PROMPT TO PUBLISHING

An Empirical Study on Generative AI Integration in Digital Magazine Production and the Development of an AI Product Roadmap for Creative Professionals

FINAL PROJECT REPORT

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

Submitted by:

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2026

DECLARATION

I hereby declare that this Final Project Report titled "Prompt to Publishing: An Empirical Study on Generative AI Integration in Digital Magazine Production and the Development of an AI Product Roadmap for Creative Professionals" is my own original work, carried out under the guidance of Arwa Feroze. The report is based on genuine primary data collected through structured physical questionnaires administered to 32 active creative professionals, together with an experimental AI-driven magazine production workflow executed during the research period.

I further declare that this report has not been submitted, in full or in part, to any other university or institution for the award of any degree, diploma, or other qualification.

Place: Bangalore
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CERTIFICATE FROM THE GUIDE

This is to certify that the Final Project Report titled “Prompt to Publishing: An Empirical Study on Generative AI Integration in Digital Magazine Production and the Development of an AI Product Roadmap for Creative Professionals” has been prepared by Ms. Syalima M Das (Student ID: 241VMBR06321) under my supervision and guidance, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration at JAIN (Deemed-to-be University), Bangalore.

To the best of my knowledge, the work embodied in this report is original, is based on primary data collected by the candidate, and has not been submitted elsewhere for the award of any other degree or diploma.

_____

Arwa Feroze
Project Guide / Mentor

ACKNOWLEDGEMENT

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Finally, I thank the Faculty of Management Studies and the administration of JAIN (Deemed-to-be University), Bangalore, for providing the academic ecosystem, resources, and encouragement necessary to undertake and complete this study.

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EXECUTIVE SUMMARY

The digital publishing industry is undergoing an AI-driven paradigm shift in which generative tools are moving from experimental add-ons to core components of the production pipeline. This study investigates how generative AI is actually being integrated into digital magazine production, quantifies where the deepest workflow bottlenecks remain, and translates those findings into a concrete, phase-gated AI Product Roadmap for a specialised "Prompt-to-Publishing" enterprise platform aimed at creative agencies.

Primary data was collected through structured physical questionnaires from 32 active creative professionals — graphic designers, magazine and layout designers, UI/UX designers, marketing content creators, and creative directors — operating out of Bangalore, India. The instrument was refined through a pilot test with 4 senior designers before full deployment. In parallel, an experimental AI-driven magazine production workflow was executed to isolate speed bottlenecks, revision counts, and visual asset generation limits.

The findings reveal near-universal adoption of generative AI: 93.8% of respondents use ChatGPT, 81.3% use Adobe Firefly, and 75% use Photoshop AI, with 87.5% integrating AI features into their daily production pipelines. Yet adoption has not eliminated friction. Image editing and refinement (37.5%) and layout and canvas structuring (28.1%) remain the largest consumers of unbillable time; 40.6% of designers spend 40–60% of their working hours on repetitive tasks; and 62.5% of magazine projects still require 3–5 full review cycles before sign-off. Perception analysis on a 5-point Likert scale shows that professionals strongly credit AI with speed (4.6) and relief from repetitive work (4.5), while simultaneously acknowledging that AI outputs require significant human correction before publication (4.1).

These results expose a clear market gap: current tools accelerate individual tasks but do not solve structural layout automation, brand consistency enforcement, or revision management at the workflow level. The study therefore concludes with a three-horizon product roadmap — Foundational Layouts (Months 1–3), Collaborative Revision (Months 4–6), and Enterprise Analytics (Months 7–12) — prioritised directly by respondent preference data, in which One-Click Automated Layouts (84.4%) and Brand Consistency Rule Checks (78.1%) emerge as the highest-value features.

The study contributes verified empirical data on real creative workflows, a practical system-design blueprint for agencies seeking to combine human creative direction with automated layout pipelines, and strategic guidelines for enterprise software development in the creative technology sector.

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CHAPTER 1: INTRODUCTION

1.1 Background of the Study

Digital magazine production has traditionally been a labour-intensive craft: editorial teams draft and refine copy, designers translate that copy into structured layouts, and multiple revision cycles reconcile creative vision with brand rules and client expectations. Over the past three years, generative AI systems — large language models for text, diffusion models for imagery, and AI-assisted features embedded inside mainstream design suites — have entered nearly every stage of this pipeline. Tools such as ChatGPT, Adobe Firefly, Photoshop's generative features, Midjourney, Canva AI, and Gemini now sit alongside traditional design software on the average creative professional's desktop.

