ARTIFICIAL INTELLIGENCE AND SCIENTIFIC CREATIVITY. CHALLENGES, TRENDS AND ETHICAL ASPECTS

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Abstract

A field on which Artificial Intelligence has a strong impact and launches great challenges is creativity in science, research, culture and knowledge. Through the ability to process and synthesize a huge volume of information, AI can create well-documented and structured syntheses, studies, papers and even books, with a complex and valid scientific or cultural content. The use of AI in academic, scientific and cultural environments has become a reality integrated into everyday activity. An increasingly widespread approach is the transfer of conception, research and writing activities to AI from the human author to the digital author. The final work is the result of the technological capacity of AI to inform, structure and synthesize and, to varying degrees of complexity, of human intervention on the content. Sometimes the interventions are minimal and limited to eliminating the "traces" of the use of AI for anti-plagiarism software. There are cases in which human intervention is zero. The work is assumed, signed and published by the human "author", who did not actually create it, but only, possibly, intervened on it. Many times, he had no contribution, other than formulating the topic and "ordering" the AI application. In this context, a series of questions arise regarding the nature and meaning of authorial creativity in the AI Era, originality and personal contribution, as well as fundamental aspects of academic ethics. Who owns the work? Does the author have the legal and moral right to assume it, sign it and publish it? Original work or plagiarism? Are we experiencing a redefinition of creativity? What are the limits of using AI? In the Age of Knowledge and Digital Technology, these are fundamental questions that need answers.

Keywords: Artificial Intelligence, creativity, originality, plagiarism, academic ethics

1. Artificial Intelligence – an Unprecedented Revolution in Humanity

Artificial Intelligence is generating an unprecedented revolution in the history and existence of humanity. AI is the most important discovery and achievement of human intelligence, from the beginning to the present, which is reshaping all areas of life and giving civilization an accelerated course of evolution.

In recent years, as a result of research that began decades ago, a new actor has appeared on the stage of human existence, a formidable one, for the first time in the history of humanity: Artificial Intelligence. Appearing publicly only a few years ago, if we refer to the most famous application, ChatGPT, so still in its technological infancy, AI is evolving at an accelerated pace, through increasingly complex applications, through spectacular developments in algorithms and processing capabilities, taking its creators and the world's technology elite by surprise. And we are still at the beginning. (Christiansen, 2023)

Referring to the history of humanity, going back into the obscure and unknown past, we can say that we are in the "Stone Age" of Artificial Intelligence, given its official age of only a few

years. We ask ourselves, rhetorically and not only, given its exponential progress in the past few years, from year to year and from month to month, where AI will end up in 20 years, in 50 years, in 100 years, in 1000 years. The questions become critical and the answers dramatic if we consider its lightning-fast progress and the capabilities developed in the few years since its appearance. How many more Industrial Revolutions, compared to the five so far, will follow and where will they lead? That is the question. And no one can, at the moment, give a plausible answer. The answers are subsumed by two general hypotheses: one optimistic and visionary, the other pessimistic, anchored in realism and mentalities. The first, in an aura of utopia, in the series of utopian projections of culture and science, projects a beneficial role of AI in the progress of humanity, on all levels, including in achieving... immortality. The second, much more reserved, entering the territory of dystopia, raises alarm signals on some gloomy perspectives brought by the development of AI and the achievement of the status of *singularity*, the moment when it will reach self-awareness, will be able to make decisions alone and control over man and civilization. (Tegmark, 2021)

For now, we remain fascinated by AI and its already fabulous capabilities, integrating it more and more into our activities, existence, reflection processes, thinking and our private and professional lives... Only a few years after its birth, still in its infancy, but a childhood of astonishing precocious maturity, AI is reshaping human existence in all its fields, knowledge and civilization. AI is today a source of information and documentation, collaborator in conception and writing, author, creator of visions, plans and projects, consultant in everything, advisor, specialist, expert in everything, programmer, teacher, confessor, friend, dialogue partner, almost everything. AI is and is becoming, more and more, a very good author, in all fields: science, technology, literature, philosophy, music, etc. And more and more people are using it, with enthusiasm, creativity, without limits... (Gavin, 2025)

