



## Enhancing Business Performance through Artificial Intelligence and Analytics: Evidence from U.S. Organizations

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**ABSTRACT--** Artificial Intelligence (AI) and business analytics have become a central element of changing organizations, as they provide them with means to make more informed decisions, operate more efficiently, and compete more effectively. This paper reviews the application of AI and analytics to enhance the performance of businesses in institutions across the U.S. The quantitative research design applied the cross sectional survey design of 250 professionals; managers, business analysts, executives, consultants, and IT specialists. The data was gathered using a structured questionnaire with 25 items using 5-point Likert scale. The reliability test showed that the item internal consistency in terms of Cronbach alpha is good ranging between 0.87 and 0.92 and a total alpha of 0.93. Descriptive statistics and chi-square analysis were used to analyze the respondents' perceptions and the significance of the response distributions. The findings indicated that there was a high awareness and use of AI with participants reporting that AI played a critical role in their competitiveness and strategic decision-making. The results showed that business analytics positively impacts decision quality, customer comprehension, and strategic planning significantly. Additionally, AI contributed to the increase in the efficiency of the operations, as it automated the processes, enhanced the productivity, workflow optimization, and cost reduction. The results also indicated the beneficial effect of AI and analytics on organisational performance, regarding innovation, increase in revenue, customer satisfaction, and sustainable competitive advantage. Data privacy, governance requirements and talent shortages are also implementation challenges, but respondents believe in the potential of AI-enabled business transformation in the future. Those organizations that invest in their AI capacity, analytics infrastructure, employee training, and governance have higher chances of succeeding in the short- and long-term in their digital business endeavors.

**INDEX TERMS--** *Artificial Intelligence, Business Analytics, Organizational Performance, Data-Driven Decision Making, Operational Efficiency, Competitive Advantage*

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## INTRODUCTION

Business analytics and AI are proving to be transformational technologies that are changing the way organizations operate, compete and generate value. As businesses compete for a place in the market, there is a greater pressure on companies to maximize productivity, minimize expenses, improve customer experience, and make informed decisions for the business. With this much competition in the business world, organizations need to improve their efficiency, lower their costs, enhance their customer experiences, and make informed decisions for the business. Traditional business methods typically use past data and manual operations, which can hinder timely and accurate decision-making [2]. Accordingly, the businesses are more and more incorporating synthetic intelligence and superior analytics into their operations and strategic pursuits.

The incorporation of Artificial Intelligence into machines and systems allows them to execute tasks normally reserved for human intelligence, such as learning, problem solving, pattern recognition and predictive analysis [3]. Business analytics adds to those features by converting the vast amounts of information in an organization into insights that can be acted upon [4]. These technologies can offer organizations opportunities to achieve improved operational performance, optimize resources, better sense the market and create innovative business strategies.

With the emergence of digital technologies, there has been a lot of data collected from customers, business processes, social media and enterprise systems [5]. Firms which are able to make sense of and make use of the information have a huge competitive edge. AI driven analytics systems can rapidly and effectively analyze complex data sets to deliver valuable insights for evidence-based decision making [6]. These technologies are also helping to enhance customer relationship management, supply chain optimization, risk management, and forecasting.

Moreover, AI and analytics are essential to enhance productivity and organizational agility. Repetitive work is eliminated by automated systems, and employees are able to work on higher value work [7]. Predictive analytics may be utilized in order to conduct proactive decision-making and provide warning signs of possible problems and opportunities. Consequently, companies can respond faster to the market trends and customer demands.

Despite the numerous benefits of AI and analytics, there are certain challenges that must be overcome. However, it has certain generic problems that organisations face when implementing it such as cost, data privacy concerns, skills, technology complexity and ethical concerns [8]. Among the elements which are important to successful adoption are strategic planning, employee training, good governance and the organizational readiness [9]. Technology innovation should go hand-in-hand with responsible and sustainable practices in business.

As organisations are still investing in the digital transformation projects, it is important to observe how AI and analytics can influence business performance. Valuing or determining the contribution of the same technologies in regards to the operational efficiency, productivity, innovation and competitive advantage would help organisations to maximise the returns to the business and minimize the challenges



that may arise. This paper, therefore, examines how artificial intelligence and analytics can enhance the workings of companies in organizations in the United States.

