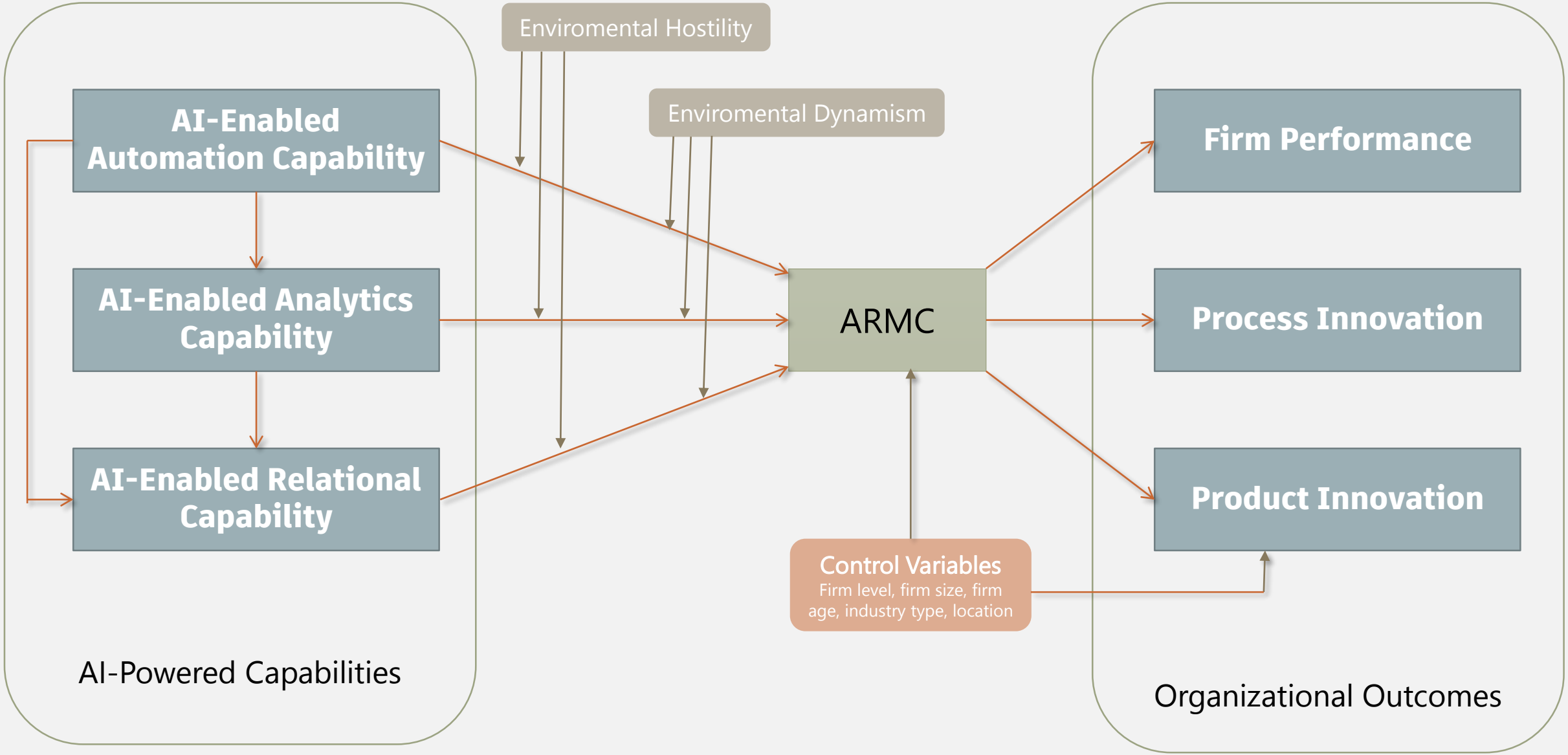
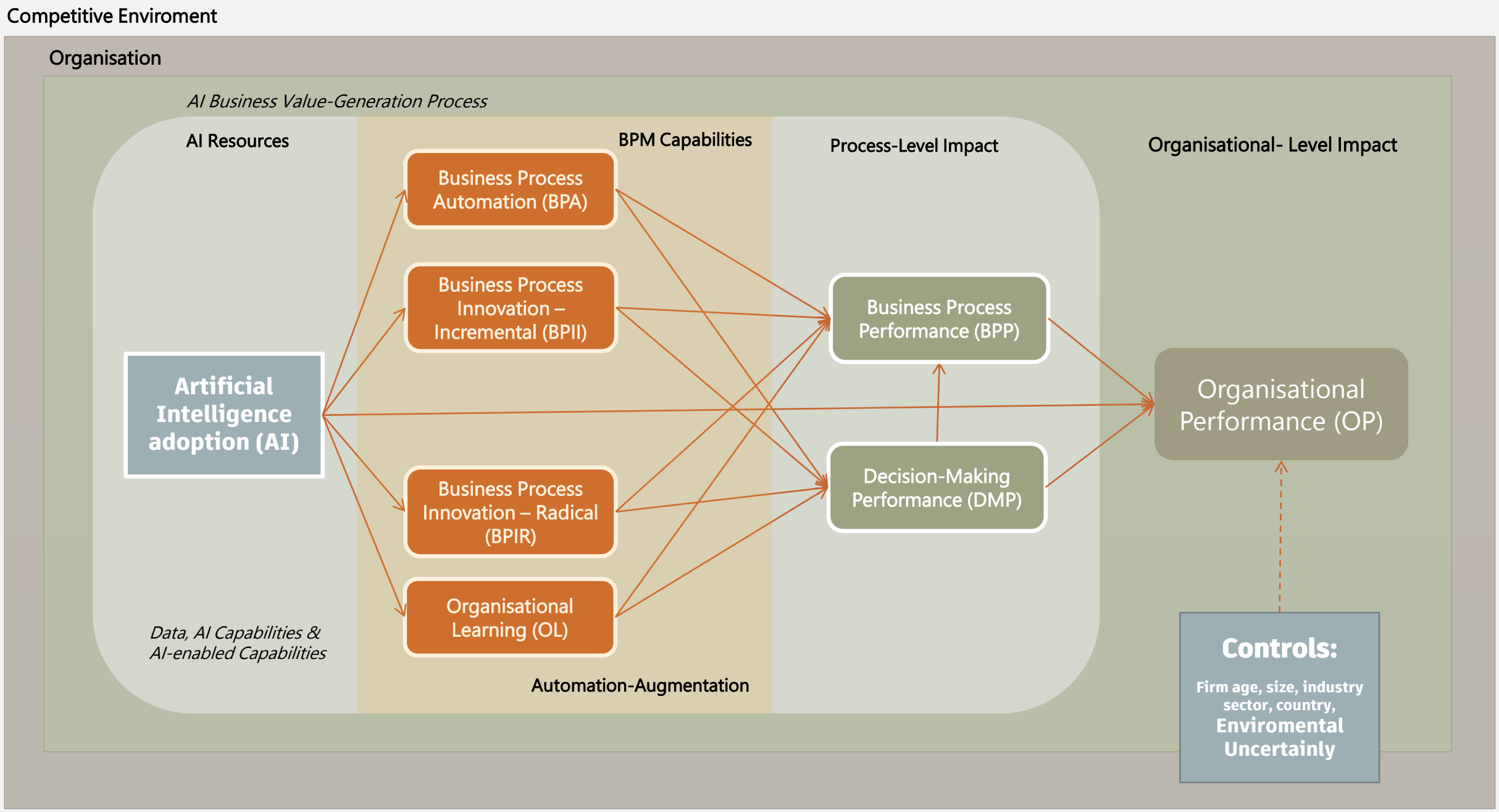
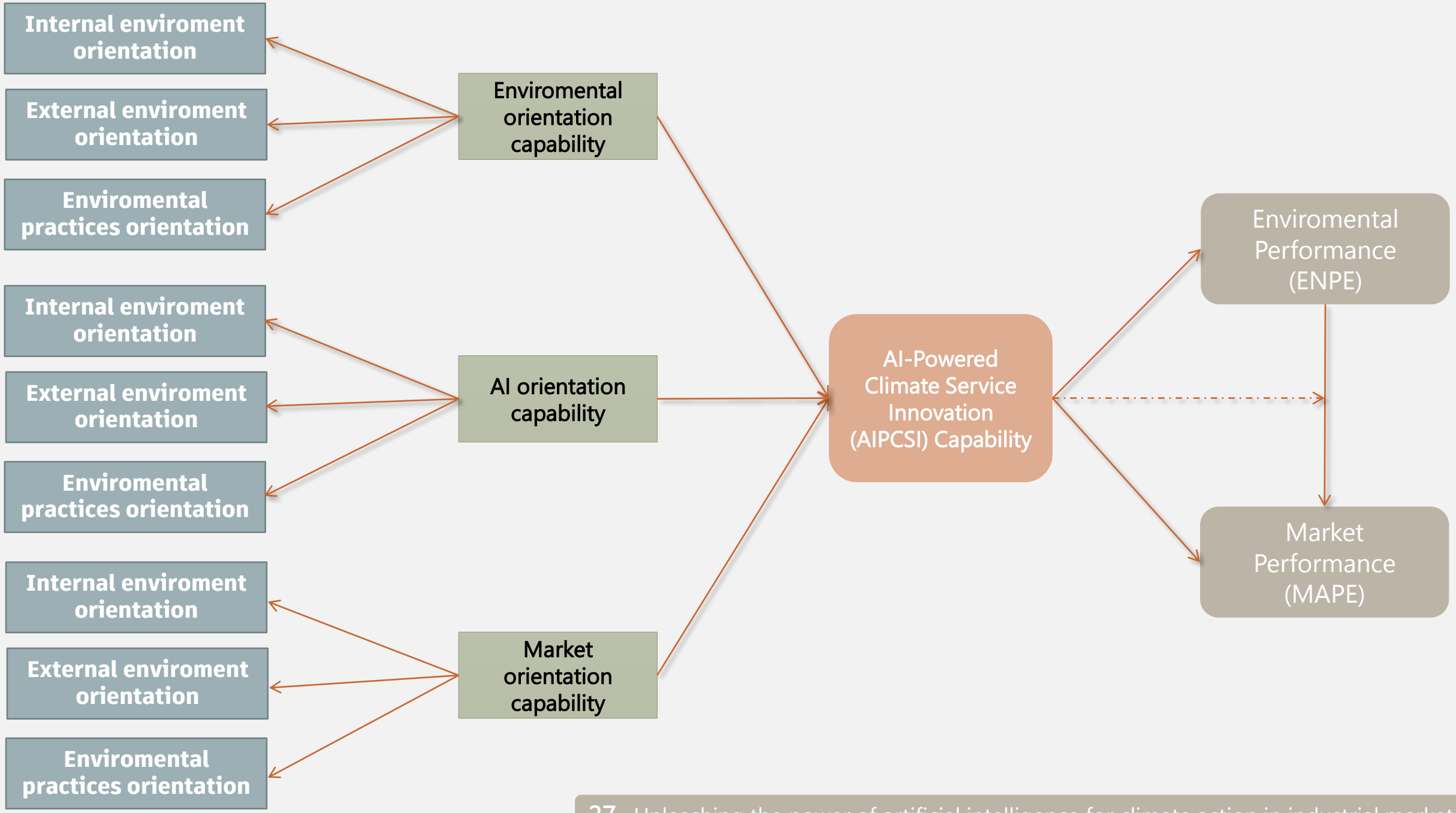
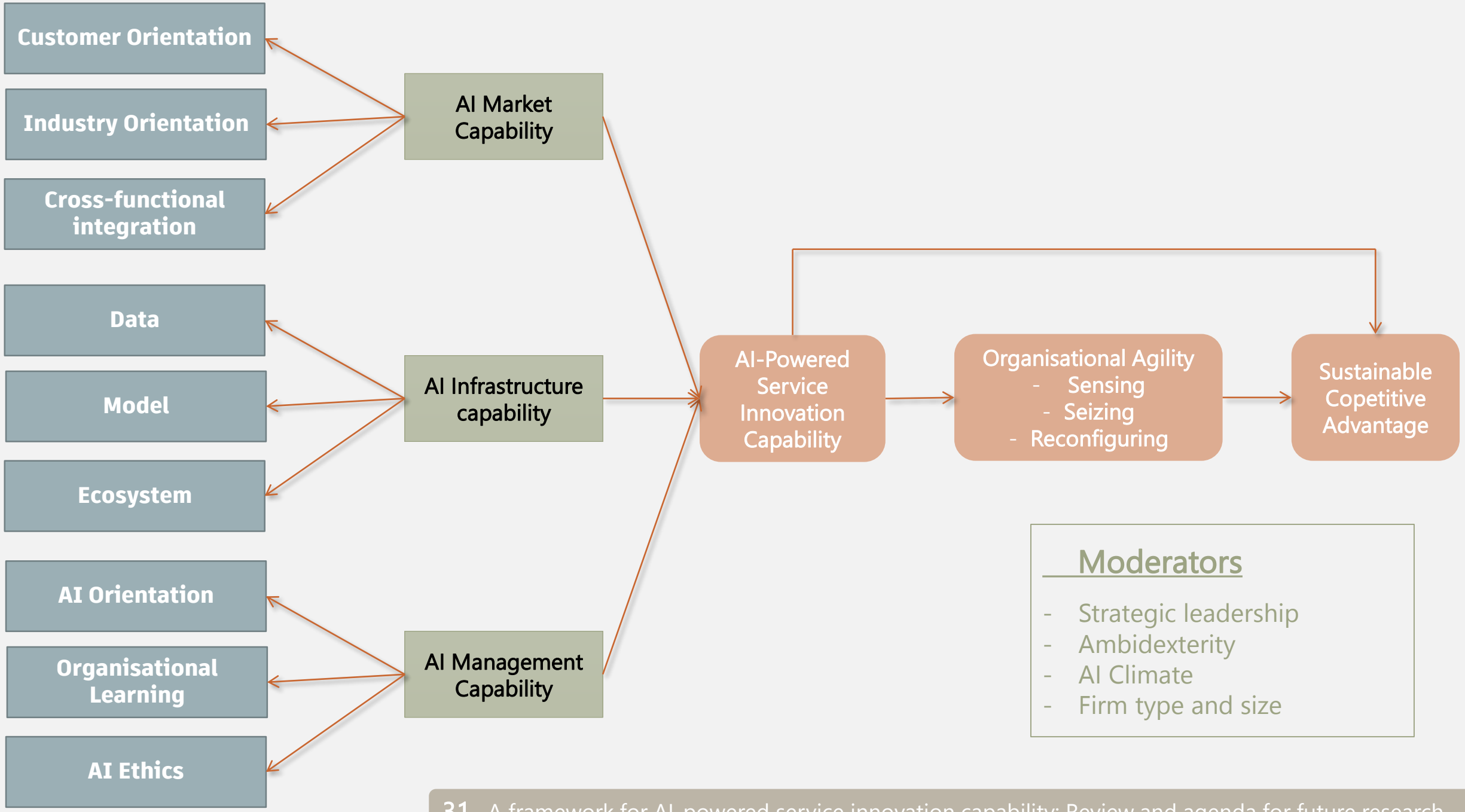
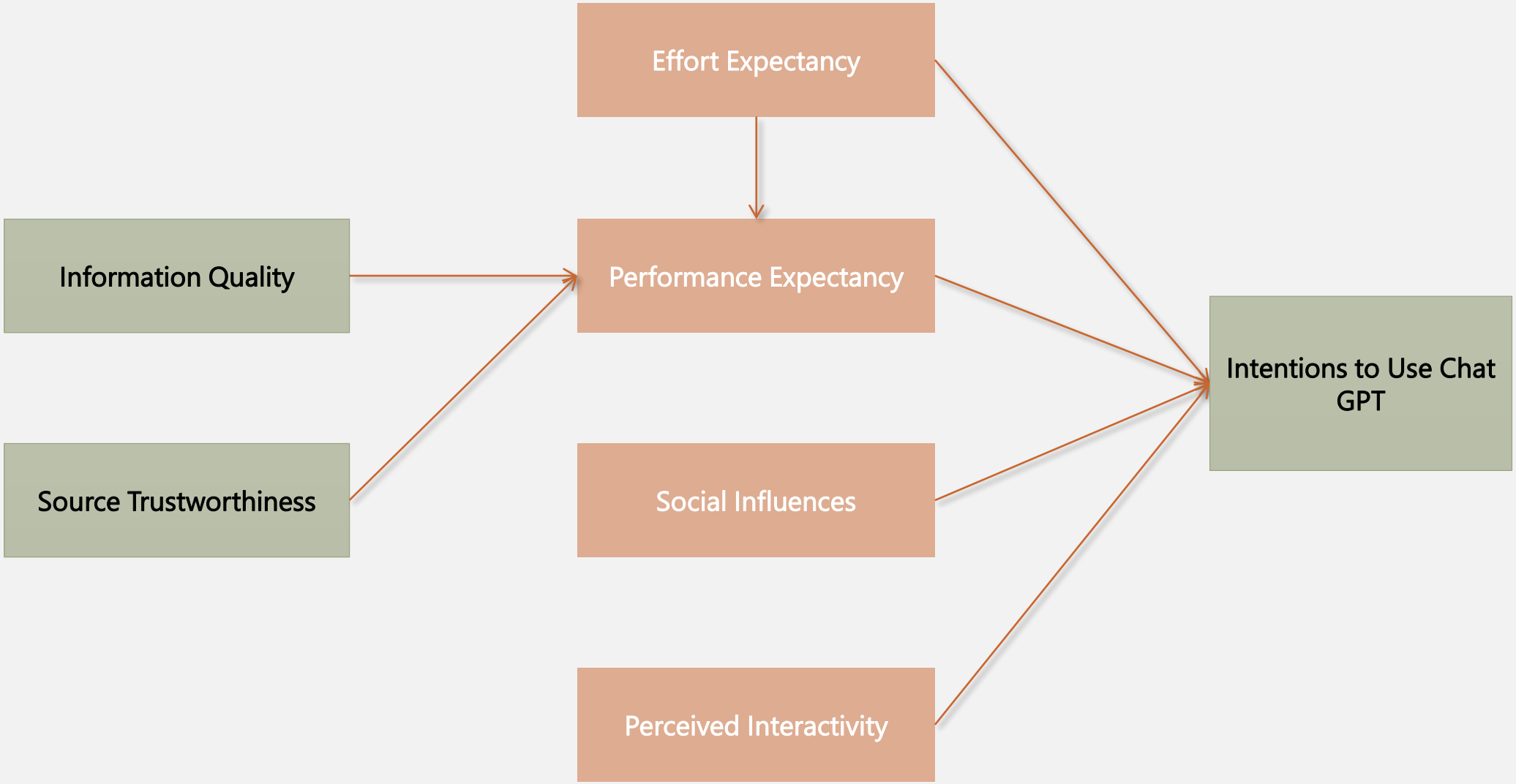

Enviromental Hostility
Enviromental Dynamism
AI-Enabled Automation Capability
AI-Enabled Analytics Capability
AI-Enabled Relational Capability
ARMC
Control Variables
Firm level, firm size, firm age, industry type, location
Firm Performance