2. The process of creation in the academic field, its stake and meaning. Conception, documentation, originality, contribution

The process by which digital technology influences and remodels human existence also encompasses education as a whole, as a system and process. In this framework, Artificial Intelligence has a complex and profound impact on higher education, in particular on academic education and scientific research. Artificial Intelligence launches the greatest challenges on the field of research, on the elements subsumed therein, with a special focus on the process of scientific creativity. (Aoun, 2017)

The activity of elaborating academic and scientific works presupposes, above all, knowledge of the field, a complex vision of it and other complementary fields, a comprehensive interdisciplinary, transdisciplinary and multidisciplinary coverage of the areas of knowledge. Starting from these mandatory conditions and within this broad framework, the act of conceiving and writing a scientific paper on a certain topic involves information, documentation, study, research, through which the author consults relevant sources – papers, communications, studies, research, publications, books, treatises, websites, etc. –, explores the

accumulated knowledge on the topic addressed, conducts a holistic research of the field and the subject, through which he comes to the present of his research, thus placing himself in full scientific topicality. (Ginsburg, 2024)

The purpose of the creative approach to a topic and of the elaboration of a scientific paper is to bring something new, to contribute to the progress of knowledge in its field through new information, through syntheses, restructurings and developments, through new ideas, interpretations and perspectives. In this process of personal contribution, the act of conception and elaboration must start from existing studies, from the most recent theories and interpretations, from the current level of research in the field. Otherwise, ignoring relevant research, based on ignorance, poor or insufficient knowledge or an improper perspective on knowledge, built around one's own ego, treating the theme "from scratch", assuming or arrogating a kind of scientific and authorial "primacy" over it, constitute approaches outside academic requirements, which push the author into an area of superficiality and ridicule and disqualify him on a scientific level. In such situations, in which the work is not anchored in the history and current affairs of scientific research, in which it does not start from the most relevant perspectives on the theme, proposing to further build, to carry forward the process of research and knowledge, one cannot speak of real value and a valid contribution on a scientific level. (Runco, 2020)

Another element of the creative process is *the originality* of the work. Originality is a fundamental factor of creation, without which one cannot speak of an author's "creation", assumed by him. The ideational and noetic content, the contribution made by the work must be manifested in a framework of originality and assumption. The work must be developed on a solid moral foundation, within the values specific to ethics and academic integrity. These aspects configure *the ethical dimension* of the scientific creation process.

In summary, the essential elements of the scientific creation process are: the idea, the perspective on the idea, the documentation on the field and the theme, knowledge of the level of research on the subject at the time of the approach, a knowledge in a diachronic and synchronic plan, originality, based on the values and principles of ethics and academic integrity, the original contribution as the goal of the entire endeavor. All these elements are deeply interconnected, dependent on each other, in an act of conceptual and creative synergy. Creation without documentation, outside of knowledge of relevant research, is an empirical act, not scientific, a superficial and sterile gesture, lacking foundation, consistency and horizon, a kind of simulation or simulacrum of research. Creation without originality is not creation, but taking over, mimicry or even plagiarism. At the same time, originality without the work bringing a specific contribution to the theme and field, without bringing elements of novelty in approach, interpretation, understanding and knowledge leads to nothing and makes the act of elaboration an empty exercise, without scientific stake. (Fischer, 2023)

3. Scientific Creativity in the Age of Artificial Intelligence. The "Intelligent" Approach and the Ethical Perspective

Each great discovery has given an important impetus to evolution and generated progress. Inventions and discoveries have created the five Industrial Revolutions so far. And each of them initially determined reluctance, distrust, resistance, rejection, and, ultimately, to be accepted and integrated into current activities. Artificial Intelligence generates, in turn, fears, debates, theories and hypotheses, some utopian, others dystopian, but, at the same time, it has been and is being adopted and used with enthusiasm.