This shift raises a set of questions that are strategically important for both practitioners and product builders. Which tools have professionals actually adopted, and how intensively? Which stages of the production workflow have genuinely accelerated, and which bottlenecks stubbornly persist? And, critically for enterprise software strategy: what would a purpose-built "prompt-to-publishing" platform need to deliver in order to close the gap between fragmented point tools and an integrated production system?

1.2 Problem Statement

Despite widespread adoption of generative AI tools, creative teams in digital publishing continue to lose a large share of billable capacity to repetitive, low-value tasks — manual alignment, margin tweaking, asset re-generation, and multi-cycle revision management. Existing AI tools operate as isolated point solutions optimised for single tasks (image generation, text drafting, background removal) rather than as workflow-level systems that understand layouts, brand rules, and editorial revision loops. There is limited empirical, practitioner-level data quantifying where this friction concentrates, and consequently no evidence-based roadmap for what an integrated AI publishing platform should prioritise.

1.3 Objectives of the Study

1. To establish an empirical baseline of generative AI tool adoption and usage frequency among active digital design and creative professionals.
2. To identify and quantify the dominant production bottlenecks and repetitive-labour overheads in digital magazine production workflows.
3. To measure practitioner perceptions of AI's impact on speed, repetitive work, output consistency, and required human correction.
4. To execute an experimental AI-driven magazine production workflow to isolate speed bottlenecks, revision counts, and visual asset generation limits.
5. To translate the empirical findings into a prioritised, phase-gated AI Product Roadmap for a specialised "Prompt-to-Publishing" enterprise platform for creative agencies.

1.4 Scope of the Study

The study focuses on professionals working in creative agencies, design studios, and independent publishing operations in Bangalore, India, surveyed during a concentrated 8-week academic window in mid-2026. It covers the full digital magazine production chain — concept, layout, asset generation, typography, and revision cycles — with an emphasis on the intersection of generative AI capability and day-to-day production economics. The strategic output is deliberately product-oriented: rather than stopping at descriptive statistics, the study converts findings into a feature-priority framework and a twelve-month product roadmap.

1.5 Significance of the Study

For creative agencies, the study offers a data-backed view of where AI genuinely saves time and where it silently creates new correction overheads. For product managers and enterprise software developers, it supplies validated feature priorities drawn directly from practitioner preference data. For academic research, it contributes primary, field-collected evidence on AI adoption in a creative-industry context that is still dominated by conceptual and secondary-data studies.

CHAPTER 2: LITERATURE REVIEW

2.1 Generative AI and the Restructuring of Creative Industries

Recent scholarship positions generative AI not as a simple productivity tool but as a force restructuring the market dynamics of creative industries. Amankwah-Amoah et al. (2024) examine how generative systems alter the economics of creative production, shifting value away from manual execution and toward direction, curation, and quality control, while raising policy questions around workforce adaptation. This framing is directly relevant to digital publishing, where the marginal cost of producing a draft layout or a candidate image has collapsed, but the cost of achieving publishable quality has not fallen proportionally.

2.2 Systematic Reviews of Generative AI in Creative Domains

The systematic multi-disciplinary review published in Management Review Quarterly (2025) synthesises the emerging body of research on generative AI in creative domains and identifies a recurring pattern: adoption studies dominate, while workflow-level and product-strategy research remains scarce. The review calls for empirical studies that move beyond intention-to-use models and examine how AI is actually embedded in professional production pipelines — precisely the gap this study addresses through practitioner-level bottleneck and perception data.

2.3 Technology Acceptance in Design Professions

Adoption of text-to-image generative tools among communication and design professionals has been analysed through extended Technology Acceptance Model (TAM) approaches (Springer Nature, 2026), building on the classic TAM constructs of perceived usefulness and perceived ease of use first formalised by Davis (1989). These studies find that professional adoption is shaped less by novelty and more by demonstrable workflow fit: tools are retained when they reduce identifiable friction and abandoned when correction overheads exceed time savings. The perception metrics collected in this study — particularly the tension between high speed scores and high correction-requirement scores — provide field evidence for this dynamic.

