Factors enhancing AI adoption by firms

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This paper considers a set of firms involved in two waves (2019 and 2021) of the French ICT survey. In this way, it is possible not only to distinguish between early and late adopters of AI technologies, but also to highlight some relevant antecedents, referring to 2018, that facilitated the former to keep and the latter to start adopting them in 2020. The implementation of data security systems, the training and recruitment of employees for ICT, and the use of websites and social media for collecting information on customers, increase the probability of keeping and starting the AI adoption. We also show that the impacts of these factors differ according to the business function AI technologies are used for. They appear to be more relevant for the administration and marketing functions. Furthermore, the usage of AI for marketing is also fostered by the antecedent use of e-commerce and CRM applications. These findings support the hypothesis that the AI adoption by firms is shaped by a hierarchical trajectory, from less to more complex and demanding technologies in terms of complementary investments in ICT and skills.Inserisci l'Abstract (max 200 parole).