The role of artificial intelligence, marketing strategies, and organizational capabilities in organizational performance: The moderating role of organizational behavior

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A B S T R A C T

Article history: Received March 23, 2022 Received in revised format April 25, 2022 Accepted June 14 2022 Available online June 18 2022 *Keywords*: *Artificial intelligence* *Marketing strategies* *Organizational performance* *Organizational capabilities* *Organizational behavior*	Currently, artificial intelligence and marketing strategies have become significant factors for improving the business capabilities that lead to improved business performance. Thus, the current study investigates the impacts of artificial intelligence and marketing strategies on the organizational performance of the tourism industry in the UAE. The present study also examines the mediating role of organizational capabilities in linking artificial intelligence, marketing strategies, and organizational performance of the tourism industry in the UAE. The analysis of the moderating impact of organizational behavior on the links between artificial intelligence, marketing strategies, and organizational performance are also part of the current study's goals. This study used questionnaires to collect primary data from the respondents and analyzed it using Smart-PLS. The results indicated that artificial intelligence and marketing strategies have a positive association with the organizational performance of the tourism industry in the UAE. The outcomes also revealed that organizational capabilities positively mediate the links between artificial intelligence, marketing strategies, and organizational performance. The findings also demonstrated that organizational behavior significantly moderates the links between artificial intelligence, marketing strategies, and organizational performance of the tourism industry in the UAE. This study is relevant for regulators in supporting policy development related to artificial intelligence and marketing strategies for high organizational performance.

1. Introduction

We live in a globalized world. This globalization results in a reduced business gap between firms (Nawaz, Hussain, et al., 2020). Firms are a single click away from contact. Another aspect of globalization is the rapid increase in competition. As business is borderless now, in a similar way, competition is also borderless. One of the best examples is Ali Baba (an online business channel). Although it is based in China, it is proving to be tough competition for the entire global online business network. In order to survive the business competition, firms are paying special attention to their performance. The only way to survive in this competitive world is to perform better in comparison with the competitors. There are a number of internal as well as external factors supporting the performance of a firm. These factors play a vital role in the betterment of the firm's performance in its domain. The present study is the combination of internal as well as external factors, such as marketing strategies as an internal factor, and information technology, i.e., artificial intelligence, as an external factor. Regarding information technology, i.e., artificial intelligence, information technology (IT) is omnipresent in professional activity, supporting and influencing all key procedures and operations. When information technology (IT) is incorporated into a company's environment, it can have a noticeable effect, especially on the company's relationships with its clients, prospects, and partners. They also have a major impact on how businesses' procedures and activities grow. The ultimate success of information in the recent era is artificial intelligence. Despite having numerous side effects, artificial intelligence has secured

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a valuable position in the business world as it is bringing a remarkable change to it. Artificial intelligence (AI) is still the most impressive information technology (IT) application today, a technology that has progressed at an unrivaled rate over the past few decades (Jianjun et al., 2021). It is described as a collection of techniques and theories used to construct machines that simulate intelligence. Artificial intelligence (AI) is a general concept that uses a machine for intelligent behavior modeling with limited interference by people. On the other hand, with respect to a firm's internal factors, such as operational, financial, or marketing factors, the factor that is considered to be the most important is the marketing strategy of the firm. Firms all around the world spend almost seventy percent of their profits on their marketing sections in order to achieve healthy sales (Nawaz et al., 2021). The marketing policy of any firm is the combination of different strategies, such as marketing mix, 4Ps, etc. Similarly, the marketing capabilities also affect the firm's performance.