3.1. Human Intelligence *or* Artificial Intelligence vs. Human Intelligence *and* Artificial Intelligence

Two fundamental elements are often put in antithesis, in the relationship: Human Intelligence or Artificial Intelligence. The logical and correct relationship is not disjunctive, but copulative: Human Intelligence and Artificial Intelligence. The two must function in conjunction and synergy, in a complex and creative collaboration, under the coordination of Human Intelligence and with the unparalleled support of Artificial Intelligence. Because Artificial Intelligence is a product and a triumph of Human Intelligence, of human genius. At the speed of AI development, it tends to become, in a fairly short time, a kind of "universal brain". Hence, from this exponential growth, fears and dystopian hypotheses also arise: the fear that AI will reach the status of "singularity", in other words, it will reach and surpass Human Intelligence, that it will reach self-awareness and be able to make decisions on its own. In the future, say some voices, which should not be ignored, AI will think instead of humans. What kind of decisions will AI make? In favor of or against humans and civilization? The answers also depend on humans, on AI creators, on decision-makers, on institutions and organizations on a global scale. Utopia must not turn into dystopia, but remain utopia, oriented towards new horizons of progress and the good of humanity. And utopias can become, over time, realities. (Russell, 2019)

Currently, Artificial Intelligence is a formidable tool, with an exceptional capacity, unprecedented in history, for information, documentation, systematization, structuring and editing. AI constitutes a support in the entire process of study and research, of preparation and elaboration of a work. In the future, and we are talking about a future that is becoming present with every moment, by developing its technological, "cognitive" and "creative" capacities, AI will reach heights that we cannot even suspect today. Experts create evolution scenarios about what it could be. ChatGPT or other AI applications also offer us very interesting projections, that is, *AI about AI*. (Boden, 2023)

Only a few years after the emergence of Artificial Intelligence, after decades of research in the field, AI applications, the most well-known and familiar to the general public being ChatGPT, have become widely used tools in all professional environments and in private life. Educational, academic and research environments routinely use AI in specialized activities, in the teaching-learning act and in complex and laborious research processes. In the academic and scientific fields, AI is a generalized, active presence, a tool used daily for various purposes: information, documentation, structuring, writing, consultation, etc. It must be said that AI is also a very good

"advisor", at a professional level, in academic and scientific areas, as well as at a personal level. (Miller, 2019)

3.2. Involvement of Artificial Intelligence in Academic Education and Scientific Research. The Red Line of AI Use

The involvement and use of Artificial Intelligence in academic education, scientific research, in science, culture, in all areas of knowledge is a natural phenomenon, which falls within the process of civilization evolution with the support of technology. Rejecting it would be an absurd attitude, a refusal of progress, given its extraordinary capabilities in a wide range of processes. Through its fabulous capabilities of documenting the topic addressed on wide areas, of structuring, systematizing, synthesizing and editing information, AI is an important working tool, a support that is becoming, day by day, absolutely indispensable in all fields and, obviously, in education, research, culture, knowledge. (Gavin, 2025)

By using AI, the teacher or researcher has access to a huge volume of information, to sources of documentation of great extent and diversity, available in the virtual environment. Without AI, access to these sources would be limited, some of them being difficult to consult or downright inaccessible. In addition to access, the time factor must also be taken into account. Informing, documenting, synthesizing would take a lot of time for the researcher without the support of AI, which thus becomes an invaluable assistant in the study, research and structuring of information. A complex and laborious process of documentation and elaboration, with the usual means of documentation, books, the library, the internet, would require days, weeks, months or even years. Today, with the help of AI, it is carried out in seconds or minutes, depending on the complexity of the topics and the scope of the research. (Moulaison-Sandy, 2025)

Of course, the use of AI does not exclude traditional study, the library and books, the laboratory, the efforts of documentation, processing and structuring of information, elaboration and writing made by the researcher with traditional means and with the primacy of Human Intelligence. But, as we emphasized above, AI is a powerful working tool, a formidable support, which can and must be used, in synergy with Human Intelligence.

