

NEXT-GENERATION BUSINESS INTELLIGENCE: UTILIZING AI AND DATA ANALYTICS FOR ENHANCED ORGANIZATIONAL PERFORMANCE

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ABSTRACT

Data analytics and artificial intelligence (AI) are completely changing how businesses obtain a competitive advantage. This study investigates how a company's AI and data analytics capabilities (AIDAC) improve its dynamic capabilities, which in turn affects the company's competitive performance indirectly. We used structural equation modelling to analyse data from 202 chief information officers and IT managers in Norwegian enterprises, drawing on the resource-based view and dynamic capabilities viewpoint. According to our research, AIDAC enhances dynamic capabilities, which enhance technological and marketing capacity. This study emphasises that, as opposed to actively pursuing competitive advantages, organisations should use AIDAC to strengthen organisational strengths. Giving researchers and practitioners useful insights, it also emphasises the crucial roles that human skills, organisational culture, technical infrastructure, and data quality play in optimising the advantages of AI and data analytics.

KEYWORDS: *Artificial Intelligence, Data Analytics, Competitive Performance, Dynamic Capabilities, Resource-Based View.*

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