The United Arab Emirates (UAE), a combination of different Arab states, is known as one of the best tourist areas on Earth due to different factors such as the combination of water, sand, mountains, etc. Tourists from all around the world admire the beauty of the United Arab Emirates (UAE), such as the existence of Burj Al-Khalife (the world tallest building). According to the World Travel and Tourism Council's (WTTC) 2017 Economic Impact Survey of the United States, the travel and tourist industry contributed USD44.6 billion to the country's GDP and provided 18,000 new jobs in 2017. The WTTC, headquartered in London, is regarded as one of the world's leading tourism business organizations. Direct employment in the booming tourism and travel sectors of the United Arab Emirates (UAE) was projected to grow by more than 7300 in 2017, a 2.3% expansion on the 317,500 jobs sustained by the industry in 2016. The company expects that this number will increase by 2.4% at a compound annual rate of 410,000 workers until the year 2027. The travel and tourism industry in the United Arab Emirates, with an allocation of 12.4% of the total GDP in 2027, is projected to account for USD72 billion in monetary value. The net contribution of travel and tourism to employment in the United Arab Emirates (UAE) in 2016, including work indirectly funded by the sector, was 10.4% of the total employment, or 617,500 jobs, according to the study. Studies exist on the relationship between the firm's internal factors or with the firm's external factors with single moderation or mediation effects on the UAE tourism industry (Alseiari, Khalifa, & Bhaumick, 2019; Papastathopoulos, Ahmad, Al Sabri, & Kaminakis, 2020). This study will cover gaps in the literature, such as the lack of investigation on the relationship between firms' internal as well as external factors regarding the dual moderation and mediation effects on the UAE tourism industry. The present study will investigate the relationships between artificial intelligence, marketing strategies, and organizational performance with the mediation effect of organizational capabilities and the moderation effect of organizational behavior in the UAE tourism industry.

2. Literature Review

In the recent era, there have been a number of factors that have influenced the performance of an organization. The adoption of IA can improve the organizational performance because it brings innovation in the process that is necessary to improve the functions of the organization (Enholm, Papagiannidis, Mikalef, & Krogstie, 2021). The performance of an organization is the best combination and performance of the internal as well as external factors. When IT is incorporated into a company's environment, it can have a noticeable effect, especially on the company's relationships with its clients, prospects, and partners. They also have a major impact on how businesses' procedures and activities grow. The ultimate success of information in the recent era is artificial intelligence. The present investigation tested the effect of artificial intelligence on the performance of the organization. AI has, however, been booming again since 2010, largely due to significant increases in computer processing capacity and vast data access (Dubey et al., 2020a). The regeneration of AI has been due to the three breakthroughs of (i) the introduced class of algorithms, which has become much more sophisticated; (ii) the introduction to the market of low-cost graphics processors, which can perform many calculations in a few thousand seconds. Companies' corporate and operational structures are being radically reshaped by AI and its innovations (machine learning, deep learning, Chabot, neural networks, virtual assistant, and others) (Dubey et al., 2020a). In reality, AI has already altered the overall layout of businesses and their interactions with their surroundings. The organizations are facing different challenges with the betterment of their performance. The factor that is most influential is information technology. In addition, AI has the ability to improve the business process that leads towards high organizational performance (Collins, Dennehy, Conboy, & Mikalef, 2021). The most advanced form of technology is artificial intelligence. Despite having pros and cons, it is securing the most space in the modern business world (Bag, Pretorius, Gupta, & Dwivedi, 2021; Chen & Lin, 2021). In terms of business, AI will allow every company to accomplish the following as its main growth factors (Nawaz, Ahmadk, Hussain, & Bhatti, 2020): (i) improve operations efficiency, maintenance, and operation of the supply chain; (ii) optimize and improve customer experience, products or services (with new features), and product recommendation processes; (iii) improve fast and automatic adjustments to changing market conditions, create new business models, and optimize supply-to-need relationships with better forecasting; (iv) detect fraud (banking and other sectors), automate information and threat systems, automate IT functions (including IT systems and procedures), and optimize sales processes; (v) diagnose and treat diseases, anticipate diseases and their evolutions, and foster personalized treatment recommendations. Previous studies reported that there is a positive association between artificial intelligence and organizational performance (Petrella, Miller, & Cooper, 2021; Xie et al., 2021). Thus, the past literature concluded that the adoption of artificial intelligence improves the organizational process that leads them towards high performance. Hence, the hypothesis derived from the above discussion is as follows:

Hypothesis 1 (H1). *Artificial intelligence positively affects organizational performance in the UAE tourism industry.*

