Impacts of Artificial Intelligence Adoption on the Management of Digital Transformation Processes and Digital Maturity: A Case Study in a Mobility and Payment Ecosystem

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Resumo
Artificial Intelligence (AI) is undergoing rapid growth with numerous applications in organizational sectors, acting as a catalyst for digital transformation and the advancement of digital maturity. Companies around the world are incorporating AI into their operations; thus, this study aims to analyze the impacts of adopting AI solutions on the management of these processes in a Brazilian subsidiary, considering cultural, technological, and organizational factors specific to emerging countries. Following a conceptual framework based on a single case study, the research is grounded in interpretivist epistemology and a pragmatic perspective, supported by the adoption of a practice-based approach. Nine semi-structured interviews were conducted, and decision-support techniques (CRITIC and WASPAS) were applied to analyze criteria and organizational preference strategies. The results reveal that although barriers such as cultural resistance and a lack of digital skills challenge AI adoption, corporate strategies and the strengthening of internal capabilities favor its effective integration into organizational processes. Academically, the study contributes to literature by combining qualitative and quantitative methods in an underexplored context and by focusing on a company located in an emerging market, offering theoretical and practical insights for such organizations.