## **PROBLEM STATEMENT**

Artificial Intelligence and Business Analytics have become a priority for organizations throughout the United States, aiming to enhance efficiency, decision-making, and competitive advantage. Still, there is a lot of confusion about what these technologies mean for organizations and results. Implementing the integration is challenging due to cost, staffing, governance and data issues. Thus, it is important to explore the role of AI and analytics in business performance and factors determining successful business use of AI and analytics.

## **LITERATURE REVIEW**

### **A. ARTIFICIAL INTELLIGENCE IN MODERN BUSINESS**

In today's business landscape, artificial intelligence is one of the most impactful technologies these days. AI powers automations, decision making and data insights for organizations [10]. Examples of AI applications include machine learning, natural language processing, predictive modelling, and intelligent automation. These technologies help companies maximize efficiency, minimize human error and save time [11].

### **B. BUSINESS ANALYTICS AND DATA-DRIVEN DECISION MAKING**

Business Analytics is the process of analyzing data systematically to help management make decisions and plan for an organization. Descriptive, predictive and prescriptive analytics are becoming more popular in contemporary organizations to understand market trend and customer behavior [12]. Analytics is used to make decisions to identify opportunities, assess performance and optimize business processes [13]. Using analytics in the business process streamlines business decision-making and eliminates uncertainty.

### **C. AI AND OPERATIONAL EFFICIENCY**

The benefit of AI that is most often known is its capacity to enhance the efficiency of operations. Intelligent systems can perform repetitive tasks, optimize workflows and optimize resources [14]. Some of the advantages that might be realized as a result of implementing AI-driven solutions in organisations are improved productivity, quality control, and process management [15]. This will spare the employees with simplified repetitive processes and automated workflow and more time and resources to focus on strategic processes and help in the overall efficiency of the organization.

### **D. COMPETITIVE ADVANTAGE THROUGH AI AND ANALYTICS**

AI and analytics are becoming more of a strategic asset for organizations, and are increasingly believed to help create sustainable competitive advantage. With all those powerful analytics, businesses are in a better position to know what is happening in the market and to offer a personalized experience to customers and adapt to market changes in real-time [16]. Through AI-led innovation, companies are able to develop new product and service offerings, and new business models. These skills help to boost the competitiveness of the organization and enhance sustained performance results.

### **E. ORGANIZATIONAL PERFORMANCE AND INNOVATION**



AI and analytics have significant implications on organizational performance. Better forecasting helps in more strategic planning and allocation of resources. The needs of customers, market changes and operational risks can be predicted using predictive models [17]. In addition, AI-based innovation supports sustained innovations and learning within the organization [18]. The more successful companies in utilizing AI in their operations are usually more productive, profitable and gratifying to their customers.

## **F. CHALLENGES IN AI ADOPTION**

As much as AI and analytics have numerous benefits, organizations also have several challenges when adopting them [19]. The high investment is an impediment, as is data quality, cybersecurity, and workforce skill. There have also been much attention to the ethical issues of transparency, fairness and privacy [20]. Good governance structures must be established, and application of AI technologies must be in a responsible manner so that the stakeholders have confidence in them [21].

## **G. FUTURE DIRECTIONS OF AI AND ANALYTICS**

Increased interoperability within industries and functions will be one of the subsequent steps in AI and analytics development. The integration of new technology such as generative AI, intelligent decision support systems, and state-of-the-art predictive analytics will play a key role in influencing business operations in the future. These innovations are best suited to benefit those organizations that invest in the readiness to technology, workforce development and innovation strategies. By doing so, AI and data analysis will continue to be important drivers of organizational growth and performance.

## **OBJECTIVES**

- To examine the level of AI adoption within U.S. organizations.
- To evaluate the role of business analytics in decision-making processes.
- To investigate the impact of AI on operational efficiency and productivity.
- To assess the contribution of AI and analytics to organizational performance.
- To identify challenges affecting AI implementation and future opportunities.

## **METHODOLOGY**

This research was a quantitative study that was designed as cross sectional survey. The sample population comprised of managers, business analysts, executives, consultants and information technology workers in organizations across the United States. In order to create a structured questionnaire comprising 25 close-ended questions, a Likert scale (strongly disagree to strongly agree) was developed.

