

# **Artificial Intelligence Enabled Project Performance: Interplay of Creativity, Innovation, and Ethics**

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Track 25: Project Experiences

## Extended Abstract:

Organizations leveraging AI tools and techniques in IT related projects in several way. They are using AI in automating repetitive tasks, schedule optimization, resource allocation (El Khatib & Al Falasi, 2021; Wamba-Taguimdje et al., 2020; White et al., 2024). Previous literature of AI adoption in performance improvement is mostly researched at the organizational level to enhance organizational performance (Olan et al., 2022; Wamba-Taguimdje et al., 2020). However, the research examines how the use of AI at organizational level influences project outcomes are limited. Moreover, though existing literature supports the notion of AI in promoting both organizational creativity and innovation which further leads to improved organizational performance (Mikalef and Gupta, 2021). However, how AI adoption promotes project performance through project team members' perception of organizational creativity and project innovation in IT projects has received limited scholarly attention. This study research seeks to address these gaps by examining the relationship between AI adoption and IT project performance through the parallel mediation role of organization's creativity and project innovation. Moreover, the study examined how ethical identity as a moderator influences the relationship of AI adoption with both team member creativity, and project innovation. Accordingly, the primary research question of the study is: How does the adoption of AI in IT project based organizations influence their project performance?

This study employed a quantitative research design using a positivist philosophy and a deductive approach. To test the proposed hypothesis, data were collected in two waves from 222 employees working in the IT sector. This study investigates the relationship between AI adoption and IT project performance through the parallel mediation role of team member creativity and project innovation and ethical identity as a boundary condition at first stage. Results indicate that AI adoption has positive effect on IT project performance as well as indirect effect through organization creativity and project innovation. Furthermore, ethical identity moderates and strengthens the relationships between AI adoption and both organization creativity and project innovation. These insights can guide project managers and IT project-based organizations to create strategies that improve the existing IT infrastructure, develop digital capabilities to foster creativity, and cultivate an innovative culture that ultimately drives project performance.

**Keywords:** *artificial intelligence, organizational creativity, project innovation, ethical identity, project performance*