2.4 Diffusion of Innovation in Creative Teams

Rogers' (2003) diffusion of innovations framework helps explain the multi-tool ecosystem observed in creative teams: relative advantage, compatibility with existing workflows, and observability drive rapid diffusion of tools embedded in familiar suites (such as Photoshop AI within Adobe's ecosystem), while standalone tools diffuse through peer demonstration. The near-universal penetration of ChatGPT observed in this study's data, contrasted with markedly lower Gemini adoption, illustrates how first-mover observability compounds within professional communities.

2.5 Research Gap

Across the reviewed literature, three gaps emerge. First, most studies measure adoption intention rather than actual daily-pipeline integration. Second, few quantify where residual bottlenecks concentrate after AI adoption. Third, almost none translate practitioner data into a concrete product roadmap. This study addresses all three gaps by combining an empirical practitioner survey, an experimental production workflow, and a strategy-oriented roadmap output.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Design

The study employs a descriptive and applied research design with a quantitative core. A structured questionnaire served as the primary instrument, supplemented by an experimental AI-driven magazine production workflow used to observe bottlenecks under controlled conditions. The design is applied in orientation: its terminal deliverable is a product strategy artefact (the AI Product Roadmap), not solely descriptive statistics.

3.2 Shift in Data Collection Methodology

The initial proposal anticipated a dual-track comparative workflow experiment and qualitative interviews with digital data collection. During the project cycle, the operational execution was refined to prioritise high-fidelity empirical verification. To eliminate systemic digital feedback bias — including bot responses, casual non-practitioner participation, and low-attention completion — primary data collection was transitioned from digital forms to structured physical questionnaires administered directly to active industry practitioners. While this decision introduced geographic constraints and slower collection turnarounds, it ensured a zero-bot, 100% valid professional response rate.

3.3 Pilot Testing and Instrument Refinement

Prior to full deployment, the printed survey instrument underwent pilot testing with 4 senior creative professionals to ensure clarity, cross-industry terminology alignment, and scale reliability. Average completion time was observed at 8 to 10 minutes. Based on pilot feedback, redundant and repetitive questions regarding general AI definitions were compressed or omitted to reduce cognitive fatigue and preserve data validity; no core operational variables were deleted. The pilot cohort confirmed that the final layout was direct, unambiguous, highly applicable to real-world creative agency operations, and comfortably completable in under 10 minutes.

3.4 Sampling and Sample Profile

A purposive sampling approach targeted active digital design and creative professionals in creative agencies, design studios, and independent publishing operations in Bangalore. The final sample comprises 32 completely filled, valid physical responses spanning graphic design, magazine and layout design, UI/UX design, marketing content creation, and creative direction roles, with a healthy spread across experience levels and age bands (detailed in Chapter 4).

3.5 Instrument Structure and Measurement

The questionnaire combined categorical items (profession, experience, age), multi-select adoption items (tool usage), frequency items (usage intensity), ranking and proportion items (bottlenecks, time overheads, revision cycles), 5-point Likert-scale perception items (1 =

Strongly Disagree to 5 = Strongly Agree), and feature-preference items used to prioritise the product roadmap.

3.6 Experimental Workflow Component

In parallel with the survey, an AI-Driven Magazine Production Workflow Layout was executed to isolate speed bottlenecks, revision counts, and visual asset generation limits under working conditions. The experiment surfaced practical constraints — notably interface inconsistencies caused by rapid mid-study updates to tools such as Midjourney and Adobe Firefly — which are reported as operational challenges in Chapter 7.

3.7 Data Analysis Approach

Responses were coded through structured indexing. Analysis proceeded through frequency distributions for adoption and demographic items, percentage analysis for bottleneck and overhead items, and mean scoring for Likert perception items. Feature preference percentages were then mapped onto a phase-gate prioritisation framework to construct the product roadmap presented in Chapter 6.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

4.1 Respondent Demographic Profile

The primary survey yielded 32 completely filled, highly valid physical responses from specialised practitioners, representing a well-distributed cross-section of the modern creative media workforce.

