Artificial Intelligence Adoption Determinants and its Impacts on Human Resource Management Effectiveness in Medium-Sized Enterprises in Tanzania = Penentu Adopsi Kecerdasan Buatan dan Dampaknya Terhadap Efektivitas Manajemen Sumber Daya Manusia pada Usaha Menengah di Tanzania

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Abstrak

This study aims to explore the determinants of AI adoption and its impact on HRM effectiveness in Tanzanian medium enterprises (MEs). With a focus on providing insights for HR professionals and decision makers, data from 185 respondents comprising HR professionals, IT professionals, and CEOs who have adopted AI were analyzed using PLS-SEM, which includes factors of Relative Advantage, Complexity, Compatibility, Security/ Privacy, Top management, Organizational readiness, Competitive pressure, External support, and Government support for AI adoption. The results highlight relative advantage, compatibility, and competitive pressure as the key drivers of AI adoption in the Tanzanian context, which in turn enhances the effectiveness of HR systems. The study bridges the existing gap and offers recommendations for the integration of AI into HRM practices. Implications for managers and solution providers are discussed to facilitate a better understanding of the determinants influencing the adoption process in SEs in Tanzania. The study builds on theoretical knowledge of AI adoption by utilizing the TOE model, which incorporates technological, organizational, and environmental factors. The study recommends future exploration of additional factors and inclusion of a larger sample to enhance the universality of the results.

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