-Systemen in Ihrem Arbeitsalltag vor? (1 = sehr schwierig, 5 = sehr einfach)	PEOU
22	TAM3-PEOU	Was könnte Ihnen helfen, den Umgang mit KI als einfacher oder intuitiver zu empfinden? (Freitext)	Facilitating Conditions
23	TAM3-PEOU	Wie sehr vertrauen Sie darauf, dass Ihr Unternehmen Ihnen die nötigen Ressourcen, Tools oder Unterstützung bietet, um KI erfolgreich nutzen zu können? (1 = überhaupt nicht, 5 = voll und ganz)	Perceptions of External Control
24	TAM3-SN	Haben Sie den Eindruck, dass Ihre Kolleg*innen oder Vorgesetzten erwarten, dass Sie KI nutzen? (1 = gar nicht, 5 = sehr stark)	social pressure
25	TAM3-SN	Glauben Sie, dass andere Ihre Arbeit mit KI bemerken oder beurteilen werden? (Ja / Nein)	Image
26	TAM3-SN	Glauben Sie, dass die Nutzung von KI Ihren beruflichen Status oder Ihr Image beeinflussen würde? (Ja / Nein) (Follow Up: Wieso?)	Image
27	TAM3-SN	Wie würden Ihre Kolleg*innen oder Vorgesetzten Ihrer Meinung nach reagieren, wenn Sie KI regelmäßig nutzen oder bewusst nicht nutzen würden (Freitext)	social pressure
28	TAM3-BI	Was würde Sie persönlich motivieren, KI häufiger zu nutzen? (Freitext)	BI
29	TAM3-BI	Wie wahrscheinlich ist es, dass Sie die ulrich KI in den kommenden Wochen mehrfach am Tag zur Unterstützung meines Tagesgeschäft nutzen werde? (1 = sehr unwahrscheinlich, 5 = sehr wahrscheinlich)	BI
30		Wie wahrscheinlich ist es, dass Sie die ulrich KI in den kommenden Wochen punktuell für besondere Aufgaben nutzen werde? (1 = sehr unwahrscheinlich, 5 = sehr wahrscheinlich)	BI
31	Semantic Differential	Wie nützlich empfinden Sie KI? (1 = gar nicht nützlich, 5 = sehr nützlich)	PU
32	Semantic Differential	Wie viel Vertrauen haben Sie aktuell in KI? (1 = gar kein Vertrauen, 5 = volles Vertrauen)	PU/PEOU
33	Semantic Differential	Wie ist Ihre emotionale Haltung gegenüber KI? (1 = sehr negativ, 5 = sehr positiv)	
34	Semantic Differential	Wie viel Kontrolle empfinden Sie im Umgang mit KI? (1 = keine Kontrolle, 5 = volle Kontrolle)	PEOU / Computer Self-Efficacy
35	Semantic Differential	Empfinden Sie KI eher als Belastung oder als Unterstützung? (1 = Belastung, 5 = Unterstützung)	

Table 6: Survey Guideline

Appendix C: Code Book

Section A - Narrative Typology		
Code	**Definition**	**Examples / Indicators**
NarrativeStrength_Strong	Frames AI as revolutionary or disruptive in nature.	"This will change everything", "game-changer"
NarrativeStrength_Weak	Frames AI as incremental, assistive, or minor improvement.	"Just another tool", "helps but doesn't replace"
Narrative_Opportunity	Focuses on benefits: efficiency, productivity, creativity.	"I can get more done", "saves time"
Narrative_Risk	Emphasizes threats: compliance, misuse, job loss, misinformation.	"We can't trust what it says", "what if it violates MDR?"
Narrative_Uncertainty	Expresses confusion, ambiguity, or lack of clarity.	"I don't fully understand what it's doing", "still unclear"
Narrative_Empowerment	Frames AI as enabling new capabilities or autonomy.	"I can focus on what matters", "helps me think better"
Narrative_Loss_of_Control	AI seen as opaque or disempowering.	"You don't know where the data comes from", "it's a black box"
Narrative_Compliance_Support	Frames AI as a means to support legal or regulatory documentation.	"It helps ensure we meet MDR standards"
Narrative_Skepticism/Irony	Mocking tone, sarcastic remarks, or doubt.	"They say it's great, but we'll see", "the usual hype"
Narrative_Organization		
Narrative_Personal		

Section B - TAM Constructs		
Code	**Definition**	**Example Quote**
TAM3_Perceived_Usefulness_PU	Belief that GenAI improves performance or productivity in one's role.	"It speeds up my content creation so I can focus on strategy."
TAM3_Perceived_Ease_of_Use_PEOU	Expectation that GenAI is easy to use or learn.	"It's quite intuitive, even for non-tech users."
TAM3_Job_Relevance	Belief that GenAI is relevant for the participant's current tasks.	"I write a lot — this tool fits perfectly."

