

Participant Information and Consent Form

You are invited to participate in a doctoral research study conducted through the Swiss School of Business and Management (SSBM).

Research Title

Integrating Artificial Intelligence into Kaizen Practices: Leadership Strategies for Operational Excellence in Property and Casualty Insurance

About the Research

This research examines how U.S.-based Property & Casualty (P&C) insurance organizations are integrating Artificial Intelligence (AI) into operational workflows, with a focus on leadership strategy and continuous improvement (Kaizen) practices. You are being invited because your role falls within one of the designated participant groups (leadership, IT/technical, or frontline/end-user).

Eligibility Criteria

Your organization was invited because it meets the following criteria:

- Operates in the U.S.
- Provides technological solutions for one or more U.S.-based insurance industry entities, including insurance carriers, managing general agencies, managing general underwriting companies, third-party administration, insurance brokers, captives, independent insurance agents, Claims firms, and/or reinsurers.

Confidentiality and Data Protection

- Participation is voluntary.
- Participants may choose not to answer any question.
- Participants may decline or withdraw from the study at any time without penalty.
- Survey responses are anonymous. All data collected is confidential. No names, email addresses, or identifying information will be collected.
- Only the researcher will have access to raw survey data.
- Results will be reported in aggregate form only.

Contact Information

If you have questions about the study:

Alessandra Gutiérrez de León
Doctoral Researcher
alessandra@ssbm.ch

Ivica Katavic, PhD
Dissertation Supervisor
ivica@ssbm.ch

Authorization

By providing my **electronic signature**, I certify that I have read and understood the information above and agree to proceed with the survey.