Profile Metric	Category	Distribution (%)	Count (N=32)
Primary Profession	Graphic Designer	37.5%	12
	Magazine/Layout Designer	25.0%	8
	UI/UX Designer	12.5%	4
	Marketing Content Creator	12.5%	4
	Creative Director	12.5%	4
Experience Spectrum	Entry Level (0–2 Years)	18.75%	6
	Mid-Career (3–5 Years)	50.0%	16
	Senior/Lead (5+ Years)	31.25%	10
Age Composition	Young Professionals (<25)	21.9%	7
	Core Workforce (25–45)	65.6%	21
	Mature Professionals (>45)	12.5%	4

Table 4.1: Demographic and professional profile of respondents

Interpretation: Half the sample sits in the mid-career band (3–5 years) and nearly a third at senior or lead level, meaning the responses reflect practitioners with genuine production responsibility rather than students or hobbyists. The professional mix is weighted toward layout-centric roles (62.5% are graphic or magazine/layout designers), which is appropriate given the study's focus on magazine production workflows.

4.2 AI Tool Ecosystem and Adoption Frequencies

Respondents operate in an extensive multi-tool environment, leveraging discrete models for text processing, image generation, and layout support (totals exceed 100% due to multi-option selection):

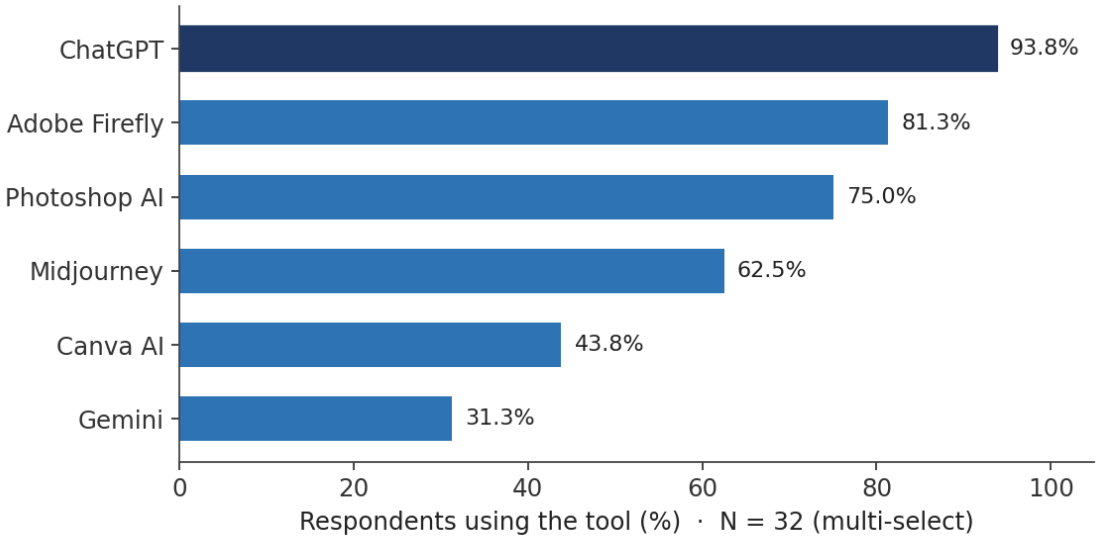


Figure 4.1: Generative AI tool adoption among respondents (N = 32, multi-select)

Tool	Adoption (%)	Responses
ChatGPT	93.8%	30
Adobe Firefly	81.3%	26
Photoshop AI	75.0%	24
Midjourney	62.5%	20
Canva AI	43.8%	14
Gemini	31.3%	10

Table 4.2: Tool-wise adoption frequencies

Interpretation: Text-model penetration is near-universal, with ChatGPT used by 93.8% of the sample. The strength of Adobe's ecosystem is evident: Firefly (81.3%) and Photoshop AI (75%) rank second and third, suggesting that AI features embedded inside familiar professional suites diffuse faster than standalone platforms. The average respondent uses roughly four AI tools, confirming a fragmented, multi-tool workflow rather than a single integrated pipeline — the core market gap this study's roadmap targets.

Adoption consistency reinforces this picture: 87.5% (28 respondents) confirm they integrate AI features explicitly within their daily professional production pipelines, and 56.3% state they use generative AI tools "Always" or "Often" during project execution cycles.

