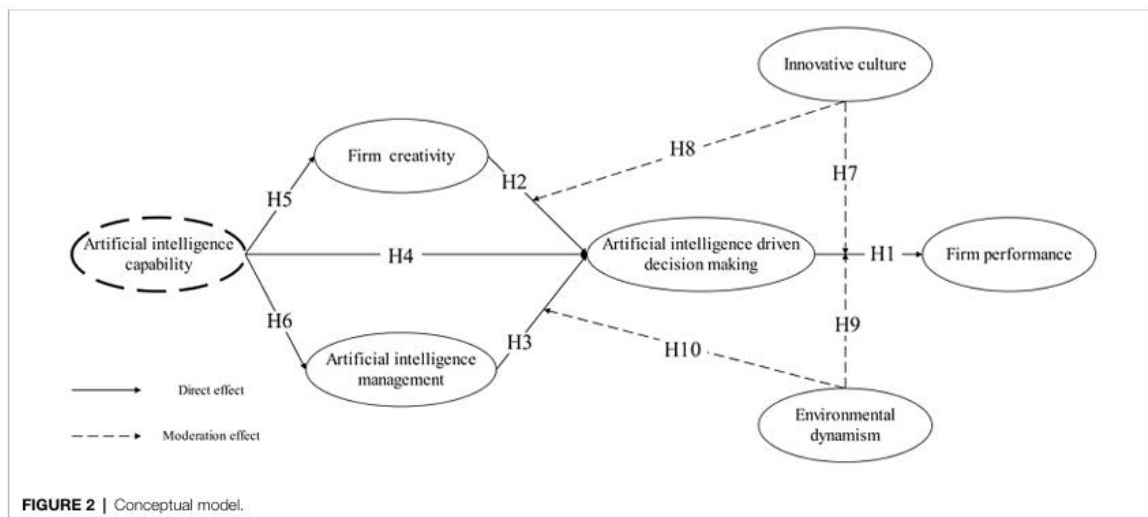


## *The Impact of Artificial Intelligence on Firm Performance: An Application of the Resource-Based View to e-Commerce Firms*

The article explores the complex interplay between Artificial Intelligence Capability (AIC) and firm performance, specifically within the e-commerce sector in China. Using a robust methodology involving extensive data collection and Structural Equation Modeling (SEM) analysis, the research examines potential biases and ensures the reliability and validity of its measurements.

Findings indicate that AIC significantly influences firm performance through various channels, including fostering firm creativity, enhancing Artificial Intelligence Maturity (AIM), and promoting Artificial Intelligence-Driven Decision Making (AIDDM). Additionally, the study uncovers the moderating roles played by factors such as organizational innovation culture and environmental dynamism.



From a managerial perspective, the study offers actionable insights for firms to bolster their AIC and overall performance. This includes strategic investments in tangible assets, intangible resources, and human capital. Furthermore, leveraging AI technologies to spur creativity, cultivating a culture of innovation within the organization, and prioritizing AI-driven decision-making processes emerge as key strategies for success.

Despite its contributions, the study acknowledges limitations such as its narrow focus on the e-commerce industry in China and the lack of longitudinal data. Consequently, future research endeavors should aim to broaden the scope across various sectors and incorporate longitudinal analyses to capture evolving dynamics over time. Nonetheless, the findings hold significant implications for both academia and industry, advancing theoretical knowledge while offering practical guidance for leveraging AI in business contexts