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Developing the AIDMCA Framework: An Integrated Model of AI-Enabled Competitive Advantage

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ABSTRACT

Artificial Intelligence (AI) is now a key force in marketing and strategy but there is fragmentation among theoretical traditions for how investment in AI translates into lasting competitive advantage. Current research draws separately on resource view, dynamic capabilities perspective, Technology Organization Environment (TOE) framework, alignment between business and IT strategy and emerging literature on AI capabilities but no integrated model ties these lenses into a clear pathway for value creation. This conceptual paper introduces the AIDMCA framework, an integrated multi-layer model explaining how organizations convert data and AI resources into sustained competitive advantage. Five sequential layers are specified: foundation of data and technology, AI capability (sensing), organizational empowerment (seizing), strategic alignment (reconfiguring) and transformation of marketing capability culminating in competitive advantage expressed as differentiation, cost efficiency, intimacy with customers and sustained value. The AIDMCA framework integrates resource view to explain endowments and valuable, rare, inimitable embeddedness; dynamic capabilities to explain engine of sensing seizing reconfiguring that works in turbulent times; TOE framework to specify contextual moderators; Strategic Alignment Model to explain role of alignment; and AI capability view to define focal technological competence. This paper advances ten propositions that articulate relationships among different layers and highlight the mediating role of strategic alignment along with moderating effects of environmental dynamism, competitive intensity, regulatory climate and firm resources. Further, it offers operationalization schemes with indicative constructs and measures to guide future empirical testing. By synthesizing scattered literature into a single nomological structure, the AIDMCA framework provides a grounded theory and actionable account of competitive advantage enabled by AI and sets an agenda for empirical validation, longitudinal studies and cross industry application.

Keywords: *Artificial Intelligence; IT strategy; AIDMCA Framework; Strategic Alignment Model.*

I. INTRODUCTION

Artificial intelligence (AI) has emerged at the center of strategic and marketing decision-making [8], [31]. As such, capabilities including predictive analytics, recommendation systems, conversational agents, programmatic media, dynamic personalization and generative content creation are now being utilized across all points of the customer experience [6], [7], [14]. With regard to competitive positioning, AI competency is increasingly viewed as a requirement for achieving competitive parity rather than a means of gaining temporary advantages [14], [19]. Consequently, companies within various industries are significantly investing in data platforms, machine learning infrastructure and MarTech stacks with the hope that these investments will provide significant advantages relative to competitors [4], [15], [33].

However, a continuing challenge exists regarding both academic research and managerial practice: technology investment does not inherently result in competitive advantage. For decades, researchers examining IS have demonstrated that the value realized from a particular technology can be attributed to complementary factors that exist within an organization and its overall strategy, rather than the technology itself [16], [18]. Similar patterns are emerging in regards to AI. According to surveys conducted across multiple segments, there is wide-spread use of AI technologies; however, usage rates associated with the effective use of AI technology are extremely low [21]. Additionally, numerous organizations are accumulating disconnected AI tools that fail to form cohesive

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strategic capabilities [8], [19]. Therefore, identifying the mechanisms whereby organizations can utilize AI based resources to achieve sustainable competitive advantages represents a core area of interest for current strategy and marketing research [19], [32].

In addressing this inquiry, a substantial body of academic research has responded; however, it remains fractured. The Resource-Based View (RBV) provides explanation for why heterogeneity among resource endowments results in differing levels of firm performance and outlines the necessary and sufficient conditions under which advantages are maintained (i.e., value, rarity, inimitability and organizational embeddedness) [2], [34]. The Dynamic Capabilities Perspective (DCP) describes how firms maintain their competitive advantages over time by continuously sensing changes in their environment, seizing upon those changes and reconfiguring their internal resource bases [26], [27]. The Technology – Organization – Environment (TOE) Framework identifies the contextual factors that influence the likelihood of adopting new technology [23], [28]. Finally, the Strategic Alignment Model (SAM) articulates how aligning a company's business strategy with its technology strategy determines whether or not an organization realizes value from its investments [13], [29]. While each of these perspectives contributes insight to understanding aspects of the relationships between AI resources and competitive advantage, none synthesize the entire process from initial resource deployment through sustained competitive advantage.

