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EXAMINING THE FACTORS AFFECTING THE ADOPTION OF ARTIFICIAL INTELLIGENCE-BASED E-GOVERNMENT SERVICES IN THE UNITED ARAB EMIRATES

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Abstract

It is imperative that governments incorporate information and communication technologies (ICTs) into their public administration systems in order to fulfill the ever-increasing demands of citizens, civil society, corporations, and other stakeholders. According to Aleisa (2024), e-government is defined as the usage of information and communication technology (ICT) by the government in order to furnish superior public services, improve the interaction between citizens and the government, and encourage a larger level of citizen participation in decision-making. The government's decision to implement AI has resulted in the emergence of a great deal of complications. The purpose of this study is to investigate the elements that influence the process of implementing e-government services that are powered by artificial intelligence in the United Arab Emirates. This study's findings offer businesses in the United Arab Emirates and beyond ideas that can be put into action. They underline how important it is to address the use of artificial intelligence in order to improve employee performance, particularly in the area of e-Government services in the United Arab Emirates. By contributing to the knowledge of strategic road mapping for the successful implementation of e-government and its possible applications by the public sector in the UAE, the findings of this research will contribute to the knowledge obtained.

Keywords: *E-government services, Artificial Intelligence, UAE, Performance Expectancy*

Introduction

The swift progress in information and communication technology (ICT) in recent years has enhanced the efficacy of numerous services and duties (Alsuwaidi & Amin, 2023). Organizations utilizing ICT exhibit greater flexibility and can readily distinguish between products and services. Consequently, they demonstrate superior performance (Sukarno &

Mutiarin, 2024). The utilization of ICT has intensified rivalry among private firms in the market. Conversely, the implementation of ICT in governmental entities has enhanced the quality of services provided to the public (Ilieva et al., 2024). Information and Communication Technology (ICT) offer several benefits for enterprises and governmental entities; for instance, it augments efficiency and transparency (Guo et al., 2023), improves communication, and delivers superior services (Alsuwaidi & Amin, 2023). Furthermore, it facilitates people's access to information and improves service delivery (Wael et al., 2024). Information and Communication Technology (ICT) offer an appropriate infrastructure for educated decision-making, thereby significantly contributing to a nation's development (Robles & Mallinson, 2023). Nonetheless, when electronic government (e-government) is not functioning correctly, attaining economic progress, efficient governance, poverty alleviation, citizen prosperity, and overall national sustainability become exceedingly challenging. E-government refers to the utilization of information and communication technology (ICT) to facilitate the regular functions of government, such as those associated with local policymaking (Aleisa, 2024). It may also pertain to the application of technology in many public sectors (Muhammad & Kaya, 2023).

The adoption of AI technology constitutes a facet of IT innovation adoption, defined as a process that yields a new outcome for the adopting company, including the introduction and deployment of a product, practice, or process (Alhosani & Alhashmi, 2024). The use of new technologies enables the effective utilization of computer hardware and software applications to enhance operations, decision-making, and management (Radwan et al., 2023). Public sector innovation outcomes sometimes encompass modifications in processes, products, the reconfiguration of existing offerings, and the development of new paradigms (Pechtor & Basl, 2023). Innovations are chiefly used to augment organizational efficiency, particularly in the public sector, and to provide social value, thereby enhancing process efficiency and aligning

more closely with consumer needs (Alhosani & Alhashmi, 2024). Furthermore, they intend to formulate new policies to address societal concerns and provide innovative services and platforms for users, such as facilitating citizen participation (Aleisa, 2024).

The UAE Digital Government Strategy 2025, which is notably ambitious, directs the nation towards a future that emphasizes digitalization and inclusivity (Alhosani & Alhashmi, 2024). This plan encompasses 64 digital initiatives across six pillars, designed to establish intelligent, resilient cities in accordance with the Smart Dubai 2021 Strategy, and to transform public services via the Unified Digital Platform. A plan is only sufficient if all participants are prepared to embrace the challenge (Alsuwaidi & Amin, 2023). The principal objective of the UAE's digital strategy is to secure extensive cross-sectoral governmental endorsement and dedication to incorporating digital components into comprehensive governmental frameworks (Artificial Intelligence Office UAE, 2021). It is crucial to guarantee that all skills, structures, and opportunities are nationally integrated and consistent with the strategic digital government vision of the United Arab Emirates, guaranteeing that the government is inherently digital (Alsuwaidi & Amin, 2023).