In this context, several fundamental questions arise: what are the limits of using AI? To what extent can we involve AI in the processes of scientific creation? The questions are generated by developments in reality, by the increasingly extensive and increasingly complex use of AI not only in information, documentation, structuring of information, but also in the development and editing of scientific works. Reality shows us that *a red line* is thus crossed by the transition of AI from the middle and support of information to the quality of *author*. And here appears the perspective, based on reality, that AI tends, and in many cases even does, *to think* in place of humans. (Boddington, 2023)

3.3. An outstanding author - AI. The transfer of authorship, digital advantages and the risk of hallucinations

As an author, AI is an expanding force. It scans, browses, processes a large volume of information, synthesizes and structures it in texts, works, works, books. With a fabulous capacity for documentation and synthesis, based on algorithms, AI is becoming, day by day, an author that surpasses, in many cases, human capabilities. An essential problem of AI is that, for now, it does not develop new ideas and theories, but only gathers information, combines and processes it, synthesizes it and organizes it into compact, essentialized structures. But not every work must and can bring something new in terms of ideas and content. And a work that offers a synthesis, a perspective, a well-documented and structured image on a topic can be a contribution to its knowledge and bring something "new". New and revolutionary ideas are not born every day. The novelty lies not only in the content, but also in the way the content is organized and presented from a different, innovative perspective. The novelty and contribution can consist in the well-made synthesis itself, focused on the essential, which offers a relevant image of the theme.

Regarding the process of creation with the help of AI, there are increasingly frequent situations, within a global trend, where the role of author is transferred from humans to AI. These processes and approaches are increasingly common in educational environments, in academic education and scientific research, to focus only on them. The one who gives the "command" to AI obtains the work in a very short time. From this moment, he disposes of it as he wishes: he can intervene, to a lesser or greater extent, he can restructure, reformulate, adjust, eliminate or develop, he can change or add, he can make his own contribution or not. He can use the AI work as a working support for his own work, which he develops in the data of his own vision and thinking. Or it may intervene only so that the work passes the evaluation made by the anti-plagiarism software. To pass this test, with the help of Artificial Intelligence tools, there are a series of procedures that "clean" the problematic passages, bearing the "AI mark", which concern their reformulation or the type of English language (if they are in English) used. Finally, following the editing and revision processes, the work conceived and written in whole or in part by Artificial Intelligence is "clean" and "original", with no traces left by the AI. In one form or another, it passes the test and becomes a new work, "original", "written", assumed and signed by the author. (Rimmer, 2020)

In the entire process, in addition to the ethical vulnerabilities, there are also a series of very important risks: in many situations, AI fails by giving inaccurate, erroneous or downright invented information, in terms of author names, work titles, ideas, theories, interpretations, etc. In such situations, AI in the process of "creation" resorts to hallucinations. It is a kind of digital imposture, which associates with the human one and even aggravates the latter, under the aegis of "academic fake news". The effects are, of course, the discrediting of the author who assumes and signs works with such precarious content. (Hattenstone, 2020)

3.4. Who is the author? Essential questions, hypotheses and interpretations

Regarding the use of AI in the creative process, several questions arise again: Whose work is it? Who is the author? And, further, linking things to a section above: What is creativity? What is originality? What is the own contribution of the author who signs the work? Is the work created by AI or with the massive help of AI an original work? And if it is original, whose is it? The human author, the AI or theirs and all the authors, who remain anonymous, whose ideas were processed by AI and synthesized into a new work? This latter question raises a fundamental issue regarding the topic of copyright and the rights of use by AI of the works of others. (Floridi, 2024)

For the present discussion, *the key question* remains: *Who is the author*? The answers appear depending on the nature and scope of the use of AI. Thus, we have two major *hypotheses*. First: the situation in which AI is used to document and structure information, and the resulting material is used as support for the work to be conceived and written by the human author, who will have a consistent and essential contribution. Second: the situation in which the material is produced by AI, to a large extent or in its entirety, with certain interventions from the person who gave the order or without interventions, and is assumed and signed by him.

