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Craft Expertise and Selective AI Use: A Single-Case Study of an Artisan Enterprise in Northern Thailand

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Research focus

How do craft expertise and business experience inform the selection and evaluation of AI-supported tasks in an artisan enterprise?

- Where does craft expertise remain essential?
- How do practitioners assess AI outputs?

Why this case matters

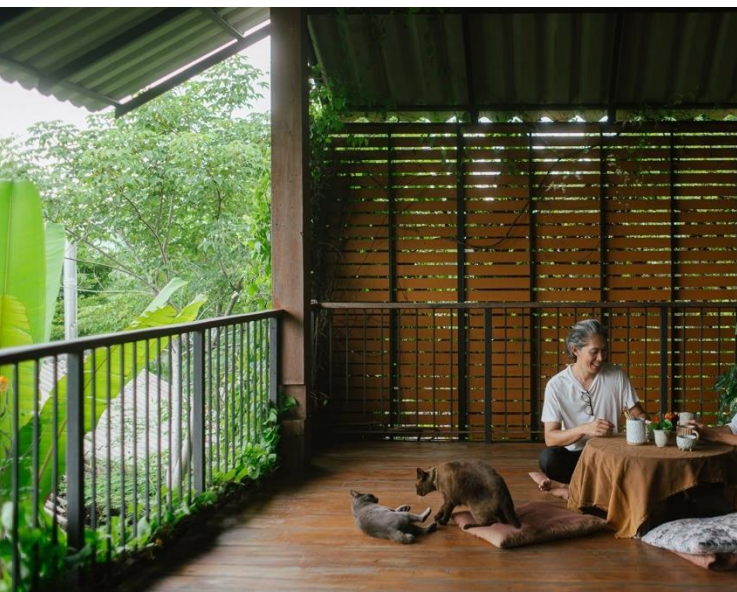
- AI adoption is not an all-or-nothing decision.
- Marketing support differs from ceramic creation.
- The study examines decisions during initial implementation.

Conceptual background

- Human–AI complementarity is the interpretive lens.
- Automation and augmentation can coexist.
- The study does not test superior joint performance.

Case and research design

- **CASE: Gung Mog Kaam Crafts & Arts — Pai, Northern Thailand**
- Exploratory qualitative single-case study
- Unit of analysis: selection and evaluation of AI roles



Evidence and analysis

- Consulting field notes, observations and implementation outputs
- Written feedback after implementation
- Descriptive coding organized into four findings
- Researcher also served as implementation adviser

How the Entrepreneur Used AI

- ChatGPT — 436 relevant reviews from several ceramics businesses
- NotebookLM — seven industry articles
- AI imagery — settings for existing ceramic products
- Chatbot + curated business knowledge base

AI support vs. human responsibility

- AI summarized customer jobs, pains and gains.
- The entrepreneur assessed relevance and operational capacity.
- AI supported imagery; artisans retained ceramic design.
- Business stories and meaning remained under owner control.

A. Selecting tasks for AI support

- AI supported marketing, storytelling and business knowledge.
- AI imagery showed existing ceramics in usage settings.
- Ceramic design and patterns remained with the artisans.

B. Preparing business knowledge for AI use

- An AI-generated explanation of the enterprise name was incorrect.
- The owner prepared business information for a curated knowledge base.
- A chatbot was developed; LINE Official Account was identified as the channel.

C. Assessing AI outputs through craft and business experience

- ChatGPT summarized jobs, pains and gains from 436 reviews across ceramics businesses.
- NotebookLM organized seven industry articles for human synthesis.
- The owner checked contextual fit and operational capacity before acting.

D. Evaluating benefits and identifying further needs

- Written feedback reported clearer links between customer insights and marketing actions.
- The chatbot reportedly made basic business information more accessible.
- Monitoring of search, engagement and feedback was proposed, not yet evaluated.

Discussion: Interpreting Selective AI Use

1. Task-Specific AI Adoption

Technological familiarity does not require delegating creative work to AI.

2. The Dual Role of Practitioner Knowledge

Practitioner knowledge serves as both input to AI applications and a basis for evaluating their outputs.

3. Human–AI Complementarity in Practice

The case illustrates how practitioner knowledge informs AI implementation, without demonstrating superior joint performance.

Conclusion and limitations

- Craft and business knowledge guided task selection and evaluation.
- AI supported communication without replacing craft authorship.
- One case; advisory involvement and limited independent verification.
- Future work: compare enterprises and evaluate outputs over time.