Therefore, the study will examine the adoption of AI in e-government services and its impact on user adoption in the UAE. The UMEGA model will be used for this purpose, using the constructs of performance expectancy (PE), social influence (SI), effort expectancy (EE), perceived risk (PR), and facilitating conditions (FC). The study will evaluate how attitude affects these constructs and the adoption of AI-based e-government services in the UAE.

Overview of E-government

E-government denotes the government's employment of information and communication technology (ICT) to facilitate the effective provision of services to enterprises and the populace (Mbaidin, 2021). The main aim is to facilitate the virtual provision of services

to enhance citizens' quality of life (Radwan et al., 2023). The difficulties associated with traditional service delivery methods have prompted a transition to e-government, with the belief that upgrading this sector through ICT represents a more efficient option for governments. E-government has numerous benefits, such as user-friendliness, improved accessibility, increased inclusion, and confidentiality for stakeholders (AlBeshir & Kumar, 2022). E-government can enhance tourism by offering comprehensive information on attractions, amenities, and maps to aid in the navigation of tourist destinations (Dewi et al., 2022). It moreover facilitates the advancement of novel governance frameworks in urban regions, which align with the developmental goals of local governments (Hardi & Gohwong, 2020). Fang (2002) asserts that the extent of e-governance surpasses the concept of e-government. E-government denotes the provision of information and services to the public via the Internet, facilitating citizen engagement in governmental affairs, including e-voting and online discussion forums. Conversely, e-governance encompasses citizen participation and several sectors of government, including the legislature and the courts. It facilitates enhanced engagement between citizens and the government, introducing novel concepts of citizenship (Mbaidin, 2021).

Challenges of E-government

Numerous countries are employing E-government to address issues (Veeramootoo et al., 2018). Efficient technology does not ensure the success of E-government. E-government necessitates information technology training, personnel, support, and infrastructure. The absence of established governmental goals and objectives complicates the adoption of E-government (Aleisa, 2024). E-government agencies ought to collaborate on objectives and allocate sufficient resources. Utilizing funds from the financing pool for diverse purposes may lead to difficulties. E-government is jeopardized by citizens' privacy apprehensions. Data

exchange across governmental institutions must be regulated and conducted with caution due to the sensitive nature of the information. Numerous agencies are unable to sustain reform-level efficiency. One must fundamentally alter their attitude prior to adopting a technological framework. E-government, a novel concept, can influence citizens (Alahi et al., 2023). Consequently, policies and their relevant characteristics must be meticulously assessed.

Technology must be implemented only following comprehensive planning and analysis (Abu Karsh & Hussein, 2021). G2C and G2B entities encounter uncertainties throughout the adoption of e-government (Abu Karsh & Hussein, 2021). The absence of consensus on objectives or alignment among government departments may lead to this uncertainty. Strategic management necessitates the alignment of visions, objectives, learning and adaptation processes, and transitional experiments (Veeramootoo et al., 2018). To mitigate conflicts throughout the transitional phases of E-government implementation in the UAE, strategic execution plans must harmonize visions and objectives across various governmental tiers and entities (Undi-Phiri & Phiri, 2022). For success, governmental bodies must articulate perspectives on E-government (Touq & AlMasri, 2022). The central government of the UAE established the E-government vision. Effectively executing this vision necessitates overseeing this transformation at several levels (Tejedo Romero et al., 2022). Strategic, operational, and tactical frameworks and directives are essential for the establishment of E-government (Abu Karsh & Hussein, 2021). Ashaye and Irani (2019) indicate that e-government initiatives face challenges in developing ICT infrastructure. Architecture encompasses principles, frameworks, and criteria for uniformity and superiority. This problem is particularly pronounced in impoverished countries without ICT infrastructure for E-government advancement. Enhancing ICT literacy and e-readiness is essential. Bokhari and Myeong (2022) assert that trust between users and government is essential for the acceptance of e-government. Security becomes a significant concern in the technical integration of E-government systems.

According to Botrić and Božić (2021), computer security impedes the implementation of E-government. Security strategies for e-government are crucial for service provision and public confidence. Numerous governmental agencies possess records and seek to disseminate them. To achieve E-government objectives, the demonstration of data ownership is essential (Chinnasamy et al., 2023). Despite the existence of a national E-government policy, numerous governments formulate their own. Numerous businesses are ill-equipped to embrace E-government due to insufficient organizational motivation, perceiving it as a significant concern and, hence rejecting its implementation. Many companies are acquiring knowledge about e-government and implementing it (Chinnasamy et al., 2023). Insufficient organizational training obstructs E-government implementation. The deficiency of ICT competencies in the public sector obstructs E-government implementation, as stated by Botrić and Božić (2021). Developing nations have historically faced a deficiency of resources and skilled workers.