4.3 Production Bottlenecks and Repetitive Labour

When mapping traditional friction points within digital publishing operations, respondents isolated the tasks that absorb the largest amounts of unbillable time:

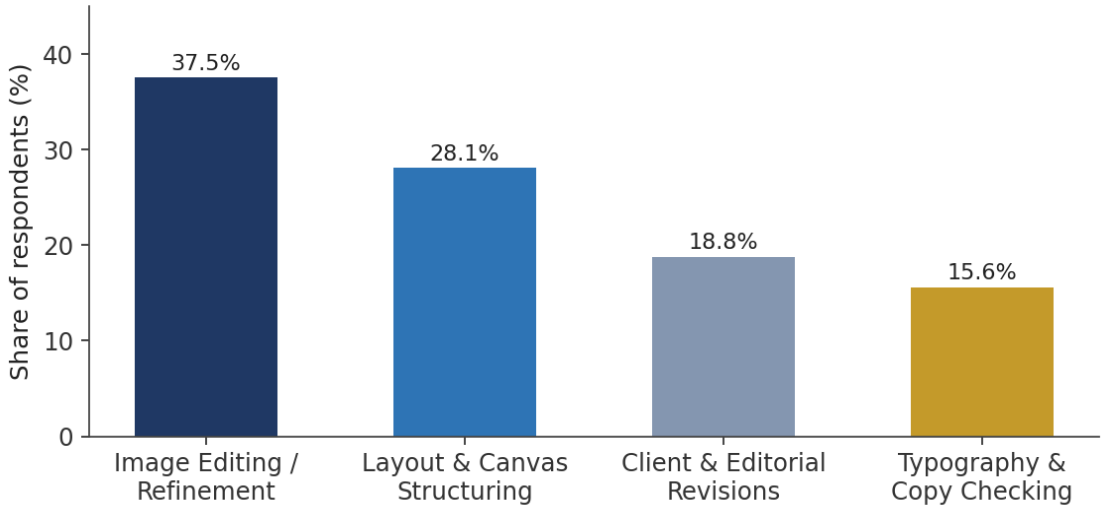


Figure 4.2: Dominant production bottlenecks by share of respondents

Image editing and refinement leads at 37.5%, followed by layout and canvas structuring at 28.1%, client and editorial revisions at 18.8%, and typography and copy checking at 15.6%. Two overhead metrics sharpen the picture: 40.6% of designers report spending 40–60% of their total working hours solely on repetitive tasks such as manual alignment, margin tweaking, and asset variations; and 62.5% of magazine projects require a minimum of 3 to 5 full review cycles before final sign-off.

Interpretation: The two largest bottlenecks — image refinement and layout structuring — together account for 65.6% of reported friction, and both are structural rather than creative tasks. This is a striking finding given the sample's heavy AI adoption: current-generation tools generate assets quickly but do not automate the structuring, refinement, and consistency work that follows. Revision friction (3–5 cycles on most projects) further indicates that AI has not yet penetrated the collaborative editorial loop.

4.4 Perception Analysis (Likert Scale Evaluation)

Perceptions were measured on a standard 5-point scale (1 = Strongly Disagree, 5 = Strongly Agree):

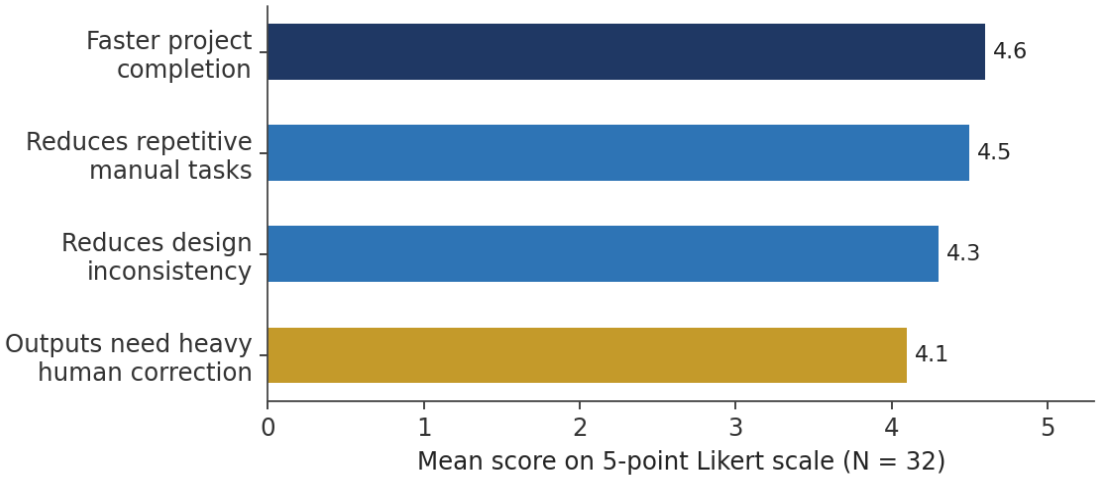


Figure 4.3: Mean Likert scores for AI impact perceptions (N = 32)

