

RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE IN YOUR MASTER'S THESIS

INTRODUCTION

This document defines LSM's guidelines for your responsible use of generative AI in your master's thesis.

It is structured as follows:

Objectives of the master's thesis

Responsible use of generative AI in your master's thesis

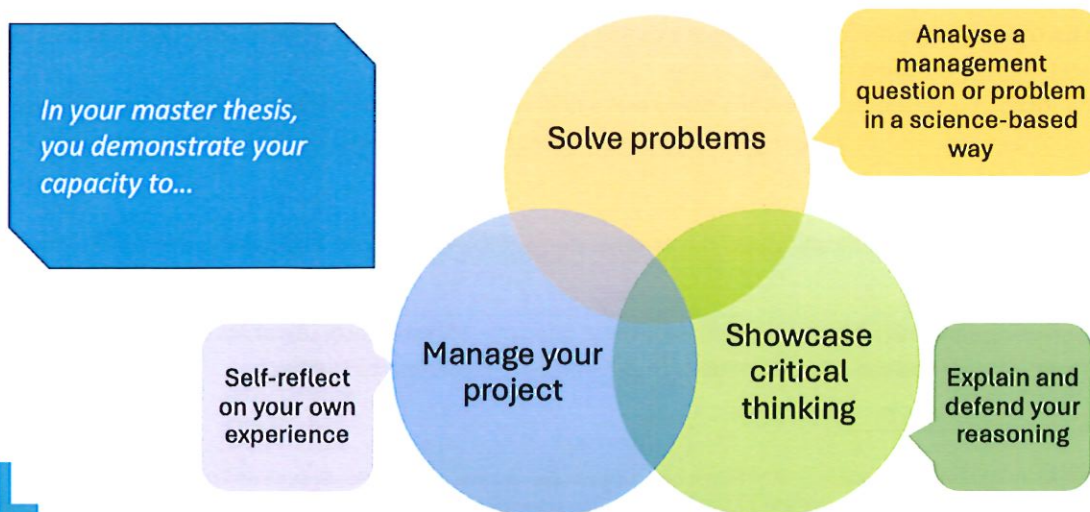
Examples of authorized / unauthorized usage of generative AI

Practical DOs and DONTs of generative AI

Declaration that you will have to sign and insert in your thesis

OBJECTIVES OF THE MASTER'S THESIS

The School Council of 13 May 2025 specified the master's thesis objectives as follows:



Each of the three general competencies include specific objectives:

Solve a managerial problem in a science-based way

- Define clearly a problem statement and/or research question
- Provide answers using relevant scientific literature
- Properly find, use and mention sources
- Choose, define, justify and use relevant research methodology
- Clearly present and analyse findings

Showcase critical thinking

- Present your analysis in a precise, structured and attractive manner
- Show your reasoning process
- Present the limitations of the output
- Detail how you used generative AI
- Present and defend your reasoning to the jury committee
- Provide suggestions for further research and for practice
- Write in correct English or French
- Provide correct and convincing answers to assessors' questions

Manage your project

- Identify links between the thesis and the skills developed in your programme
- Explain what problems occurred and how you solved them
- Explain the planning and adaptations needed
- Expose links with potential profession or career

Accordingly, your master's thesis is a unique opportunity for you to develop and demonstrate these capacities. **It is your work and your capacity that the jury wants to evaluate**, not a generative AI's input! Generative AI can certainly help you reach these objectives, but if you use AI, you must do it responsibly.

RESPONSIBLE USE OF GENERATIVE AI IN YOUR MASTERS' THESIS

When writing your master's thesis, you must pay particular attention to the following fundamental principles defined by UCLouvain¹:

- **Responsibility:** you are entirely responsible of the content of your thesis. This content is the outcome of your personal work.
- **Transparency:** you must state clearly what aids and tools you have used in your work. Such use must comply with the rules of academic integrity.
- **Authenticity:** it is your duty to deliver a thesis that allows the jury to assess the knowledge and competencies that you have acquired, both during the preparation of your thesis and in the methods used to achieve it.

To these principles, LSM adds:

- **Critical Evaluation:** you critically assess the AI-generated output, ensuring its alignment with your research objectives.

Therefore, when using generative AI, you need to apply these principles of responsible use of AI. The next section provides examples of what you can and cannot do with generative AI in your master's thesis.