Theories Related to Study

Public Value Management (PVM) characterizes public value as a favorable result of governmental efforts intended to provide social value akin to the economic value sought by private entities. According to Alahi et al. (2023), public managers are crucial in cultivating these values through engagement with stakeholders. Discourse over public value intensified in response to criticisms of New Public Management (NPM), which emphasized efficiency and performance in a limited scope (Bokhari et al., 2023). Technological breakthroughs, especially artificial intelligence, are regarded as instruments for improving citizen participation and service provision. Nonetheless, empirical investigations of public value are scarce, with current studies predominantly examining it from the perspective of individual public managers confronting strategic difficulties (Bokhari & Myeong, 2022).

The Resource-Based View (RBV) asserts that public organizations have many internal resources and skills that facilitate value creation, however inflexible procedures may hinder adaptability (Lengnick-Hall et al., 2011). Dynamic talents are crucial for public managers to adeptly maneuver through evolving circumstances and competing demands (Madan & Ashok, 2022). The Technology-Organization-Environment (TOE) concept posits that effective technology adoption is determined by internal organizational elements and external environmental aspects.

The Technology Acceptance Model (TAM) recognizes Perceived Usefulness (PU) and Perceived Ease of Use (PEU) as essential determinants of technology adoption. The UMEGA model, based on UTAUT, integrates components unique to e-government, including perceived risk and usage attitudes, and demonstrates superior explanatory capability in forecasting e-government adoption compared to earlier models. These frameworks underscore the complex interplay among technology, organizational culture, and the generation of public value in modern governance.

Review of Factors Affecting the Adoption of AI in Public Services

Public management research has examined technical, organizational, and process improvements, according to Frank et al. (2021). Reforms to improve public sector efficiency, effectiveness, and responsiveness have dominated public management research. Osborne and Gaebler's 1992 New Public Management (NPM) reform is an example (Sammari & Almessabi, 2020). NPM improves public sector procedures to improve efficiency and service quality using business-like and managerial methods. New Public Governance (Hjaltalin & Sigurdarson, 2024) promotes collaborative governance that incorporates internal government players and external stakeholders in innovation. New Public Governance holds that various stakeholder networks allow governments to tap into a wide range of ideas, talents, and resources.

Governance innovation changes decision-making and policy implementation (Ilieva et al., 2024). Governance innovation is accompanied by a broader conceptual innovation in the public sector that redefines common beliefs and assumptions about its operation.

Sharma et al. (2020) noted that e-government employs ICT for public process design, implementation, assessment, and service delivery. ICT innovation is essential to e-government innovation. Haesevoets et al. (2024) show how ICT has permeated governance. E-government uses ICT to run government, especially local government. E-government uses ICT to improve service delivery and efficiency in public-sector fields including healthcare (Ilieva et al., 2024). According to Haesevoets et al. (2024), public management research rarely addresses e-government, despite its importance in the public sector.

The public sector has integrated ICT into its activities recently. Technology is used in almost every element of public service. ICT is crucial to online public services. Thus, public service delivery without ICT is unfeasible. Public sector innovation relies on ICT. It has improved the public sector in many ways. According to Chohan and Akhter (2021), many experts believe ICT facilitates public sector innovation.

AI adoption is part of IT innovation, where organizations adopt new technologies, procedures, systems, practices, and processes (Criado & Gil-Garcia, 2019). IT adoption improves organizational operations, decision-making, and management through computer hardware and software (Guo et al., 2023, p. 431). Through new procedures and products, modified services, or new concepts or models, public sector innovation may yield varied results (Colosimo et al., 2021). Though innovations aim to improve organizational performance (Frank et al., 2021), they also create value for the public by customizing processes to meet public needs (Islam et al., 2024). Innovation improves efficiency and effectiveness. New social policies require innovation, and AI helps policymakers provide more inventive and collaborative services to citizens (Kumar, 2024; Lawelai et al., 2023).