Dimension	Statement	Mean Score
Velocity Acceleration	AI integration enables significantly faster project completion parameters	4.6 / 5
Repetitive Relief	AI features reliably reduce overall involvement in manual, repetitive tasks	4.5 / 5
Output Uniformity	AI output reduces general system design inconsis-	4.3 / 5
Quality Reality-Check	Generative AI outputs require significant, high-touch manual human corrections before publication	4.1 / 5

Table 4.3: Perception analysis summary

Interpretation: The perception data captures a productive paradox. Practitioners overwhelmingly credit AI with speed (4.6) and relief from repetitive work (4.5), yet simultaneously agree — at 4.1 — that outputs require significant, high-touch manual correction before publication. In other words, AI has moved the bottleneck rather than removed it: time saved in generation is partially re-spent in correction and quality assurance. Any credible product strategy must therefore target correction overhead and consistency enforcement, not merely generation speed.

4.5 Feature Preference Analysis

Respondents ranked candidate capabilities for an integrated prompt-to-publishing platform. The resulting preference distribution directly drives the roadmap prioritisation in Chapter 6:

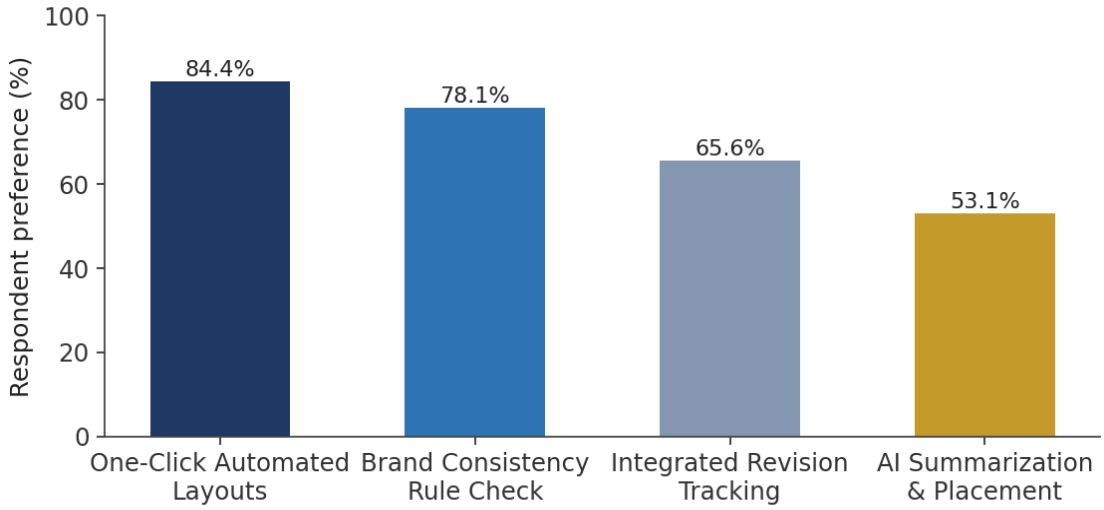


Figure 4.4: Feature preference distribution for a prompt-to-publishing platform

One-Click Automated Layouts leads decisively at 84.4%, followed by Brand Consistency Rule Checks at 78.1%, Integrated Revision Tracking at 65.6%, and AI Summarization & Placement at 53.1%. The top two preferences map exactly onto the top two bottlenecks identified in Section 4.3, providing strong internal validity: practitioners want automation precisely where they lose the most time.