Therefore, this study seeks to address this gap in our knowledge by developing an Integrated Conceptual Model entitled "AI Driven Marketing Competitive Advantage" (AIDMCA), as well as a diagram illustrating AIDMCA. This model integrates all five existing theoretical frameworks into a unified value creation path. An illustration of AIDMCA appears below. The AIDMCA includes five sequential levels i.e., Data & Technological Foundation Level, AI Capability Development Level, Organizational Enablement Level, Strategic Alignment Level, Marketing Capability Transformation Level - that collectively represent a continuous progression toward sustaining competitive advantage via AI enabled processes. In addition, the AIDMCA contains a dynamic feedback loop that captures the evolving relationship between these sequential stages. Furthermore, several contextual variables drawn from the TOE tradition serve as moderating factors.

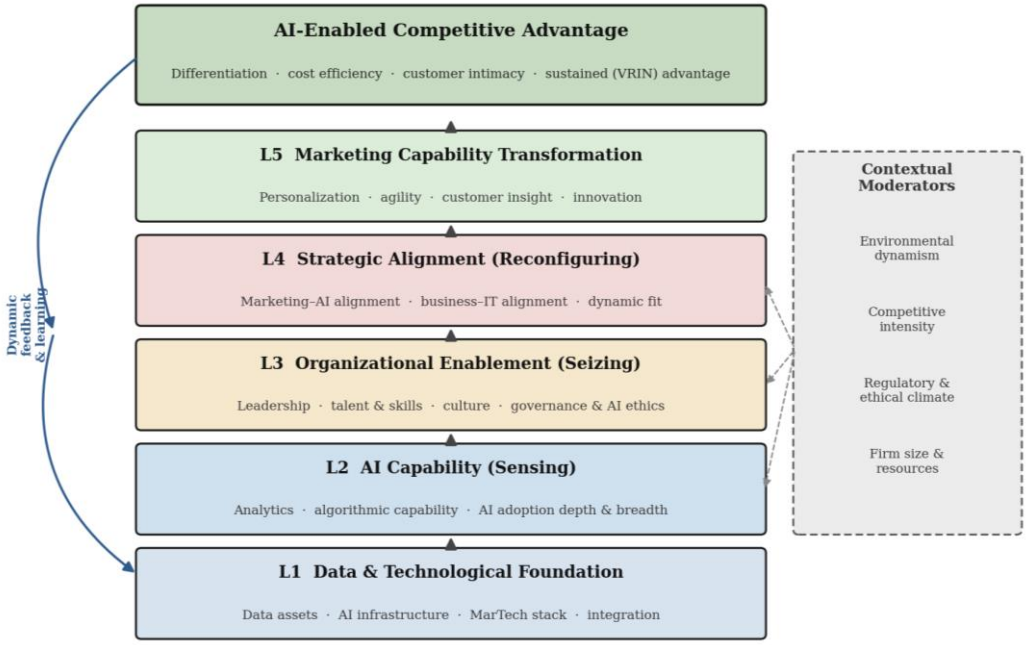


Figure 1. The AIDMCA framework: an integrated, multi-layer model of AI-enabled competitive advantage.

The AIDMCA Framework has made three main contributions. First, by providing an integrated theory (RBV; Dynamic Capabilities; TOE; SAM & AI Capability View) all under one nomological framework rather than competitive options. Second, by identifying mediation pathways for AI Capability to Advantage (Strategic Alignment & Marketing Capability Transformation), the framework shows that simply adopting technology does not create advantage. Third, the framework specifies the context in which this advantage is sustainable or transitory. Fourth, the framework includes an empirical/operationalization model of its elements and associated measurement instruments making the framework both empirically testable and operationally applicable.

The rest of the paper will be structured as follows. Section II will present an overview of the theoretical bases of the framework. Section III will review other relevant frameworks and identify gaps in current literature. Section IV will provide an in-depth explanation of the AIDMCA Framework detailing each level and how they are interconnected via a dynamic engine. Section V will include development of 10 Research Propositions. Section VI will outline the empirical/operationalization plan of the framework and provide a sample illustration. Section VII will discuss the implications of the framework theoretically and managerially. Section VIII will discuss limitations and future scope. Finally, Section IX will summarize the findings from the previous sections.

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II. THEORETICAL FOUNDATIONS

The AIDMCA framework is built on five complementary theories. Each is briefly reviewed below and its specific contribution to the framework identified; Figure 2 summarizes how the lenses map onto the framework.

