

Artificial intelligence begin a new era of technological advancements, offering new opportunities for organizations to enhance their operational efficiency, decision-making processes, and global competitiveness (Farayola et al., 2023; Kaggwa et al., 2024). In XXX, as in other regions, the integration of AI into MIS can facilitate process automation, cognitive insights, and cognitive engagement, thereby optimizing organizational performance (Abdo, 2024; Almaqtari et al., 2024; Alsabt et al., 2024; Badghish & Soomro, 2024). AI's capacity to replicate human intelligence (Dwivedi et al., 2021; Nasrullah, 2023) and automate various processes (Agerfalk et al., 2022; Neiroukh et al., 2024; Usman et al., 2024) positions it as a transformative tool that can significantly impact the adoption and utilization of MIS in organizations (Agerfalk et al., 2022; Nasrullah, 2023).