¹ UCLouvain (2024) Utilisation Responsable de l'Intelligence Artificielle Générative. UCLouvain, Groupe de Travail, 4 juillet 2024, https://oer.uclouvain.be/jspui/bitstream/20.500.12279/1079.2/1/IAGenerative_Groupe_de_Travail_UCLouvain_2024_06.pdf (our translation, with the help of DeepL).

EXAMPLES OF AUTHORIZED / NON-AUTHORIZED USAGE OF GENERATIVE AI

ACKNOWLEDGMENT

This section is largely based on the guidelines for responsible use of generative AI prepared by Ecole Polytechnique de Louvain (EPL)².

WHAT CAN YOU DO WITH GENERATIVE AI?

Here are examples of what you can do with generative AI. You can use generative AI:

- As a **linguistic assistant** to improve the wording, spelling and grammar of your work. Tools such as Grammarly, Antidote, DeepL, Word's dictionary can be used to improve your original text or help you write in correct English or French.
- To **search for ideas on a given subject**, like you could do with any search engine. In such a case, however, you must check whether the ideas and content provided by AI are reliable and properly referenced.
- To **help you structure your ideas** or propose a plan for your thesis.

In any case, explain, in your thesis, how you prepared its contents and how you used generative AI.

This will enable you to demonstrate your own reasoning process and contribution.

WHAT CAN YOU NOT DO WITH GENERATIVE AI?

Here are, by contrast, examples of what you cannot do with generative AI:

- Ignore or overturn the assignments or specifications given for the master's thesis.
- Produce a document or text that does not allow evaluator(s) to assess your own knowledge and competencies, nor your own ideas.
- Copy-paste texts, figures, graphs or models coming from AI without verifying the existence and reliability of the sources, and without identifying precisely your sources.
- Re-use proposed references, without checking them and verifying their reliability. Pay attention to the fact that generative AI can invent references and does not replace your own documentary search.

If your use AI is clearly abusive, not respecting the rules above, your thesis can be considered irregular as stated in Section 7, Articles 107 et seq. of the *Règlement général des études et des examens* (RGEE), with the potential consequences that follow as defined in Articles 111 et seq. of the RGEE.

² EPL (2025) *Lignes directrices pour une utilisation responsable de l'intelligence artificielle générative à l'EPL*. UCLouvain : EPL, unpublished document (our translation, with the help of DeepL).

PRACTICAL DOS AND DONTs OF GENERATIVE AI

LSM adopts the following practical guidelines developed by Prof. Benoît Gailly³ in its “hitchhiker’s guide to a Master Thesis”:

DONTs	DOs
Delegate with no or limited understanding	Think first by yourself about the problem
Always use free and/or popular tools	Select the right source(s) of assistance
Share confidential, sensitive or proprietary content	Provide information regarding your context, motivations and expectations
Look for (or expect) definitive answers	Ask for suggestions and inspirations; iterate
Take for granted and integrate blindly	Review and challenge output and sources
Claim or make people believe that you did everything yourself	Disclose that you have been helped (and how)

DECLARATION

The declaration below is **mandatory** and **must appear on the first page (after the front page) of your master’s thesis.**

STATEMENTS ON YOUR USE OF GENERATIVE AI

Confirm the following statements:

Statements on responsible use of generative AI	Your answer
The content of my/our master’s thesis is my/our original output , even if I/we used generative AI to help prepare it.	☒ Yes ☐ No
I/we master the theories, tools and methods that I/we use for the thesis.	☒ Yes ☐ No
I/we verified that the output presented in the thesis is accurate and valid, and that it contains no hallucination, no false reference, etc.	☒ Yes ☐ No
I/we acknowledge that I/we master the final output and that I am/we are able to explain it and answer questions about it.	☒ Yes ☐ No
I/we made sure not to provide generative AI tools with access to confidential data or information	☒ Yes ☐ No

³ Gailly, Benoît (2025) *The hitchhiker’s guide to a Master Thesis supervised by Prof. Benoit Gailly at Louvain School of Management*. UCLouvain, LSM.

SIGNATURE

Sign your declaration:

	Author last name, first name(s)	Date	Signature
1	de Sauvage Aymeric	28/05/26	
2			

NOTE

For this document, DeepL has been used to propose formulations, but the text is original, except the extracts explicitly mentioned as coming from other sources, which are mentioned in footnotes.