A. The Resource-Based View

The Resource-Based View (RBV), as a theory suggests, that firms are bundles of diverse, immobile resources [34]. Competitive Advantage can be maintained by utilizing resources that have value, rarity, non-imitable qualities, and are well established within an organization (VRIN) [2]. In the area of Artificial Intelligence (AI), three types of resources are seen as the building blocks for AIDMCA: Data Assets; Proprietary Models; and Integrated Marketing Technology (MarTech) Infrastructure [11], [19]. Two components are provided by the Resource Based View to AIDMCA. First is the establishment of the data and technology base-layer of the framework. Second, through its specification of boundary conditions defining when advantages will be transient verses sustained, it assists in determining whether or not an advantage has been achieved through sustainable means.

B. The Dynamic-Capabilities Perspective

Dynamic capabilities are the firm's ability to integrate and reconfigure both internal strengths and external competencies to deal with environments that change very quickly [27], [9]. Teece breaks them down into three clusters: sensing opportunities and threats, taking advantage of them through proper investments and configurations, and then reconfiguring resource base accordingly [22], [26]. This is the theoretical engine behind AIDMCA. It maps directly to three layers of that framework: AI capability as sensing, organizational enablement as seizing and strategic alignment as reconfiguring and it motivates a loop of dynamic feedback that continually refreshes advantage. Dynamic capabilities also explain why value from AI is greatest in turbulent environments where reconfiguration ability is most important [26].

C. The Technology–Organization–Environment Framework

The Technology Organization Environment (TOE) framework defines three contexts to determine how an organization will adopt a new technology; this includes the Technological Context (the characteristics of the innovation in relation to what is currently available); Organizational Context (the size of the organization, the availability of organizational resources, the type of leadership style and organizational culture, employee skills); and Environmental Context (pressure from competitors, customer expectations regarding products or services offered by organizations, legal/regulatory requirements) [28]. Rather than being the sole determinant for each of these contexts to influence a relationship within the Value-Creation Pathway of AIDMCA, the TOE provides the contextual moderating variables that affect the degree of strength associated with each relationship along the Value Creation Pathway. The rationale behind placing the TOE in this position is supported by research which demonstrates that the results achieved through investments made in AI differ among various organizational and environmental settings [23], [32]

D. The Strategic Alignment Model

The Strategic Alignment Model of Henderson and Venkatraman says that value from technology requires deliberate alignment between business strategy and technology strategy across fit and integration dimensions and sustained through dynamic administrative processes [13]. The enduring insight is that failure of technology to deliver value is mainly because of misalignment rather than under investment [29]. AIMCA elevates alignment to a key mediating layer: AI capability transforms marketing capabilities only when it aligns with marketing and business strategy. This mediating role is central to explaining why adoption alone does not result in advantage.

E. The AI-Capability View

In a very new way of thinking about streams, AI capability can be viewed as an organizational capability that has its own unique elements including data, infrastructure (tangible), technical/managerial talent (human skills), and intangibles (such as a data driven culture, organizational knowledge) and shows a relationship to firm performance [19], [20] in terms of a positive relationship. The above perspective expands upon the Resource Based View (RBV) and Big Data Analytics Capability literatures for the AI Age [11] and frames the specific technological capability within AIDMCA. Additionally this perspective enables both the AI capability layer (sensing) and the marketing capability transformation layer where AI capability is represented by actual marketing outcomes such as customization, speed to market, and innovation.

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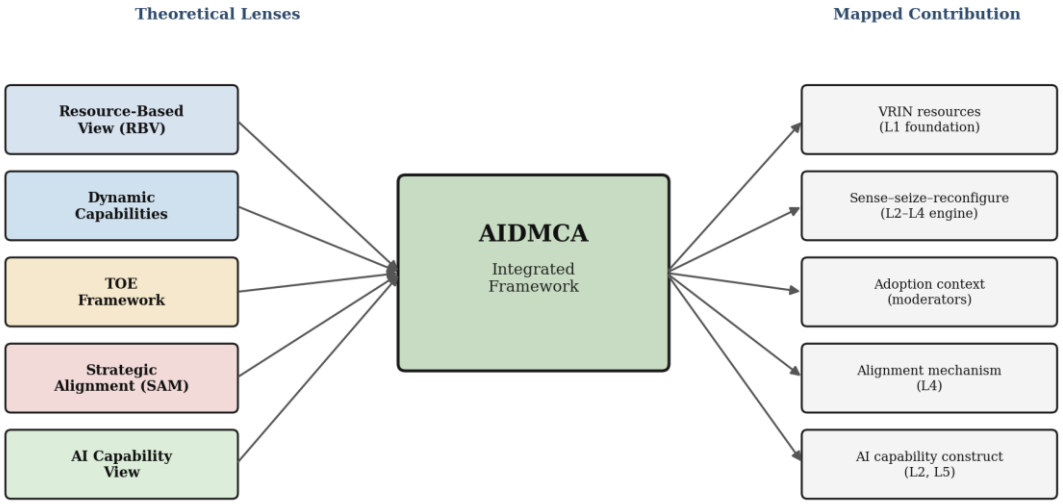


Figure 2. Mapping of theoretical lenses onto the AIDMCA framework.