A convenience sampling of 250 respondents was taken. The process of data collection was electronic as online survey tools and professional networks were used. The constructs of AI Awareness and Adoption, Business Analytics and Decision Making, Operational Efficiency and Productivity, Organizational Performance and Competitive Advantage and Challenges and Future Opportunities are the five constructs measured in the questionnaire.

The analysis of data was done using SPSS. Cronbach alpha method was used to test all the reliability tests to determine the internal consistency. In order to examine the perceptions of respondents, descriptive statistics data (mean and standard deviation) was used. Chi-square analysis was done to compare the



importance of the distributions of response. The results were summarized in tables and analyzed to gain insight into the connection between AI, analytics, and business performance.

## RESULTS AND DISCUSSIONS

Results section presents the key findings after analysing the data, gives the statistical findings and trends of the study. Discussion section entails an interpretation of the findings, the value of findings, comparison of the findings with literature and gives theoretical and practical implications.

| Construct                                            | Items | Cronbach's Alpha |
|------------------------------------------------------|-------|------------------|
| AI Awareness and Adoption                            | 5     | 0.88             |
| Business Analytics and Decision Making               | 5     | 0.91             |
| Operational Efficiency and Productivity              | 5     | 0.90             |
| Organizational Performance and Competitive Advantage | 5     | 0.92             |
| Challenges and Future Opportunities                  | 5     | 0.87             |
| Overall Scale                                        | 25    | 0.93             |

**Table 1:** Reliability Analysis (Cronbach's Alpha)

The results of the reliability analysis suggest that the internal consistencies of all the constructs are high. The values of the Cronbach Alpha are 0.87-0.92 which is greater than 0.70 and the recommended value. The highest reliability was found in the Organizational Performance and Competitive Advantage dimension ( $\alpha = 0.92$ ), and the Business Analytics and Decision Making dimension ( $\alpha = 0.91$ ). The overall scale employed also had a good coefficient of reliability of 0.93 and this means that the questionnaire is highly reliable and can be subjected to further statistical analysis.

| Variable         | Category                   | Frequency (n) | Percentage (%) |
|------------------|----------------------------|---------------|----------------|
| <b>Gender</b>    | Male                       | 148           | 59.2           |
|                  | Female                     | 102           | 40.8           |
| <b>Age</b>       | 20-29                      | 58            | 23.2           |
|                  | 30-39                      | 79            | 31.6           |
|                  | 40-49                      | 60            | 24.0           |
|                  | 50-59                      | 37            | 14.8           |
|                  | 60+                        | 16            | 6.4            |
| <b>Education</b> | Bachelor's                 | 82            | 32.8           |
|                  | Master's                   | 96            | 38.4           |
|                  | Doctorate                  | 26            | 10.4           |
|                  | Professional Certification | 34            | 13.6           |
|                  | Other                      | 12            | 4.8            |
| <b>Position</b>  | Manager                    | 62            | 24.8           |
|                  | Business Analyst           | 51            | 20.4           |
|                  | IT Specialist              | 44            | 17.6           |
|                  | Executive                  | 39            | 15.6           |



| Variable | Category   | Frequency (n) | Percentage (%) |
|----------|------------|---------------|----------------|
|          | Consultant | 32            | 12.8           |
|          | Other      | 22            | 8.8            |

**Table 2: Demographic Information**

The results of the demographic questions indicate that most of the respondents were male (59.2%) and 40.8% were female. The majority of participants were in the 30-39 age group (31.6%), followed by 40-49 years (24.0%) and 20-29 years (23.2%), reflecting the fact that the work force had a high level of professional experience. In terms of educational attainment, people with Master's degree (38.4%) were the predominant group followed by those with Bachelor's degree (32.8%). Professional representation was varied by organizational role with Managers representing the highest proportion of respondents (24.8%), followed by Business Analysts (20.4%) and IT Specialists (17.6%).

| Item                             | Mean | SD   | $\chi^2$ | Sig.  |
|----------------------------------|------|------|----------|-------|
| Familiar with AI technologies    | 4.16 | 0.72 | 29.64    | 0.001 |
| Organization invests in AI       | 4.08 | 0.77 | 27.18    | 0.002 |
| AI important for decision-making | 4.24 | 0.66 | 32.75    | 0.000 |
| Employees receive AI training    | 3.95 | 0.81 | 25.91    | 0.003 |
| AI essential for competitiveness | 4.28 | 0.64 | 34.42    | 0.000 |