TAM3_Computer_Self_Efficacy	Confidence in one's ability to use GenAI effectively.	"I usually figure tools out on my own, so I'm not too worried."
TAM3_Anxiety	Feelings of apprehension or fear about using GenAI.	"I'm always nervous I'll break something."
TAM3_External_Control	Belief that the organization provides sufficient infrastructure and support.	"We have licenses, but nobody's explained how to use them."
TAM3_Subjective_Norm_SN	Perceived pressure or support from peers, team, or supervisors.	"My manager expects us to try it, so I did."
TAM3_Image	Belief that using GenAI will improve one's professional standing.	"Being seen as innovative is good in our team."
TAM3_Output_Quality	Belief that GenAI produces high-quality or acceptable outputs.	"It's surprisingly accurate most of the time."
TAM3_Result_Demonstrability	Visibility of GenAI's benefits or impact on work.	"You can really see how much time it saves when comparing drafts."
TAM3_Perceived_Enjoyment	Belief that using GenAI is inherently fun or interesting.	"It's kind of playful to see what it comes up with."
TAM3_Objective_Usability	Refers to actual use experience and barriers. To be coded only when based on factual use (from interviews or survey).	"I tried it, but the prompt builder kept crashing."

Section C - Dependent Variables

Code	Definition	Example
DV_Intention_to_Use	Participant expresses likelihood or plan to use GenAI.	"I plan to use it more as I get used to it."
DV_Technology_Acceptance	Participant shows a general positive attitude toward GenAI.	"I'm open to it and think it'll be useful."
DV_SelfReported_Usage	Participant reports actual use of GenAI.	"I've used it a few times already for drafting texts."

Section D - Organizational Context

Code	Definition	Examples / Indicators
Emotion_Positive	Enthusiastic or optimistic tone.	“Excited to try it”, “curious about the possibilities”
Emotion_Negative	Cynical, worried, or critical tone.	“Too risky”, “not convinced”
Emotion_Neutral	Descriptive or cautious without strong emotion.	“We’ll see how it goes”, “depends on the use case”
Org_Culture_Supportive	Signals of leadership encouragement or digital affinity.	“Management pushes it”, “we’re open to innovation”
Org_Culture_Resistant	Hints of cultural or social resistance.	“Nobody here wants to change”, “not part of our workflow”

Table 7: Codebook

Appendix D: Declaration on the use of GenAI tools

In the preparation of this paper, I have used following tools based on generative artificial intelligence (GenAI):

1. ChatGPT
2. Microsoft Copilot

I further declare that

- I have labeled the content taken from the GenAI tools listed above with my details in the table below,
- I have verified that the content generated by the above-mentioned GenAI tools and adapted by me is factually correct,
- I am aware that, as the author of this work, I am responsible for the information and the statements made in it, and
- I am aware that violating the disclosure of the use of generative AI in my work is a deception and leads to an evaluation with an insufficient grade.

I have used the above-mentioned AI systems as indicated below.

Areas of contribution	**AI tool(s) used**	**Description of the manner of use and compliance with good scientific practice (if applicable, please indicate the section of the thesis)**
Development and conception of the research project	1	Sparring partner: - understanding & sensemaking of concepts and correlations - discovery of methods for research - iterative idea development
Identification of literature	1	discussion if found literature is suitable or not
Synthesizing of literature	None	
Structuring the text	None	
Formulation of text	1	Helped with hard concepts or when I struggled with formulating bullet points into proper sentences in an understandable way
Revision of text	2	Improving grammar and sentence structures, coherence and cohesion, fixing mistakes
Creation of visualizations	None	
Further contributions	None	