

Barriers and Facilitators in the Adoption of Artificial Intelligence for Business Innovation

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Abstract

In a business context, the adoption of Artificial Intelligence (AI) offers multiple benefits, however adopting and implementing AI from a strategic perspective requires an investment in organizational resources—whether through the development of new capabilities, human capital, or investment in adequate infrastructure (Weber et al., 2023). In this regard, the study seeks to identify both the main barriers that hinder AI adoption in companies as well as the factors that act as facilitators, in order to understand the challenges and opportunities organizations face when deciding to integrate AI into their processes. For this purpose, 37 articles published between 2014 and 2025 were retrieved from the Scopus database, serving as the basis to identify the factors influencing firms' innovation capacity.

Among the findings, several key elements in AI adoption within companies were identified, such as: technological infrastructure, trained personnel, resistance to change, access to financing, and ethical concerns regarding data privacy and security. These factors can act as barriers or facilitators depending on the presence of the aforementioned elements in companies. Finally, this review seeks to establish a comprehensive knowledge base to enable SMEs to strengthen their competitiveness through the implementation of practical recommendations within the business context.

Keywords

Barriers, Facilitators, Artificial Intelligence Adoption, SMEs.