**Table 3: AI Awareness and Adoption**

The results show a high degree of awareness and adoption of AI among the respondents. The items that received the highest agreements were AI is essential to competitiveness ( $M = 4.28$ ,  $SD = 0.64$ ) and AI is important in decision-making ( $M = 4.24$ ,  $SD = 0.66$ ). Another positive outcome was the high level of familiarity with AI technologies ( $M = 4.16$ ). Employees were perceived as having received some training in AI, albeit a somewhat lower mean score ( $M = 3.95$ ), while organizations were perceived as investing in AI ( $M = 4.08$ ). All the items are statistically significant ( $p < 0.01$ ), which means there is a significant level of agreement among the items.

| Item                                      | Mean | SD   | $\chi^2$ | Sig.  |
|-------------------------------------------|------|------|----------|-------|
| Analytics improves decision quality       | 4.30 | 0.63 | 36.15    | 0.000 |
| Analytics supports strategic planning     | 4.25 | 0.66 | 34.21    | 0.000 |
| Real-time analytics improves response     | 4.22 | 0.68 | 31.88    | 0.001 |
| Data-driven decisions reduce uncertainty  | 4.18 | 0.70 | 29.52    | 0.001 |
| Analytics improves customer understanding | 4.26 | 0.65 | 33.07    | 0.000 |

**Table 4: Business Analytics and Data-Driven Decision Making**

The findings suggest that there is high consensus about the importance of business analytics for organizational decision-making. The top three mean scores were for analytics improving decision quality ( $M = 4.30$ ,  $SD = 0.63$ ), improving customer understanding ( $M = 4.26$ ,  $SD = 0.65$ ) and supporting strategic planning ( $M = 4.25$ ,  $SD = 0.66$ ). There was also consensus that real-time analytics improves organizational responsiveness ( $M = 4.22$ ) and alleviates decision uncertainty ( $M = 4.18$ ). All items had significant chi-square values ( $p < 0.001$ ), which indicates that the results were statistically significant, meaning there was a consensus on the positive impact that business analytics has on data-driven decision-making.



| Item                            | Mean | SD   | $\chi^2$ | Sig.  |
|---------------------------------|------|------|----------|-------|
| AI improves efficiency          | 4.32 | 0.61 | 38.14    | 0.000 |
| AI reduces repetitive tasks     | 4.35 | 0.60 | 39.26    | 0.000 |
| AI enhances productivity        | 4.27 | 0.64 | 35.19    | 0.000 |
| AI reduces operational costs    | 4.18 | 0.69 | 30.41    | 0.001 |
| AI improves workflow management | 4.24 | 0.66 | 33.83    | 0.000 |

**Table 5:** Operational Efficiency and Productivity

The results show ample consensus around the benefits of AI for improving operational efficiency and productivity. AI reducing repetitive tasks ( $M = 4.35$ ,  $SD = 0.60$ ); AI improving efficiency ( $M = 4.32$ ,  $SD = 0.61$ ); AI enhancing productivity ( $M = 4.27$ ,  $SD = 0.64$ ) were the highest mean scores. The respondents also expressed agreement with the aspects AI enhances in terms of workflow management ( $M = 4.24$ ) and cost reduction ( $M = 4.18$ ). The results of the significant chi-square values ( $p \leq 0.001$ ) reveal that there is a very strong and statistically significant consensus about the positive effect of AI on the organization's operations and performance.

| Item                              | Mean | SD   | $\chi^2$ | Sig.  |
|-----------------------------------|------|------|----------|-------|
| AI improves performance           | 4.29 | 0.64 | 35.78    | 0.000 |
| Analytics supports revenue growth | 4.21 | 0.68 | 31.55    | 0.001 |
| AI enhances customer satisfaction | 4.18 | 0.70 | 30.11    | 0.001 |
| AI creates competitive advantage  | 4.34 | 0.61 | 38.47    | 0.000 |
| AI improves innovation            | 4.26 | 0.65 | 34.72    | 0.000 |

