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The Role of AI in Gamification in User-System Collaboration and Technological Adoption of ERP Systems

Research-in-Progress

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ABSTRACT

This research investigates the integration of artificial intelligence (AI)-driven chat platform and gamification within Enterprise Resource Planning (ERP) systems to enhance user-system collaboration and promote technological adoption. Traditional ERP systems often feature rigid interfaces that limit user interaction, collaboration, and system adoption. This study aims to transform these interactions through intelligent, contextual communication facilitated by AI-driven chat platform in a gamified ERP environment. Guided by the Technology Acceptance Model (TAM) and Collaboration Theory, the research will explore how these technologies influence user behavior and system collaboration. The outcomes are expected to offer valuable insights into improving ERP systems, potentially redefining user experience and operational efficiency in modern business environments.

Keywords

Artificial intelligence, gamification, user-system collaboration, enterprise resource planning, technology adoption.