III. RELATED FRAMEWORKS AND RESEARCH GAP

Several frameworks exist that cover aspects of the AI-advantage relationship; however, no single framework captures the complete path. Table 1 provides a comparative overview of some prominent frameworks in terms of their theoretical foundation, focal construct, how they treat mechanisms and contexts, as well as each model's primary limitation. A consistent trend exists among these models: most models focus on explaining either the antecedent to an organization adopting AI (i.e., the 'why'), the connection between AI capability and performance (the "how"), or the alignment condition (the "what"), but few address all three as part of one model; furthermore, even fewer of these models include the dynamic capabilities engine or the VRIN boundary conditions that define whether an organization will sustain its competitive advantage [2].

Table 1. Comparison of Existing Frameworks Addressing AI, Capability, and Competitive Advantage.

Framework / Ref.	Theoretical Basis	Focal Construct	Mechanism & Context	Limitation
RBV [2], [34]	Resource-based view	VRIN resources → advantage	Resource stocks; static context	Under-specifies capability renewal and AI specifics
Dynamic capabilities [9], [26]	Evolutionary / DC theory	Sense–seize–reconfigure	Strong on renewal; weak on AI operationalization	Abstract; hard to measure; not marketing-specific
TOE adoption models [23], [28]	TOE	Adoption antecedents	Rich context; adoption-focused	Stops at adoption; no advantage pathway
Strategic Alignment (SAM) [13]	IT–business alignment	Strategic fit / integration	Alignment as value condition	Predates AI; limited capability view
AI capability view [19], [20]	RBV + capability	AI capability → performance	Empirical capability construct	Single-stage; alignment & context implicit
Big-data analytics capability [5], [11]	Capability / IT value	BDAC → firm performance	Analytics competence	Pre-generative AI; marketing link partial
AIDMCA (this paper)	Integrated (RBV+DC+TOE+SAM+AI)	Full pathway to advantage	Layered mechanism + moderators + feedback	Conceptual; awaits empirical validation

Three very distinct gaps exist that drive development of the AIDMCA model. The first is a Mechanism Gap; this is defined as a lack of detail regarding the process mechanisms (i.e., alignment and capability transformation) through which capabilities become advantages in AI [25]. As such, the linkages between adoption and performance are largely "black boxes." The second is an Integration Gap; each of the theoretical frameworks used in research studies are studied independently of one another, with little consideration given to the enhanced explanatory power that can be achieved by combining them. Finally, there exists a Boundary Condition Gap; most models do not provide guidance on when the AIDMCA model will result in sustainable advantages versus imitable ones; nor does it consider how environmental and ethical contextual factors impact the sustainability of benefits from use of AI [8], [23].

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IV. THE AIDMCA FRAMEWORK

The AIDMCA framework (see Figure 1), depicts AI-enabled competitive advantage as an emerging outcome of a multi-layered value-creation path supported by a dynamic capabilities engine and moderated by the context. Below are descriptions of each of the five layers of the path, the engine, and the moderators.

A. Layer 1 – Foundational Data and Technology Assets

Foundational data and technological assets represent the base layer of the path. These include the firm's data assets, AI & Cloud Infrastructure, Marketing Technology Stack, and their level of integration. As noted in Resource Based View (RBV) theory, and the AI Capability View, these are the basic resources which enable the generation of AI-based value creation [2], [19] — it is not just their existence but rather their quality, uniqueness, and integration which provide strategic leverage. Proprietary First Party Data and well integrated pipelines can be difficult to replicate relative to commodity tool sets. Therefore, they have greater potential to sustain competitive advantage [1], [2].

B. Layer 2 – AI Enabled Sensing Capability

The AI enabled sensing capability layer represents the firm's ability to derive insights and predictions from foundational data assets — analytics capability, algorithm development/model building capability, and depth/breadth of AI adoption across marketing functions [19], [20]. From a dynamic capability perspective, this layer enables the "sense" phase of the cycle: identifying market opportunities and customer signal/threats from data. While AI capability is necessary for achieving advantages via AI-enabled strategies, it is insufficient by itself. Its value is fully realized when higher layers transform derived insight into coordinated actions.

