Barriers to adopting automated organisational decision-making **through the use of artificial intelligence**

Introduction: Research overview

This study aims to identify barriers in the adoption of artificial intelligence (AI) for automated organisational decision-making.

By applying the adaptive structuration theory (AST) model, this research illustrates the dimensions relevant to AI implementations and makes recommendations to overcome barriers to AI adoption.

Why the research is needed?

Several studies have shown that decision-making that requires highly cognitive skills, traditionally performed by knowledge workers, can be automated in an organisational context. This study determines the factors that impede organisations from adopting AI for automated decision making.

The research is of importance due to the increased rise of AI adoption by many organisations, as they strive to optimise and automate processes to increase productivity and lower cost. Organisations and managers can use the research through the lens of AST to identify and understand the key barriers when considering the adoption of AI.

Research questions

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Which barriers affect adoption of AI in an organisation specifically for decision-making?

Methodology

The study applied an interpretive paradigm and conducted exploratory research through qualitative interviews with 13 senior managers in South Africa from organisations involved in AI adoption.

Results

Barriers to AI adoption in decision-making include:

- Human social interactions and norms
- Restrictive regulatory and liability concerns
- Creative work environments
- Lack of trust and transparency
- Dynamic business environments
- Loss of power and control for current decision makers
- Ethical and non-discriminatory considerations

Conclusion

Managers should be aware that there's no one-size-fits-all approach with AI. Algorithms today are designed to solve very specific problems or to automate a specific task that requires data specific to the problem domain to achieve a high rate of accuracy. AI algorithms today can be trained to perform any task based on data, as well as or better than humans can perform.

Find out more about the research by reading the full article here.

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