

THE FACILITATING ROLE OF TRUST IN THE RELATIONSHIP BETWEEN AI ADOPTION AND SUSTAINABLE HOSPITAL PERFORMANCE: THE MODERATING EFFECT OF CORPORATE SOCIAL RESPONSIBILITY

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This research aims to assess the effect of adopting Artificial Intelligence (AI) on sustainable hospital performance, specifically exploring the mediating effect of organisational trust and the moderating effect of Corporate Social Responsibility (CSR). Quantitative research design and structured questionnaires were employed for data collection among healthcare professionals and administrators of hospitals in an Indian region. Partial Least Squares Structural Equation Modelling (PLS-SEM) was employed for data analysis using SmartPLS 4.0 software. Consistent with the research hypothesis, it is evident that adopting AI is highly effective for sustainable hospital performance, and organisational trust partially mediates the relationship between AI and sustainable hospital performance, acting as a 'psychological bridge.' CSR moderates the relationship between AI and organisational trust, indicating that hospitals with higher CSR practices benefit greatly from the mediating effect of trust when adopting AI. This research is unique as it combines the concepts of Resource-Based Theory and Stakeholder Theory and offers a new framework for understanding the relationship between technology adoption and CSR, and its impact on sustainable hospital performance.