There are a number of factors associated with the performance of an organization. Some of them are internal stakeholders, such as the accounting, finance, operational, and marketing departments of the company, and others are external stakeholders, such as suppliers, clients, society, etc. (Khoshmaram, Zarafshani, Alibaygi, & Mirakzadeh, 2017; Turkina, 2018; Vrontis et al., 2021). The present investigation is about the marketing section of the company, which is termed an internal stakeholder. The marketing section of any firm plays a vital role in the betterment, as well as the growth, of the organization (Al-Surmi, Cao, & Duan, 2020; Eneizan, Abdulrahman, & Alabboodi, 2018). An organization's leaders must have a long-term direction for a successful marketing strategy; that is why it is often said that the marketing strategy is an ongoing process. The marketing strategy is regarded as the marketing logic through which the company expects its marketing goals to be achieved. Therefore, for all activities in the business organization, the marketer must make the right choices on the four elements of the marketing mix—price, product, location/distribution, and promotion via the use of the marketing strategy (Cacciolatti & Lee, 2016; Hong & Nguyen, 2020). If the product is to perform well in the market, the key components must be coordinated and transformed into a unified, effective strategy. It consists of specific target market strategies, the marketing mix, and marketing budgets. In recent years, the global market has made the internationalization of business and events a means for companies to remain competitive in the market. The marketing strategy has become a major tool for any organization in the world to succeed and become strengthened in a competitive market environment. A company's marketing strategy can be defined as a plan to distinguish itself from its competitors, making use of its relative strength to better meet customer needs in a given environment (de Jong, de Ruyter, Keeling, Polyakova, & Ringberg, 2021; Olson, Olson, Czaplewski, & Key, 2021). Marketing strategies involve a set of initiatives to achieve competitive advantages by an intelligent, factual selection of alternative products leading to such advantages and to achieve better average sales results. The marketing strategies influence all aspects of the organization; as in the recent era, the ultimate aim of the organizations is to earn profit, and the ultimate aim of the marketing strategies is to attract the customers who are the blood of the organization. Similarly, previous studies reported that there is a positive association between marketing strategies and organizational performance (Al-Surmi, Cao, & Duan, 2019; Al-Surmi et al., 2020). Finally, the past literature concluded that the adoption of effective marketing strategies also improve the organizational process and made them able to achieve high performance. Hence, the hypothesis derived from the above discussion is as follows:

Hypothesis 2 (H2). *Marketing strategies positively affect organizational performance in the UAE tourism industry.*

In the modern era, if organizations want to survive the fierce competition, they will have to face challenges that result in a reduction in the organizations' performance. These challenges include poor planning, cultural issues, financial issues, reward and compensation problems, administrative and business strategy problems, leadership and capability issues, issues regarding the information technologies, etc. Previous studies proposed that organizational performance is the tool with which to measure the success or failure of the organization (Berberoglu, 2018; Zaefarian, Forkmann, Mitrȩga, & Henneberg, 2017). The organizational capabilities influence the organizational relationship with other factors, such as cultural issues, strategy issues, etc. There are different forms of organizational capabilities that are internal as well as external. The external capabilities include marketing knowledge capabilities, customer knowledge capabilities, and relationship capabilities, and the internal capabilities include innovation capabilities, etc. (Dubey et al., 2020b; Schneider & Leyer, 2019). Similarly, the organizational factors such as marketing strategies and information technology influence the capabilities of the organization. Previous studies found that organizational capabilities act as the mediator of organization-related factors (Rehman, Mohamed, & Ayoup, 2019). Artificial intelligence, being a part of information technology, influences the performance of the organization, and the organizational capabilities affect the organizational performance in a similar way that the organizational capabilities influence the relationship between artificial intelligence and organizational performance. The marketing section is also one of the internal stakeholders of the organization. Being an internal factor, the performance of the marketing section of the firm influences the firm's performance. Previous studies suggested that there is an association between these factors (Aydiner, Tatoglu, Bayraktar, & Zaim, 2019; Wang & Kim, 2017). The organizational capabilities influence the firm's performance. Similarly, the organizational capabilities affect the relationship between the marketing strategies of the firm and the performance of the organization. Finally, the past studies exposed that the adoption of capabilities and effective marketing strategies could improve the organizational capabilities to achieve high performance in the market. Thus, in keeping with the above discussion, the present study hypothesized the following:

Hypothesis 3 (H3). *Organizational capabilities positively mediate the association between artificial intelligence and organizational performance in the UAE tourism industry.*

Hypothesis 4 (H4). *Organizational capabilities positively mediate the association between marketing strategies and organizational performance in the UAE tourism industry.*

There are a number of factors that prevail in an organization that act as drivers of the performance of the organization. Some of these are internal, and the others are external. Internal factors such as organizational behavior play vital roles in the organization's success, as they directly depend upon the employees of the organization (Garg, 2020; He, Zhang, & Morrison Alastair, 2019). Organizational behavior is the reaction of the people associated with the organization. This response plays a vital role in the organizational culture as well as the environment. The organization's employees are the blood of the company. Areas of study devoted to enhancing workplace performance, increasing work satisfaction, fostering creativity, and inspiring

leadership are all included in the study of organizational behavior. Each has its own prescribed measures, including reorganizing classes, amending pay systems, or adjusting performance assessment approaches (Belhadi, Mani, Kamble, Khan, & Verma, 2021; Kumar, Rajan, Venkatesan, & Lecinski, 2019). As artificial intelligence is considered one of the major replacements of humanity in the near future, it has a direct association with organizational behavior. On the other hand, artificial intelligence also results in the enhancement of organizational performance. The organization's behavior acts as a mediator of organizational performance-related factors (González-Rodríguez, Martín-Samper, Köseoglu, & Okumus, 2019; Khan, Khan, & Gul, 2019). On the other hand, marketing strategies influence the entirety of organizational performance, as they are considered keys to the success or failure of the organization. An organization's leaders must have a long-term direction for a successful marketing strategy; consequently, the marketing strategy is an ongoing process. Here, organizational behavior also influences marketing strategies (Thomas, Ambrosini, & Hughes, 2019; Tung, Chen, & Schuckert, 2017). Marketing strategies affect organizational behavior in multiple ways through communication, project management, culture, managing change, and relationships. All these factors play a vital role in the successful implementation of the marketing strategies that influence organizational performance. Thus, the past literature highlighted that effective organizational behavior could convert the organizational capabilities into high organizational performance. Hence, the hypotheses derived from the above discussion are as follows:

Hypothesis 5 (H5). *Organizational behavior significantly and positively moderates the association between artificial intelligence and organizational performance in the UAE tourism industry.*

Hypothesis 6 (H6). *Organizational behavior significantly and positively moderates the association between marketing strategies and organizational performance in the UAE tourism industry.*

3. Research Methods

This ongoing study investigated the roles of artificial intelligence and marketing strategies in organizational performance and examined the mediating role of organizational capabilities in linking artificial intelligence, marketing strategies, and organizational performance of the tourism industry in the UAE. This research also examined the moderating impact of organizational behavior on the links between artificial intelligence, marketing strategies, and organizational performance. This study used questionnaires to collect the primary data from the respondents. The respondents were marketing department employees who were selected by simple random sampling. The surveys were given to the selected respondents in person and were also sent by mail. A total of 530 surveys were forwarded to the selected respondents, but only 290 were returned and included in the analysis. The response rate for the questionnaires was approximately 54.72 percent. This study employed Smart-PLS to test the discriminant and convergent validity and to examine the nexus between the selected constructs. This study adopted PLS-SEM based on the purpose of the research, the hypotheses testing, and the very complex model used for the research (Hair Jr, Babin, & Krey, 2017). PLS-SEM is one of the best methods for investigating the primary data, and it is commonly discussed for modelling because it disproves the ordinary least squares (OLS regression assumptions such that the data will be distributed normally. multivariate and the non-appearance of an exogenous multicollinearity issue (Jumani & Sukhabot, 2020). In addition, the PLS-SEM involves five steps and are as follows; the first step in PLS-SEM is the model conceptualization and construct measurement, the review of the literature was conducted for determining the domain of the construct. The second step includes the algorithm analysis method that defines the path, and appropriate required sample size is identified (Vijayabanu & Arunkumar, 2018). The third step of the PLS-SEM is bootstrapping. The bootstrap approach is assessing the accurate precision from the information in a single sample. The fourth step is the estimation of the path diagram. The fifth point is the model evaluation and measurement. The evaluation includes discriminant, convergent validities and composite reliabilities. In addition, the R^2 test also provides the assistance to assess the model goodness of fit (Khoshmaram et al., 2017).
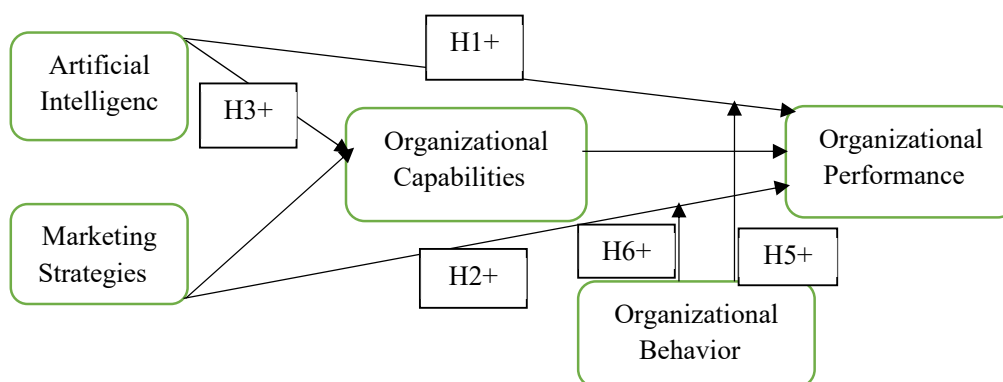
Fig. 1. Theoretical model