In the first hypothesis, things are clear. AI is used as a tool for documenting, processing and synthesizing information, and the resulting material constitutes the author's working support. Based on the information structured by AI, using other information related to his training, specialization and expertise, within his own scientific concerns and activities, the author involves his own vision, develops ideas and ideational structures, chapters and thematic sections, and participates, substantially, in the generation of content. AI remains an information tool, taking over part of the documentation process done by humans, but without excluding them, being a kind of research assistant, which simplifies their work, helping them to cover more and faster, and perhaps more efficiently, the areas of information and documentation. Such help supports the coverage of thematic spaces, the quality, complexity and the deadline for the elaboration of the work. In this situation, the author of the work is the human, the researcher who approaches and develops the theme, with the active involvement of AI. (Haber, 2025)

Things get complicated *in the second hypothesis*, when the work is carried out by AI, with formal, minimal interventions from the person who commissioned the theme or without interventions. There are already a series of AI applications specialized in text creation, in the fields of education, science, culture, technology, etc., increasingly complex and advanced. There are increasingly frequent situations in which someone orders an AI application a topic, takes over the work and, with minor involvement, more of a formal nature, or without their own contributions, signs and publishes it. Who is the author in these cases? The human who ordered the work or the AI? There are at least two opinions here. The first, based on an ethical perspective, says that the author is the AI. The second, which is taking shape more and more, claims that the author is the person who gave the topic to the AI application. The arguments in favor of a human author, even if the work is done by Artificial Intelligence, refer to the fact that the human had the topic and the idea to approach it scientifically, to create an academic or research paper, that he managed and controlled the creation process, intervened where necessary and assumed everything, including the final product. ChatGPT itself supports this

interpretation, granting the human author primacy, ownership and use rights over the work. (Samuelson, 2021)

3.5. Ethical perspective on scientific creation

At this point of interpretation, *the ethical perspective* intervenes. Moral values, principles of ethics and academic integrity tell us that the work is not and cannot be the work of the one who initiated it and launched it to AI. The simple fact that he commissioned it and that, possibly, he had minimal interventions on it, in many cases precisely to erase traces of AI, does not make him an author. (Floridi, 2024)

The quality of authorship is built on idea, vision, perspective, documentation, elaboration, writing, creativity and originality, as we have seen above. And the value of the work results from the sum of all these elements, to which is added one essential one: the contribution to the development and knowledge of the theme. The simple assumption, with the signing and publication of the work carried out by AI, constitutes the appropriation of a work that does not belong to the initiator. In essence, it constitutes an act of plagiarism. It is plagiarism in that the work was not done by the author, but was taken over by him, it being done by a technological tool. The fact that the sources from which the information was extracted, through the coverage and documentation capabilities of AI, remain unknown does not make it any less plagiarism. In terms of creativity and scientific creation, here we are talking about pseudo-creativity and pseudo-creation. (Coeckelbergh, 2020)

3.6. The use of AI and academic pragmatism. The ethical approach vs. the "authorship of AI"

Another aspect is worth bringing up. Even if the intensive use of AI in the process of scientific creation is increasingly widespread, the classical, traditional, morally grounded approach, which respects the values of ethics and academic integrity, remains valid and, we like to believe, dominant. Moreover, the two approaches – the use of AI and the moral approach – are not a priori contradictory, they should not be put in antithesis, but in synergy. As we have seen, the involvement of Artificial Intelligence in the act of scientific creation becomes a necessity for comprehensive documentation, provided that it is founded on ethical values. (Moulaison-Sandy, 2025)