C. Layer 3 – Organizational Enablement (Seizing)

Layer three consists of the leadership, people/organizational culture, governance, and responsible AI ethics policies that allow organizations to take action on derived insights. This layer corresponds to the "seize" portion of dynamic capabilities: mobilizing required resources and making investments and organizational adjustments to capitalize on sensed opportunities [26]. There has been significant evidence from research on technology values that leadership support, skills, and a data driven culture are key organizational enablers to successful technology [16], [18]. Responsible AI governance is also included in this layer because trust/legitimacy are themselves resources that influence the sustainability of competitive advantage.

D. Layer 4 – Strategic Alignment (Reconfiguring)

This layer represents the match between the organization's marketing/business strategy and its AI-enabled implementation at both a strategic fit and functional integration level [3], [13]. It corresponds to the "reconfiguring" function of dynamic capabilities: continually aligning strategy and operations as AI capabilities and markets evolve. AIDMCA situates alignment as the critical mediating variable of the pathway — AI capability is converted into marketing capability only if it is strategically aligned — explaining why firms possessing technical capability may still fail to realize advantage due to poor alignment [29].

E. Layer 5 – Marketing Capability Transformation

This layer captures the ultimate impact of the prior four layers as new marketing capabilities: hyper-personalized marketing, marketing agility, deeper customer insight, faster innovation [17]. These are the immediate and difficult-to-replicate capabilities that ultimately create competitive advantage [1], [2]. Because they are built into organizational processes and composed using proprietary data, they meet the RBV requirements of non-replicability and organizationally embeddedness more so than do the underlying technologies/tools.

F. Outcome – AI-Based Competitive Advantage

Ultimately, the pathway culminates in AI-based competitive advantage as differentiated costs/sales, customer intimacy, or sustained advantage where VRIN conditions exist. Thus, advantage is conceptualized not as a direct result of investing in AI but rather as an emergent property of all five layers being successfully transformed — consistent with resource orchestration logic that values depend upon how resources are assembled, bundled, and leveraged [25].

G. The Dynamic Engine and Contextual Moderators

Finally, two other dimensions are added to complete the framework. The dynamic feedback loop depicted in Figure 3 illustrates the ongoing "sense-seize-reconfigure" cycle: results and market responses inform new data and learning which will continue to fuel growth/decline in foundational and capability layers allowing organizations to continually adapt. This is what differentiates long-term sustainable competitive advantage from short term gains. Finally, there are several contextual moderators (Environmental Dynamism, Competitive Intensity, Regulatory/Ethical Climate, Firm Size/Resources) drawn from TOE literature that moderate strength of relationship throughout the path [23], [28]. For example, dynamic capabilities will add significantly more to competitive advantage in environments characterized by high levels of Environmental Dynamism [9], [26]

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whereas a strong Ethical-Regulatory environment will enhance durability of competitive advantage by creating trust.

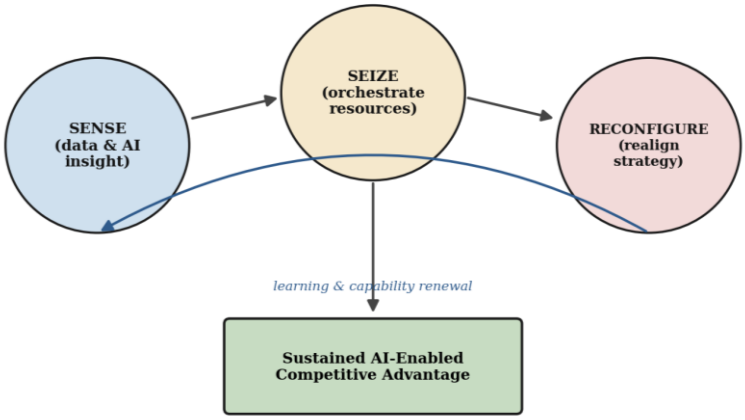


Figure 3. The dynamic value-creation loop underpinning the AIDMCA framework.

V. RESEARCH PROPOSITIONS

Building on the framework, ten propositions articulate the relationships among the layers, the mediating role of alignment, and the moderating effects of context. Table 2 summarizes them.