This study employed two predictors: artificial intelligence (AI), which has six indicators, and marketing strategies (MS), which has four indicators. In addition, this study adopted organizational capabilities (OC) as a mediating variable, with seven indicators and organizational behavior (OB) as a moderating variable, with five indicators. Finally, the present study adopted organizational performance (OP) as a dependent variable, with five indicators. These constructs with their relationships are described in Fig. 1.

4. Findings

This study examined the convergent validity of the correlation between the indicators. The figures show that the Alpha and CR values were not lower than 0.70, and the values for AVE and loadings were also not less than 0.50. These values indicate the high nexus between indicators and valid convergent validity, as shown in Table 1.

Table 1
Convergent validity

Constructs	Indicators	Loadings	Alpha	CR	AVE
Artificial Intelligence	AI1	0.912	0.944	0.956	0.782
	AI2	0.824			
	AI3	0.903			
	AI4	0.902			
	AI5	0.912			
	AI6	0.849			
Marketing Strategies	MS1	0.957	0.966	0.975	0.908
	MS2	0.944			
	MS3	0.953			
	MS4	0.958			
Organizational Behavior	OB1	0.885	0.845	0.820	0.537
	OB2	0.670			
	OB3	0.677			
	OB5	0.676			
Organizational Capabilities	OC1	0.955	0.959	0.968	0.835
	OC2	0.826			
	OC3	0.953			
	OC4	0.956			
	OC5	0.825			
	OC7	0.955			
Organizational Performance	OP1	0.814	0.889	0.918	0.692
	OP2	0.817			
	OP3	0.854			
	OP4	0.811			
	OP5	0.862			

This study also examined the discriminant validity of the correlation between the variables via the Fornell–Larcker criterion and cross loading. The figures show that the values indicating the relationships between the variables themselves are higher than the values indicating the relationships between different variables. These values indicate the low nexus between variables and the valid discriminant validity. These values are shown in Tables 2 and 3.

Table 2
Fornell–Larcker

	AI	MS	OB	OC	OP
AI	0.884				
MS	0.470	0.953			
OB	0.394	0.746	0.733		
OC	0.849	0.486	0.399	0.914	
OP	0.507	0.408	0.326	0.499	0.832