CHAPTER 5: FINDINGS AND DISCUSSION

5.1 Summary of Key Findings

1. **Finding 1 — Saturated adoption:** AI adoption among creative professionals is near-universal and multi-tool: 93.8% use ChatGPT, 81.3% Adobe Firefly, and 75% Photoshop AI, with 87.5% embedding AI in daily production pipelines.
2. **Finding 2 — Persistent structural bottlenecks:** Despite adoption, 40.6% of designers spend 40–60% of working hours on repetitive tasks, and image refinement (37.5%) plus layout structuring (28.1%) dominate friction. AI accelerates generation but not structuring or refinement.
3. **Finding 3 — Unsolved revision friction:** 62.5% of projects need 3–5 full review cycles; the collaborative editorial loop remains almost untouched by current AI tooling.
4. **Finding 4 — The correction paradox:** High speed scores (4.6) coexist with high correction-requirement scores (4.1): generation gains are partially clawed back by quality assurance overheads.
5. **Finding 5 — Demand-side validation of the roadmap:** Feature preferences (84.4% for automated layouts, 78.1% for brand consistency checks) align precisely with the measured bottlenecks, validating a workflow-level platform strategy over further point tools.

5.2 Discussion

Taken together, the findings indicate that the creative industry has completed the first phase of AI diffusion — tool adoption — and is now hitting the limits of a fragmented point-tool ecosystem. The correction paradox observed in the perception data is consistent with the technology-acceptance literature reviewed in Chapter 2: professionals retain tools that reduce identifiable friction, but the residual friction has migrated from creation to coordination — structuring layouts, enforcing brand systems, and managing revision loops across stakeholders.

This migration has direct strategic implications. Value in the next phase of creative AI will accrue not to better generators but to systems that operate at the workflow layer: understanding grids and style sheets, applying brand rules automatically, converting editorial comments into visual edits, and integrating natively with the tools (Adobe InDesign, Figma) where final production happens. The feature-preference data provides an unusually clean demand signal for exactly this positioning.

CHAPTER 6: STRATEGIC OUTPUT — THE AI PRODUCT ROADMAP

6.1 Strategic Rationale

To address the challenges identified in the survey — structural inconsistency, high manual editing time, and unmanaged revision loops — the study translates its empirical findings into a long-term product strategy: a dedicated enterprise "Prompt-to-Publishing" platform for creative agencies. Prioritisation is driven directly by the feature-preference data, sequenced so that each horizon builds the technical foundation for the next.

6.2 Feature Priority Framework

Priority	Feature	Respondent Preference	Bottleneck Addressed
P1	One-Click Automated Layouts	84.4%	Layout & canvas structuring (28.1%)
P2	Brand Consistency Rule Check	78.1%	Output inconsistency; image refinement (37.5%)
P3	Integrated Revision Tracking	65.6%	Client & editorial revisions (18.8%); 3–5 cycle friction
P4	AI Summarization & Placement	53.1%	Typography & copy checking (15.6%)

Table 6.1: Feature priority framework mapped to empirical bottlenecks

6.3 Phase-Gate Product Roadmap

Horizon 1 — Foundational Layouts (Months 1–3). The platform launches with the capabilities that address the two highest-preference features: multi-modal asset generation engines, structural grid enforcement patterns, and style-sheet locking rules for brand asset files. The gate criterion for exiting Horizon 1 is demonstrable reduction of manual alignment and margin-tweaking time on pilot magazine projects.

Horizon 2 — Collaborative Revision (Months 4–6). Building on the layout foundation, this phase attacks revision friction: shared workspace modules for editorial oversight, automated translation of text comments into visual edits, and version control dashboards. The gate criterion is a measurable reduction in average review cycles from the 3–5 baseline identified in the survey.

Horizon 3 — Enterprise Analytics (Months 7–12). The final phase converts the platform from a production tool into an enterprise system: performance prediction models for target audiences, and deep native integration plugins for Adobe InDesign and Figma — the environments where the surveyed professionals already work. The gate criterion is enterprise readiness: brand-rule compliance at scale and seamless round-tripping with incumbent design suites.

6.4 Implementation Considerations

- **Adoption design:** The variable AI literacy observed among respondents implies the platform must ship with guided, template-driven prompting rather than assuming prompt-engineering skill.
- **Architecture resilience:** Rapid tool-architecture churn (as experienced mid-study with Midjourney and Firefly updates) argues for a model-agnostic asset-generation layer that can swap underlying engines without disrupting workflows.
- **Go-to-market positioning:** Because 87.5% of professionals already integrate AI daily, the platform competes on consolidation and consistency, not on introducing AI per se; migration paths from existing multi-tool workflows are essential.

