1.1 Research Aim & Objectives

The aim of this study is to evaluate The Impact of AI and digitalization on the business performance of the insurance industry in Middle East by exploring the opportunities and challenges, with special reference to XYZ Company. The studies focus on opportunities and challenges with an underlying notion that both aspects of technological advancement have more to offer to the industry. By focusing on XYZ Company, this study sought to understand the possibilities brought by AI technologies and how insurance companies can make the most out of them.

The objectives of this study include:

- Determine whether the adoption of use of AI and digitalization at XYZ Company impact its performances.
- Evaluate whether training and development impact how well XYZ Company uses AI and digitalization to achieve its performance goals.
- Understand how partnership technology impact how well XYZ Company uses AI and digitalization to achieve its performance goals.
- Evaluate the integration in business strategy determine how AI and digitalization at XYZ Company and how it leads to the achievement of the intended performance goals.
- Evaluate how customer trust determines the implementation of AI and digitalization at XYZ Company and eventually the performance of the organization.

1.1 Research Questions

The research questions that guided the data collection and analysis in this study include:

- Does the adoption of use of AI and digitalization at XYZ Company impact its performances?
- How does training and development impact how well XYZ Company uses AI and digitalization to achieve its performance goals?
- How does partnership technology impact how well XYZ Company uses AI and digitalization to achieve its performance goals?
- Does the integration in business strategy determine how AI and digitalization at XYZ Company lead to the achievement of the intended performance goals?
- Does customer trust determine the implementation of AI and digitalization at XYZ Company and eventually the performance of the organization?

1.1 Significance of the Study

This study is significant because the insurance industry in the Middle East has not fully embraced the transformation associated with AI and digitalization. This study will shed light on the implication of adopting such technologies on the Middle East insurance industry, with a specific focus on XYZ Company.