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Determinants of the Delegation of Artificial Intelligence Decision: A Goal-Setting Theory

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The increasing integration of Artificial Intelligence (AI) tools has heightened interest in understanding the factors that influence user decisions to delegate tasks to AI systems (Candrian & Scherer, 2022; Turel & Kalhan, 2023). AI delegation involves assigning tasks, decision-making, or problem-solving responsibilities to AI systems, enabling them to operate autonomously or semi-autonomously within specified parameters (Baird & Maruping, 2021). This delegation allows organizations to streamline operations, improve efficiency, and allocate human resources to more strategic activities (Candrian & Scherer, 2022). Goal-setting theory (Locke & Latham, 2002) can be applied to the study of AI delegation, offering a theoretical lens to explore how clear, challenging, and well-defined goals influence the effectiveness and likelihood of delegating tasks to AI. However, how goal-setting-related factors influence user decisions to delegate tasks to AI remains unclear, particularly when considered through the established frameworks within the field of Information Systems (e.g., Loock et al., 2013; Pan et al., 2024). This study investigates how goal clarity, difficulty, and commitment impact these delegation decisions. We conduct a multi-study survey of diverse AI users (e.g., ChatGPT and Grammarly) to examine how these goal-related factors affect the likelihood of delegating tasks to AI. The findings offer valuable insights for designing AI systems that align with user goals and expectations.

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