

Organizational AI Capabilities Fostering Service Innovation: A Multi-Method Qualitative Approach on KIBS perspectives

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Abstract

This study examines the impact of organizational AI capabilities (AIC) on service innovation within Knowledge-Intensive Business Services (KIBS). Grounded in socio-technical and dynamic capabilities frameworks, the research employs a multi-method qualitative design that includes 4 managerial interviews, an analysis of 14 t-KIBS websites, and thematic analysis of 100 LinkedIn posts. Managers see AI as essential, but successful integration depends on aligning data infrastructure and processes with human and cultural capabilities. External communications present AI as a generic signal of innovation, lacking evidence of specific capabilities. Online discourse suggests that AI is transforming governance and labor markets, emphasizing the importance of validated skills and a multi-level approach to strategy. This study conceptualizes organizational AIC in KIBS as a socio-technical, multi-level phenomenon, underscoring the need for evidence-based and grounded AI-enabled service innovation.

Track: Service Marketing & Service Innovation