

# **GENERATIVE ARTIFICIAL INTELLIGENCE POLICIES FOR JOURNAL EKONOMSKI VJESNIK / ECONVIEWS – REVIEW OF CONTEMPORARY BUSINESS, ENTREPRENEURSHIP AND ECONOMIC ISSUES**

## **SUBJECT MATTER AND OBJECTIVE OF THE GUIDELINES**

These Guidelines set out the principles, rules and recommendations for the appropriate, ethical and responsible use of artificial intelligence tools (hereinafter: AI tools) in Ekonomski vjesnik / Econviews – Review of Contemporary Business, Entrepreneurship and Economic Issues (hereinafter: Journal). Terms used in this document that have a gender meaning are used neutrally and refer equally to the male and female gender.

The aim of the Guidelines is to ensure that artificial intelligence is used in a way that contributes to the quality of scientific work, while preserving the academic integrity, transparency and accountability of each user. With this document, the Journal encourages the development of digital literacy and competencies that enable the critical, thoughtful and creative use of AI tools in academic and professional contexts.

The guidelines also seek to ensure the compliance of the Journal's practice with national and European regulations, including the Artificial Intelligence Act of the European Union, as well as with the principles of ethical and socially responsible use of technology. In this way, artificial intelligence is seen as a tool that complements, rather than replaces, human knowledge, judgment and creativity.

## **FUNDAMENTAL PRINCIPLES OF USING AI TOOLS**

The use of AI tools in the Journal is based on the following principles:

- 1) The principle of transparency – each user must clearly state when and how they use AI tools.
- 2) The principle of academic integrity – AI tools must not replace the author's own personal work, nor lead to deception.
- 3) Principle of responsibility – the ultimate responsibility for the content and interpretation of the results lies with the person using the tool.
- 4) The principle of fairness – all users must have equal access to AI tools and equal treatment in evaluation.
- 5) The principle of data protection – it is prohibited to enter personal, confidential or sensitive data into AI systems without adequate protection and authorisation.

- 6) The principle of promptness – the Journal regularly monitors the development of technology and adapts the Guidelines to new circumstances.

## THE USE OF AI TOOLS IN SCIENTIFIC RESEARCH

- 1) In research work, AI tools can serve as support for data analysis, information processing, idea generation, finding research questions and relevant sources.
- 2) Researchers must maintain a critical distance and responsibility for results, interpretations, and conclusions.
- 3) AI tools should not be used to produce scientific papers without human auditing and specifying the methods used.
- 4) The use of AI tools must comply with ethical standards and rules for researching and citing sources.
- 5) Allowed uses of AI tools:
  - a) proofreading, grammar checking, style improvement and text translation,
  - b) elaboration of ideas, drafting and consideration of different approaches to solving the research problem,
  - c) creating or modifying images, tables, graphs and multimedia materials, provided that copyright and privacy requirements are respected, and with a clear indication that the material was partially or wholly generated using AI tools.
- 6) In accordance with the above, it is necessary that researchers:
  - a) apply AI tools in a way that improves the quality and efficiency of research, while maintaining academic accountability and ethics,
  - b) understand the difference between the legitimate use of AI tools and the unauthorised downloading of someone else's content, and verify the authenticity of the generated material,
  - c) test reliability and bias of data and texts generated by AI tools,
  - d) verify the credibility of the information produced by AI tools, in particular in cases of possible creation of inaccurate or fabricated data ('hallucinations'),
  - e) use AI tools in line with the principles of academic integrity, while promoting an ethical, transparent and accountable research approach.
- 7) The use of AI tools in the process of reviewing scientific and professional papers
  - a) Reviewers are not recommended to use AI tools in the process of reviewing scientific papers, as such practices can lead to unauthorised disclosure of data, including personal information and proprietary content.
  - b) Editors and reviewers are not allowed to upload manuscripts, images, or other information from unpublished papers to generative AI systems, as this may constitute a violation of copyright and proprietary rights.

- c) In exceptional cases where AI tools are nevertheless used, reviewers are required to clearly state the purpose and scope of their application, while ensuring the protection of confidential data and carefully assessing the tool's limitations and possible risks to the integrity of the review process.

## DISCLOSURE REQUIREMENTS

Authors must not list or cite AI tools as an author or co-author, as authorship entails responsibilities that can be attributed only to humans.

The use of AI tools in manuscript preparation must be disclosed upon initial submission by including a statement at the end of the manuscript. The statement will be published and must appear in a separate section immediately before the references list.

This requirement does not apply to basic tools such as grammar, spelling, or reference-checking software. If no disclosable AI tools were used, no statement is required.

### ***Disclosure statement (example):***

*During the preparation of this manuscript, the author(s) used [name of AI tool or service] for the purpose of [specific purpose, e.g. language editing, content organization]. Following the use of this tool or service, the author(s) reviewed and edited the content as necessary and take(s) full responsibility for the content of the published article.*