

**THE ROLE OF ARTIFICIAL INTELLIGENCE CAPABILITIES TOWARDS
ORGANIZATIONAL CREATIVITY, DYNAMIC CAPABILITIES,
STRATEGIC AGILITY, AND ORGANIZATIONAL RESILIENCE
IN CREATIVE INDUSTRY**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

THE ROLE OF ARTIFICIAL INTELLIGENCE CAPABILITIES TOWARDS ORGANIZATIONAL CREATIVITY, DYNAMIC CAPABILITIES, STRATEGIC AGILITY, AND ORGANIZATIONAL RESILIENCE IN CREATIVE INDUSTRY

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Entering the era of Artificial Intelligence, organizations are still uncertain whether building AI capabilities will benefit or disrupt their business operations. AI adoption itself has grown over 270% in the span of four years (Gartner), and according to Forbes and SAS, AI capabilities can help businesses to achieve resilience. As of August 2024, 40% of global companies are already using AI (Exploding Topics), and Indonesia specifically is placed number one in ASEAN for UNESCO's AI Readiness assessment (Open Gov Asia), indicating that most organizations in Indonesia already has sufficient AI capabilities. However, even deemed beneficial, most organizations are still facing hurdles to build AI capabilities, and data within the creative industry is still limited. To address the contrasting view of whether AI capabilities is beneficial or a threat towards organizations in the creative industry, this study examines the roles of AI capabilities towards an organization's creativity, capabilities, and agility to reach resilience in the fast-changing business environment.

Keywords: Artificial Intelligence Capabilities, Organizational Creativity, Dynamic Capabilities, Strategic Agility, Organizational Resilience, Creative Industry

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DEDICATION

I dedicate this work to the future of AI capabilities
within the creative industry in Indonesia.

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