The Decision Criteria Used by Large Organisations in South Africa for Adopting Artificial Intelligence

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Abstract. Artificial Intelligence adoption in South Africa is considered low, as experts suggest that large organisations are not AI-ready. However, there is little evidence to prove these sentiments. The research explained the current AI adoption criteria of four large organisations in South Africa from different industries and compared the differences. This explanatory study followed an interpretive philosophy with an inductive approach to explain the AI adoption process of organisations through semi-structured interviews. The findings revealed that organisations are AI-ready, and the low adoption is mainly because AI use cases have not been evident. Organisations view AI as a tool to enable the business to solve business problems and in return create business value. The findings provide an explanation of the decision criteria used by large South African organisations for adopting AI.

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