Process Innovation
Product Innovation
AI-Powered Capabilities
Organizational Outcomes


Competitive Enviroment
Organisation
AI Business Value-Generation Process
AI Resources
BPM Capabilities
Process-Level Impact
Organisational- Level Impact
Business Process Automation (BPA)
Business Process Innovation – Incremental (BPII)
Business Process Innovation – Radical (BPIR)
Organisational Learning (OL)
Artificial Intelligence adoption (AI)
Business Process Performance (BPP)
Decision-Making Performance (DMP)
Organisational Performance (OP)
Data, AI Capabilities & AI-enabled Capabilities
Automation-Augmentation
Controls:
Firm age, size, industry sector, country,
Enviromental Uncertainly


Internal enviroment orientation
External enviroment orientation
Enviromental practices orientation
Internal enviroment orientation
External enviroment orientation
Enviromental practices orientation
Internal enviroment orientation
External enviroment orientation
Enviromental practices orientation
Enviromental orientation capability
AI orientation capability
Market orientation capability
AI-Powered Climate Service Innovation (AIPCSI) Capability
Enviromental Performance (ENPE)
Market Performance (MAPE)


Customer Orientation
Industry Orientation
Cross-functional integration
Data
Model
Ecosystem
AI Orientation
Organisational Learning
AI Ethics
AI Market Capability
AI Infrastructure capability
AI Management Capability
AI-Powered Service Innovation Capability
Organisational Agility
- Sensing
- Seizing
- Reconfiguring
Sustainable Copetitive Advantage
Moderators
- Strategic leadership
- Ambidexterity
- AI Climate
- Firm type and size


Effort Expectancy
Information Quality
Performance Expectancy
Intentions to Use Chat GPT
Source Trustworthiness
Social Influences
Perceived Interactivity