Information systems research has extensively examined how individuals and organizations adopt and utilize new technologies (Botrić & Božić, 2021). Researchers created more theoretical models. The TOE framework (Bokhari et al., 2023), technology acceptance model (TAM) (Ashaye & Irani, 2019), universal theory of acceptance and use of technology (UTAUT) (Alsuwaidi & Amin, 2023), and diffusion of innovation (DOI) theory are prominent models. The hypotheses were linked to a distinct technological type (Botrić & Božić, 2021). AI is a general-purpose technology that demands complicated infrastructure and processes, making it a unique IT breakthrough. Other digital technologies are easy to apply (Chen et al., 2024). Criado and Gil-Garcia (2019) agree that AI-based technology demands sophisticated structures and processes. AI adoption is complicated. Complex setup, infrastructure, and organizational transformation are needed. Collaboration within and beyond the company is needed. Technology deployment requires constant communication between the IT department and AI professionals and the rest of the company. To successfully deploy AI, an organization must adjust its data management, strategy, resource allocation, information collecting, and adaptation (Guo et al., 2023). Changes require a theoretical framework that includes technological, environmental, and organizational factors.

According to Chen et al. (2024), “AI-based self-service technology in public service delivery: User experience and affecting factors,” AI-based self-service technologies affect public service user experiences. The paper seeks to understand how people perceive and engage with AI-driven government services. This study relies on consumer value theory. Wuhou residents of Chengdu, China, were surveyed for research. Study participants were AI-based public approval service consumers. Trust in government, aesthetics, and personalization improved user experiences, according to 379 polls.

Chen et al. (2021) designed AI-enhanced government services to improve user experiences. The research shows how AI can manage and deliver public services. It shows how

government trust influences AI-powered service user experiences. If individuals trust the government more, these services may work better. The research shows that AI may personalize services and streamline operations, improving user experience. AI improves service efficiency and user experiences (Chen et al., 2021). The research shows that gaining public trust in the government is a major problem in using AI in public services. Lack of government trust limits AI services' efficacy. The largest challenge is implementing AI in government services, according to studies. It shows an economic issue in improving these services' efficiency and usability. The report offers AI-driven government service design advice. To make these services productive and user-friendly, it suggests making them more individualized, visually appealing, and trustworthy.

Another study done by ValleCruz et al. (2020), noted that integrating AI into public policy and strategy improves public administration and governance and adds to relevant literature. They describe how AI makes public policy more dynamic and effective. AI changes the dynamic public policy cycle, improving government administration. AI improves social wellbeing and decision-making. Using AI throughout policy creation can prevent formulation difficulties. AI processes large amounts of data from numerous sources to inform policy decisions. AI-driven automation improves public service efficiency during policy implementation. AI helps evaluate policies by determining their impacts. Addressing AI's potential issues—bias, transparency, the digital gap, and social control misuse—is also crucial (ValleCruz et al., 2020).

Chohan and Akhter (2021) highlighted the significant role that AI can play in improving public governance by facilitating data processing. AI can be applied to simplify and upgrade the processes of public policy development, implementation, and evaluation. AI enables the formulation of more effective policies and strategies, enhances public governance, and supports informed decision-making in public policy. Consequently, it has positive effects on society. In

their study, The authors positive effects of AI applications and services on public governance. The study states that, despite the improvements in public governance enabled by AI, it remains challenging for organizations to develop and implement AI-based services. Future research in AI and public governance can be conducted to investigate AI features, various public services, and ways to develop user trust in public AI services. It can also investigate the link between all these.

Haesevoets et al. (2024) define managerial factors as the internal organizational factors that influence various operational areas, particularly the implementation of new technologies. Additionally, management is responsible for fostering trust and establishing organizational norms within the workplace. Trust is crucial among healthcare employees and relates to how individuals perceive and feel about each other. Trust reflects an individual's level of appreciation or confidence in believing something completely. Trust involves having confidence in the statements and claims made by another person. Gaining the trust of physicians is crucial for successfully implementing AI projects in healthcare, as AI integration relies on the cooperation of physicians. The review of studies revealed that trust perceptions in the healthcare sector positively affect how potential users perceive AI projects in terms of their usefulness and ease of use. Subjective norms are managerial influences that prevent specific actions through perceptions of social pressure (Haesevoets et al., 2024). Here, Social norms are beliefs about the behaviors others expect an individual to follow. When individuals design systems for others, they ensure that the system aligns with users' needs, thereby influencing their ability to perform specific tasks. People may neglect their feelings and convictions (Haesevoets et al., 2024).

Training programs that develop employees' technology adoption skills can motivate them to adopt new technologies (Guo et al., 2023). If the company has experts who can use new technology, employees are more likely to accept it (Criado & Gil-Garcia, 2019).

It is widely accepted that users perceive a new technology as more convenient when they derive a high level of enjoyment from using it. Kinder et al. (2023) and Jain et al. (2023) investigated the relationship between enjoyment and technology acceptance.