Table 3
Cross loadings

	AI	MS	OB	OC	OP
AI1	**0.912**	0.391	0.331	0.736	0.448
AI2	**0.824**	0.434	0.362	0.775	0.465
AI3	**0.903**	0.445	0.356	0.723	0.447
AI4	**0.902**	0.440	0.351	0.731	0.453
AI5	**0.912**	0.381	0.327	0.735	0.435
AI6	**0.849**	0.400	0.361	0.794	0.439
MS1	0.448	**0.957**	0.713	0.468	0.400
MS2	0.444	**0.944**	0.705	0.450	0.360
MS3	0.448	**0.953**	0.717	0.462	0.391
MS4	0.453	**0.958**	0.709	0.471	0.402
OB1	0.458	0.828	**0.885**	0.469	0.379
OB2	0.134	0.267	**0.670**	0.105	0.090
OB3	0.081	0.265	**0.677**	0.102	0.100
OB5	0.113	0.243	**0.676**	0.096	0.072
OC1	0.772	0.450	0.367	**0.955**	0.451
OC2	0.776	0.429	0.353	**0.826**	0.464
OC3	0.770	0.452	0.367	**0.953**	0.457
OC4	0.776	0.449	0.375	**0.956**	0.445
OC5	0.776	0.430	0.352	**0.825**	0.460
OC7	0.773	0.446	0.368	**0.955**	0.450
OP1	0.473	0.378	0.333	0.493	**0.814**
OP2	0.455	0.349	0.288	0.403	**0.817**
OP3	0.369	0.296	0.242	0.397	**0.854**
OP4	0.392	0.330	0.213	0.359	**0.811**
OP5	0.402	0.329	0.261	0.403	**0.862**

This study also examined the discriminant validity using the Heterotrait–Monotrait (HTMT) ratio. The figures show that the HTMT ratios are not higher than 0.85. These values indicate the low nexus between variables and the valid discriminant validity, as shown in Table 4.

Table 4
Heterotrait–Monotrait Ratio

|	AI	MS	OB	OC	OP
AI					
MS	0.492				
OB	0.266	0.537			
OC	0.890	0.504	0.259		
OP	0.548	0.436	0.220	0.535	
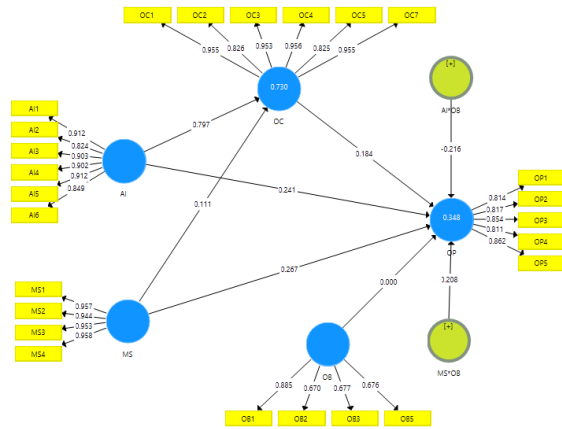
Fig. 2. Measurement assessment model

The relationships between the constructs were examined by path analysis. The results indicate that artificial intelligence and marketing strategies have a positive association with the organizational performance of the tourism industry in the UAE; thus, H1 and H2 are accepted. In addition, the outcomes reveal that organizational capabilities positively mediate the links between artificial intelligence, marketing strategies, and organizational performance; thus, H3 and H4 are accepted. Finally, the findings also expose that organizational behavior significantly moderates the links between artificial intelligence, marketing strategies, and organizational performance of the tourism industry in the UAE; thus, H5 and H6 are accepted. These links are detailed in Table 5.

Table 5. Path analysis.