CHAPTER 7: CHALLENGES AND LIMITATIONS

7.1 Real-World Operational Challenges

- **Physical questionnaire logistics:** Relying on physical collection meant managing geographic constraints and slower collection turnarounds than digital surveys; the trade-off, however, secured a zero-bot, 100% valid professional response rate.
- **Fluctuating tool architectures:** Rapid updates to tools such as Midjourney and Adobe Firefly caused interface inconsistencies midway through experimental layout tracking, requiring workflow steps to be re-baselined.
- **Variable AI literacy:** Respondents demonstrated uneven understanding of prompt engineering, producing highly variable output quality across teams and complicating like-for-like workflow comparisons.

7.2 Research Limitations

- **Sample concentration:** The physical data collection footprint was restricted to creative agencies, design studios, and independent publishers operating out of Bangalore, India; findings may not generalise to other markets without further validation.
- **Sample size:** With 32 respondents, the study offers robust directional evidence but sub-group analyses (for example, by profession or experience band) should be treated as indicative rather than statistically conclusive.
- **Time horizon:** The sample captures industry dynamics during a concentrated 8-week academic window in mid-2026; given the pace of AI tool evolution, adoption figures represent a snapshot rather than a stable equilibrium.

CHAPTER 8: CONCLUSION, RECOMMENDATIONS AND FUTURE SCOPE

8.1 Conclusion

This study set out to move past generalised AI-adoption narratives and produce verified, practitioner-level evidence on how generative AI actually functions inside digital magazine production — and to convert that evidence into an actionable product strategy. The data shows an industry that has enthusiastically adopted generative tools yet remains constrained by structural bottlenecks the current tool ecosystem does not address: layout structuring, brand consistency, and multi-cycle revision management. The proposed three-horizon Prompt-to-Publishing roadmap responds to this gap with a prioritisation validated directly by respondent preference data. The study thereby bridges academic theory and real-world system design, offering empirical data from 32 industry practitioners, a practical system-design blueprint for creative agencies, and strategic guidelines for enterprise creative-software development.

8.2 Recommendations

1. **For creative agencies:** Prioritise consolidation over generation: invest in workflow-level automation (layouts, brand rules, revisions) rather than adding further standalone generation tools.
2. **For product builders:** Anchor roadmaps in measured bottlenecks; the 84.4% preference for one-click automated layouts and 78.1% for brand consistency checks represent the clearest demand signals in this market.
3. **For team leads:** Formalise prompt-engineering training; variable AI literacy is currently a hidden tax on output quality and team consistency.
4. **For platform strategy:** Design gate criteria around the revision-cycle metric; reducing the 3–5 cycle baseline is the most direct, measurable proof of workflow-level value.

8.3 Future Scope

Future research can extend this work in three directions: replication across additional geographies to test the generalisability of the Bangalore findings; longitudinal tracking of the same practitioner cohort to observe how bottlenecks migrate as tools mature; and a build-and-measure study implementing Horizon 1 of the proposed roadmap to quantify realised time savings against the survey-reported baselines.

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APPENDIX A: SURVEY INSTRUMENT (STRUCTURE)

The structured physical questionnaire administered to respondents covered the following sections. Average completion time: 8–10 minutes.

- **Section 1 — Demographic profile:** Primary profession, years of professional experience, age band.
- **Section 2 — Tool adoption and usage frequency:** Multi-select adoption of generative AI tools (ChatGPT, Adobe Firefly, Photoshop AI, Midjourney, Canva AI, Gemini) and frequency of use in project execution cycles.
- **Section 3 — Bottlenecks and repetitive labour:** Identification of dominant unbillable-time tasks; proportion of working hours spent on repetitive tasks; typical number of review cycles per magazine project.
- **Section 4 — Perception of AI impact:** 5-point Likert items on speed, repetitive-task relief, output consistency, and required human correction.
- **Section 5 — Feature preferences:** Preference selection across candidate platform capabilities: one-click automated layouts, brand consistency rule checks, integrated revision tracking, AI summarization and placement.

FINAL APPROVAL SIGN-OFF

As defined by institutional guidelines, the final submission carries the following signature matrix under the supervision of the Faculty of Management Studies, MBA Program Group, JAIN (Deemed-to-be University), Bangalore.

Syalima M Das

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Syalima M Das
Student Researcher

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Arwa Feroze
Project Guide / Mentor

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Head of Department (HOD)
Department of Management Studies

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External Examiner
Board of Academic Review