But the offensive of "creation" through AI is ongoing and encompasses more and more environments and people. The problem that arises is also of an ethical nature and has implications in the area of unfair competition. A work carried out by a professor or a researcher with the means of their own thinking, without excluding, of course, the involvement of AI, requires an intense and continuous effort, spread over a period of weeks, months, years, depending on the theme and the nature of the work. A work on the same theme carried out by AI or with the massive help of AI takes much less time, at the level of minutes, hours or days, for a complex and meticulous elaboration. The development of the professional portfolio remains a long-term theme, a continuous, complex and laborious process for the autonomous researcher, who respects ethics in scientific creation. For the one who turns to AI, the academic portfolio develops at an accelerated and spectacular pace. The professional evolution of each

of the two, who represent two different categories of researchers and authors, two mentalities and two visions, is deeply linked to the way of approaching the creative process and the realization of the works: through classical means, through their own thinking and efforts or by appealing to the *omniscient author* AI. (Samuelson, 2021)

4. Conclusions. The primacy of academic and authorial ethics. Synergy of Intelligences and the progress of knowledge

The capacity and multiple skills of Artificial Intelligence make it a revolutionary tool. One area in which AI is used intensively is scientific creation in academic spaces and research environments. More and more authors are launching the theme of the work they want to produce to Artificial Intelligence, transferring to it the mission of writing it, with everything that the creation process implies.

In this context, a series of questions arise regarding the nature of scientific creation and the meaning of authorial creativity in the AI Era, originality and personal contribution, as well as fundamental aspects in the field of ethics and academic integrity. Who owns the work? Does the initiator of the process have the legal and moral right to assume it, sign it and publish it? Are we experiencing a redefinition of creativity? Original work or plagiarism? What are the limits of using AI? The use of AI in scientific creation processes generates several *types of attitudes*.

The first attitude, with deep roots in the academic tradition and mentality developed over the centuries, is the rejection of AI, with the affirmation of the absolute primacy of the authorial authority of human nature. In a broader context, such a position, which privileges the force and authority of Human Intelligence, falls within a conservative mentality, which also implies resistance to innovations, openings and advances brought by technology.

The second attitude grants primacy to Artificial Intelligence, from the perspectives of coverage area, competence, complexity and speed, transferring the creation process to AI applications. Thus, the phenomenon of *the transfer of authorship* and *the substitution of the human author with the digital one* takes place. This approach relativizes the concepts of creativity and originality, empties them of content and meaning and conflicts with the values of ethics and academic integrity. Taking over, appropriating, signing and publishing a work entirely done by AI, without the scientific contribution of the author, represents an unethical and unacademic act and, in its essence, a form of plagiarism. The first two attitudes are in deep opposition. (King, 2025)

Regarding the creation process, the issue of authorship and originality with the massive or exclusive involvement of AI, described in the second hypothesis, all these aspects must remain under the absolute authority of the principles of ethics and academic integrity, but, at the same time, must be subject to clear academic, administrative and legislative regulations. (Abbot, 2020)

The third attitude advocates the use of AI as a means of information and documentation, of organizing and structuring information, with the human author developing his ideas, vision and theses on the documentary support made with the contribution of AI. It is the correct, rational attitude, built on an ethical foundation, in which AI is involved as a high-performance documentation and technological support tool, in the effort coordinated and carried out by Human Intelligence. This represents an academic, pragmatic and moral way of involving AI in the process of creation and elaboration, under the auspices of Human Intelligence. (Haber, 2025)

Artificial Intelligence must not substitute Human Intelligence. AI is the product of the scientific, creative and innovative genius of researchers, in other words, of Human Intelligence, and must remain under its authority and control. The correct ratio between the two types of intelligence is one of *complex collaboration*, of *active synergy* in the direction of scientific research and creation. This synergy leads to *the progress of knowledge*, with an unprecedented speed and complexity.

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