Relationships	Beta	S.D.	T Statistics	p Values	L.L.	U.L.
AI → OC	0.797	0.030	26.941	0.000	0.749	0.839
AI → OP	0.241	0.092	2.616	0.005	0.102	0.394
AI*OB → OP	−0.216	0.064	3.379	0.001	−0.319	−0.107
MS → OC	0.111	0.042	2.632	0.005	0.032	0.177
MS → OP	0.267	0.108	2.478	0.007	0.057	0.416
MS*OB → OP	0.208	0.074	2.812	0.003	0.066	0.304
OC → OP	0.184	0.091	2.016	0.023	0.019	0.337
AI → OC → OP	0.147	0.074	1.997	0.024	0.015	0.281
MS → OC → OP	0.120	0.014	8.571	0.000	0.001	0.512
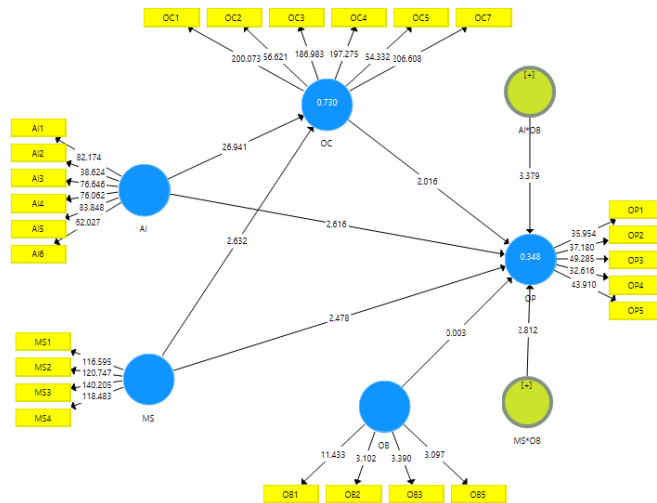
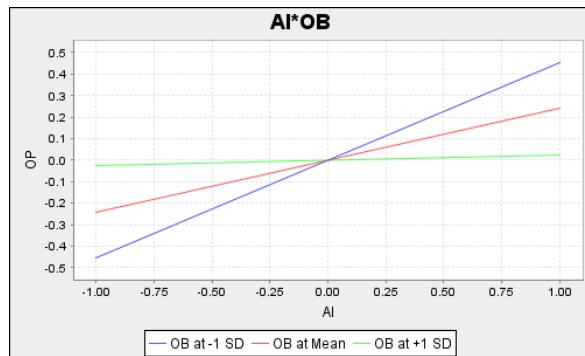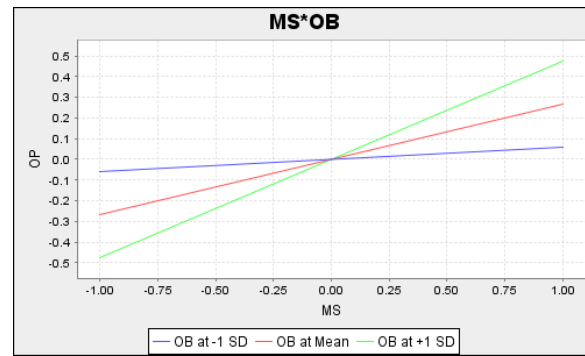**Fig. 3.** Structural assessment model

Fig. 4. AI*OB

Fig. 5. MS*OB

5. Discussions

The study results reveal that the application of artificial intelligence within an organization has a positive association with organizational capabilities. Thus, the tourism industry of UAE implements artificial intelligence effectively to improve the organizational performance. The study implies that the application of artificial intelligence into the business organization is helpful in integrating the skills, processes, techniques, and technologies applied. Using artificial intelligence, the organizational resources are combined in such a way to give maximum output with minimum inputs. These results are in line with the past study of (Garg, 2020; He et al., 2019). This study explored the benefits of applying artificial intelligence in the operation, production, and marketing of business organizations. This study highlights that the implementation of artificial technology, such as information and production technology and logistics, improves the dynamic capabilities of business organizations. The study results also reveal that the development and implementation of effective marketing strategies have a positive relationship with organizational capabilities. The tourism industry of UAE also implements the effective marketing strategy that leads them towards high performance. The nature of marketing strategies defines the combination of organizational resources and processes that can help to achieve the set marketing goals. These results are in line with the past study of Belhadi et al. (2021); (Kumar et al., 2019) which examined the performance of the business organization in effective implementation of marketing strategies. This study concludes that organizational resources and techniques can be better integrated through the implementation of better marketing strategies.