According to Jain et al. (2023), strategic factors are essential for an organization's success with stakeholders and industry success. In the health domain, user satisfaction is essential for AI project success. Satisfaction is a relaxed emotional state that eliminates the need to seek alternatives.

Conclusion

This study addresses deficiencies in the literature about the implementation of AI projects in the public sector and user approval. Artificial intelligence initiatives govern human operations through the utilization of robots, rendering them distinctive. Nonetheless, the implementation of AI in Gulf e-government is distinctive. Establishing smart cities in the Gulf necessitates the integration of advanced technologies such as artificial intelligence across multiple domains.

The efficacy of e-government in the UAE has been examined. Alhosani and Alhashmi (2024) assert that the evaluation and efficacy of UAE E-government implementation have not been scrutinized. There is a paucity of empirical data regarding the efficacy of e-government in the UAE. Researchers proposed normative step models to evaluate the capacities of the UAE's E-government; however, these models lacked theoretical robustness (Alhashmi et al., 2020). Substantial opportunities were overlooked to analyze and delineate the interplay of internal and external variables, technological factors (ICT maturity), and socio-economic factors (income, culture, and government size). This article examines the primary challenges of E-government implementation in the UAE public sector, considering the existing knowledge gap. The research investigates external, internal, technological, and socio-economic contextual

factors (Alhashmi et al., 2020). Their involvement in the execution of UAE E-government is also acknowledged. It enhances comprehension of the UAE's E-government and delineates obstacles to its efficacy (Alhashmi et al., 2020).

Information and Communication Technology has facilitated global service enhancements during the past decade. The Internet was developed more than forty years ago, and the World Wide Web was formed two decades ago. These technologies are utilized at an exponential rate. Internet and ICT applications and services have increased approximately fourfold, with significant reliance anticipated (Wirtz & Daiser, 2016).

E-government, or electronic government services, has gained global prevalence (Alhashmi et al., 2020). E-government promotes the dissemination of knowledge via the Internet, communication technologies, and the utilization of information. Facilities and services are provided to link government employees (G2E), businesses to government (G2B), and intergovernmental relations (G2G) (Lins et al., 2021). E-government systems and methodologies have been implemented in several nations following comprehensive research. Nevertheless, several nations overlook the distinctive complexities and essential elements. They seek to replicate existing techniques without accounting for essential factors influencing success and obstacles (Mbaidin, 2021). Consequently, practice and study reveal a significant disparity.

The UAE has effectively implemented the E-government paradigm; nonetheless, participation and engagement, especially in G2B interactions, are experiencing a decline (Alhashmi et al., 2020). This article assesses the dynamics of UAE E-government and presents a framework for executing the E-government plan to counteract the prevailing trend (Mensah et al., 2022).

The public sector has concentrated on advancing E-government through institutional and administrative reforms, integrating it inside the UAE public sector (Alhashmi et al., 2020).

An enhancement of Dubai's e-government will garner interest from external entities and its populace, thereby stabilizing the economy. This research aims to enhance E-government practices and laws in the UAE and neighboring countries, optimizing their efficacy and efficiency. Alkrajji and Ameen (2022) assert that the disparity between E-government design and actual requirements has led to the failure of numerous E-government initiatives in developing countries. It is essential to acknowledge that nations may utilize e-government to deliver sustainable and citizen-centric solutions. E-government has the potential to enhance transparency and efficiency, enabling citizens to access and provide government services. The subsequent chapter will delineate the methodologies employed by the researchers.

The findings of this study provide actionable insights for organizations in the UAE and beyond. They emphasize the importance of addressing adoption of AI to enhance employee performance, particularly in e-Government services in the UAE. The findings of this research will contribute to the knowledge of strategic road mapping for the successful implementation of E-government and its potential applications by the UAE public sector. The UAE government has adopted the E-government initiative to enhance the effectiveness of its services to society, citizens, businesses, and government agencies. This study addresses the questions of adopting AI-based E-government services and the factors affecting their adoption within the UAE context. In so doing, the study identified factors critical to the successful implementation of E-government services. The study opens a new debate about the effectiveness of applying the modern technologies model versus a more robust framework, considering human- and context-relevant designs. Thus, the robust roadmap developed here can guide the UAE government in successfully launching and deploying e-government services, thereby paving the way for an efficient E-government system. Above all, the study provides a theoretical framework and roadmap for successfully implementing future AI-based e-government projects and services. It

provides a valuable guide for changing management in E-government services. The researcher recommends verifying the factors, both quantitatively and qualitatively.

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