**Table 6:** Organizational Performance and Competitive Advantage

The findings show a high level of positive sentiment around AI and analytics as tools to improve organization performance and gain a competitive edge. The greatest agreement was found for AI as a competitive advantage ( $M = 4.34$ ,  $SD = 0.61$ ); AI as an improvement of performance ( $M = 4.29$ ,  $SD = 0.64$ ); and AI as an innovation improvement ( $M = 4.26$ ,  $SD = 0.65$ ). The respondents also indicated that analytics helps to grow revenue ( $M = 4.21$ ) and that AI enhances customer satisfaction ( $M = 4.18$ ). The high chi-square values ( $p \leq 0.001$ ) of all the items indicate the statistically significant degree of agreement on the high effects of AI and analytics on organizational success and market competitiveness.

| Item                           | Mean | SD   | $\chi^2$ | Sig.  |
|--------------------------------|------|------|----------|-------|
| High implementation costs      | 3.91 | 0.82 | 24.55    | 0.004 |
| Data privacy concerns          | 3.98 | 0.79 | 25.48    | 0.003 |
| Lack of skilled professionals  | 4.05 | 0.76 | 27.93    | 0.002 |
| Need for governance frameworks | 4.11 | 0.73 | 29.86    | 0.001 |
| AI will drive future success   | 4.38 | 0.58 | 40.21    | 0.000 |

**Table 7:** Challenges and Future Opportunities

The results suggest that respondents are aware of the challenges and opportunities involved with AI implementation. The highest level of agreement was achieved on the future organizational value ( $M = 4.38$ ,  $SD = 0.58$ ) which shows high confidence in the future of AI in organizations. Other issues that respondents highlighted were on governance frameworks ( $M = 4.11$ ) and lack of skilled professionals ( $M = 4.05$ ). Moreover, the issues were found to be data privacy ( $M = 3.98$ ) and high implementation costs ( $M = 3.91$ ).



The significant chi-square values ( $p < 0.01$ ) suggest that there is a consensus, as statistically significant, both on the barriers to AI adoption and its potential for business growth and innovation.

## DISCUSSION

It was determined that business analytics have the ability to improve decision making processes. The respondents identified the value of data-driven insights in strategic planning, customer insights and operational management. The results indicate that the businesses are gradually increasingly relying on analytical evidence in taking business decisions and rejecting intuition.

The findings also shed light on the importance of AI in enhancing efficiencies and productivity in operations. The automation of repetitive tasks and the optimization of workflows were given a high score, signifying that AI technologies can optimize the use of resources and minimize inefficiencies in the organization. These enhancements have a direct positive impact on enhancing the performance of organizations and business sustainability.

Moreover, the interviewees had a high degree of belief that AI and analytics helped them to gain a competitive advantage, become innovative and raise revenues. Companies that will be able to capitalize on the tech capabilities would seemingly be in a better position to respond to the changing market trends and customer requirements. The results confirm the strategic importance of AI and analytics application in business.

But there are numerous problems that will not be solved. Issues of implementation cost, data privacy, governance requirements and deficiency of professional expertise continue to be problems in implementation. However, the respondents were extremely positive about the future of AI in business. In general, the findings indicate that the strategic investment in AI capabilities, staff development, and governance frameworks can result in the improved business performance and competitiveness in the future.

## CONCLUSION

This paper entailed the application of AI and business analytics to enhance the business performance of the organizations in the United States. The findings revealed that the overall impact of AI adoption was positive, and that there was a willingness to use AI to make analytics-based decisions in various functions. AI was considered to improve operational efficiencies, productivity, innovation, customer satisfaction and competitive advantage. Organizational decision making was also enhanced by business analytics, which provided actionable insights and evidence-based strategies.

The general attitude towards AI is favorable even with the challenges of implementing AI such as cost, governance, privacy, and lack of skills. Participants agree that AI and analytics will remain important factors for businesses' success in the future. To ensure sustainable growth, organizations therefore need to invest in sustainable AI technologies, analytical tools, train employees, and ethics in governing. The successful adoption of AI and analytics in business operations has the potential to boost performance, bolster competitiveness, and set organizations on a path to long-term strategic goals in today's digital economy.

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