The results also show that organizational capabilities play a mediating role in the acquisition and application of artificial intelligence and the development of organizational performance. Thus, the current article exposed that the tourism industry in UAE has a high level of capabilities that lead them towards high performance. The organizational capabilities can be attained with the application of artificial intelligence, and these organizational capabilities yield higher production with better quality and improved productivity. These results are supported by the past study of (Belhadi et al., 2021; Kumar et al., 2019), which implied that artificial intelligence enables the organization to integrate the organizational resources, human skills, and processes in such a way that the organization can achieve higher performance. The results indicated that organizational capabilities play a mediating role between marketing strategies and organizational performance. These results are supported by the study of (González-Rodríguez et al., 2019; Khan et al., 2019), which indicated that organizational capabilities are developed at a high rate, which accelerates organizational performance. Moreover, the study results reveal that organizational behavior is a perfect moderator between artificial intelligence and organizational performance. The behavior of the organizational personnel, from senior management to the workers, allows the artificial intelligence applied within the organization to assist the organization in achieving better operational and financial performance. These results are consistent with the study of (González-Rodríguez et al., 2019; Khan et al., 2019), which showed that efficient organizational behavior improves the contribution of artificial intelligence to organizational performance. The results indicate that organizational behavior is a significant moderator between marketing strategies and organizational performance. Thus, the results revealed that the tourism industry in UAE has effective behaviors that also improve the capabilities and performance of industry. These results are supported by the work of Thomas et al. (2019). This study reveals that when the organizational behavior is favorable, the employees implement the marketing strategies efficiently, which results in the higher performance of the organization in the marketplace.

6. Theoretical Implications

The study has some theoretical implications such as it is very significant as it contributes a great deal to the economic-based literature. This study explores the influences of two economic factors, artificial intelligence and marketing strategies, on the achievement of effective organizational capabilities. Little attention has been given to organizational capabilities as a

mediator between artificial intelligence, marketing strategies, and the achievement of organizational performance. In addition, the study examined the influences of artificial intelligence and marketing strategies on the operational and financial performance of organizations with the effective moderator of organizational behavior.

7. Practical Implications

The study also has some practical implications such as it is relevant for regulators in supporting policy development related to artificial intelligence and marketing strategies for high organizational performance. The study has great practical significance, for it provides guidance for organizational management on accelerating organizational performance. The study found that organizational capabilities can be improved with the application of artificial intelligence and the implementation of marketing strategies, and these organizational capabilities help improve organizational performance.

8. Conclusions and Limitations

The study concluded that the tourism industry of UAE implements artificial intelligence effectively that improves the organizational performance. In addition, the study also concluded that the tourism industry of UAE also implements effective marketing strategies that leads them towards high performance. The current article also concluded that the tourism industry in UAE has a high level of capabilities that lead them towards high performance. Finally, the results also concluded that the tourism industry in UAE has effective behavior that also improves the capabilities and performance of industry. Thus, the results suggest that employing artificial intelligence within the organization develops the organizational capabilities. With the proper application of artificial intelligence, a business enterprise can integrate the physical and human resources and processes in a way that yields more outputs and leads to an improvement in organizational performance. Similarly, the study examined the development and implication of marketing strategies that motivate the business organization to combine different resources, production and marketing procedures, and technologies in a suitable manner. When the production and marketing procedures, resources, and technologies are integrated to yield maximum outcomes, the chances of achieving better organizational performance are high. The study found that favorable organizational behavior results in artificial intelligence being applied, and the marketing strategies being implemented, in an efficient manner. Thus, organizational behavior results in the achievement of high organizational performance with artificial intelligence and marketing strategies.

This study has a number of limitations, despite the great importance to the literature and empirically. This study addressed only two economic factors, artificial intelligence and marketing strategies, which affect the development of organizational capabilities. Whereas the development of organizational capabilities is affected by many other economic and social factors, these factors must be explored by the scholars of future studies. Secondly, the propositions of this study are based on data acquired from a single source. Thus, the data are limited, both in quantity and validity. Future scholars are recommended to employ multiple sources for the collection of data. The current study was about the organizational performance within a developed country, the UAE, which has different economic conditions from a developing economy. Because of this, this study lacks generalizability. In order to improve the generalizability of the study, the authors must also examine the organizational performance of businesses in a developing economy.

Authors contribution

Conceptualization, Mohammed T. Nuseir; Formal analysis, Ghaleb A. El refae; Writing – original draft, Mohammed T. Nuseir; Writing – review & editing, Mohammed T. Nuseir.

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Informed Consent Statement

Informed consent was obtained from all subjects involved in the study.

Conflicts of Interest

The authors declare no conflict of interest.

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