Isenberg Innovation Consultants

Team Member Name	Year	Major
Mihir Gogri	2026	Marketing
Paulette Palomares	2024	Marketing
Sophia Roselli	2026	Marketing
Anna Tonelli	2026	Operations and Information Management

Advisor(s): Professor Jennifer Merton
Topic: AI and Scheduling: Recommendations for Gap, Inc.
Audience: Board of Directors and Executive Suite of Gap, Inc.

I. Gap, Inc. and the Retail Environment
II. Gap, Inc. and Scheduling Challenges
III. AI and Scheduling
IV. Flourishing and Responsible AI Adoption
V. Recommendations

Executive Summary

We, the Isenberg Innovation Consultants, have analyzed the issues Gap Inc. faces with their current scheduling processes. We recommend that Gap Inc. focus on creating a culture of flourishing for their employees by adopting AI to improve scheduling efficiency both to benefit the business and to better accommodate employee-scheduling needs. In our analysis, we have taken into consideration multiple stakeholders, including CEO Richard Dickson, the leadership team, and company shareholders. However, our focus was on Gap Inc.'s retail employees as we developed financially viable, legally compliant, and ethical recommendations.

Drawing from ethical, legal, and financial research, we recommend that Gap Inc. responsibly adopt AI into their scheduling processes. We have conducted extensive research on the perils of algorithmic scheduling, specifically in the retail industry. From our findings, we have discovered that AI, when used responsibly, has the capability to balance both business efficiencies and employee flourishing in the realm of scheduling. Additionally, AI continues to disrupt many industries. Gap Inc. should use this opportunity to implement a targeted, responsible approach to AI adoption and lead the retail industry in AI-integration for scheduling and beyond.

Gap Inc.'s current mitigation strategy for their employee's scheduling complaints, Shyft, provides employees with flexible scheduling options. This allows employees to more easily request time off or swap shifts. While this strategy solves some problems, it fails to acknowledge others. The core of Gap Inc.'s scheduling process creates inequities for employees and inefficiencies for the business, such as shifts with employees who have mismatched experience levels. Thus, adopting AI responsibly can bridge the gap between inefficient and unfair shifts to a culture of flourishing that permeates across all Gap Inc. retail locations.

With this nuanced approach to scheduling in place, Gap Inc. and its stakeholders will experience a permanent and positive shift in company culture. Employee scheduling that is "Fit For All" will foster the culture to empower every employee to come to work and perform exceptionally every day.