P1: The quality, uniqueness, and integration of a firm's data and technological foundation (L1) are positively associated with its AI capability (L2) [2], [19].

P2: AI capability (L2) is positively associated with marketing capability transformation (L5), but this relationship is mediated by organizational enablement (L3) and strategic alignment (L4) rather than being direct [26].

P3: Organizational enablement (L3) positively mediates the conversion of AI capability into strategic alignment; firms with stronger leadership, skills, culture, and governance realize greater alignment from a given level of AI capability [16], [18].

P4: Strategic alignment (L4) mediates the relationship between AI capability and marketing capability transformation; the indirect path is significant while the direct path is weak [13].

P5: Marketing capability transformation (L5) is positively associated with AI-enabled competitive advantage [6], [14].

P6: The AIDMCA pathway yields sustained (rather than transient) advantage only to the extent that the resulting capabilities are valuable, rare, inimitable, and organizationally embedded (VRIN boundary condition) [2].

P7: Environmental dynamism positively moderates the marketing capability transformation → competitive advantage relationship; the effect is stronger in more turbulent environments [23], [26].

P8: Competitive intensity positively moderates the AI capability → advantage pathway, as rivalry raises the returns to superior AI-enabled capabilities [24], [28].

P9: A strong regulatory and ethical (responsible-AI) climate positively moderates the durability of AI-enabled advantage by enhancing customer trust and legitimacy [8], [23].

P10: The strength of the dynamic feedback loop (sense–seize–reconfigure learning mechanisms) is positively associated with the persistence of AI-enabled competitive advantage over time [9], [26].

Table 2. Summary of AIDMCA Research Propositions.

Prop.	Relationship	Theoretical Basis
P1	Foundation (L1) → AI capability (L2)	RBV; AI-capability view
P2	AI capability (L2) → marketing transformation (L5), mediated	Dynamic capabilities
P3	Enablement (L3) mediates capability → alignment	IT value; organizational complements
P4	Alignment (L4) mediates capability → transformation	Strategic Alignment Model
P5	Marketing transformation (L5) → advantage	RBV; marketing capabilities
P6	VRIN properties → sustained advantage	Resource-based view
P7	Environmental dynamism moderates L5 → advantage	Dynamic capabilities / TOE
P8	Competitive intensity moderates capability → advantage	TOE; competitive strategy
P9	Ethical–regulatory climate moderates durability	TOE; trust as resource
P10	Feedback-loop strength → persistence of advantage	Dynamic capabilities

VI. OPERATIONALIZATION AND ILLUSTRATIVE APPLICATION

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Although AIDMCA is conceptual in nature, its constructs are defined in such a way that they can be empirically tested. Table 3 provides operationalization along with reflective indicators adapted from validated instruments [19], [20]. These are suitable for administration to marketing and technology decision makers and analysis using structural equation modeling [12]. Researchers can test the full mediation moderated model or isolate specific paths and boundary conditions separately.

Table 3. Indicative Operationalization of AIDMCA Constructs.

Construct (Layer)	Definition	Indicative Measures	Source Basis
Data & technological foundation (L1)	Quality, uniqueness, integration of data and AI infrastructure	Data quality; first-party data breadth; MarTech integration	[5], [11]
AI capability (L2)	Competence to derive insight/prediction from data	Analytics maturity; model-building skill; AI adoption depth	[19], [20]
Organizational enablement (L3)	Leadership, talent, culture, governance, ethics	Top-mgmt support; AI skills; data culture; AI governance	[16], [18]
Strategic alignment (L4)	Fit between marketing/business strategy and AI execution	Strategic fit; functional integration; alignment routines	[13], [29]
Marketing capability transformation (L5)	Renewed AI-enabled marketing capabilities	Personalization; agility; customer insight; innovation	[6], [14]
AI-enabled competitive advantage	Differentiation, cost, intimacy, sustained value	Perceived advantage; differentiation; customer retention	[2], [24]
Contextual moderators	Environmental & firm conditions	Environmental dynamism; competitive intensity; ethics climate; size	[23], [28]

To illustrate this, imagine a retailer has strong loyalty program data for customers (rich L1) as well as uses algorithms to recommend products and make forecasts about what will sell (L2). The retailer's superior performance in the marketplace is only possible because of the development of their analytic capabilities and the adoption of a data-based, responsible governance structure within the company (L3); the use of those analytic capabilities is aligned with their approach to segmenting customers and creating customer experiences (L4), which enables them to improve their ability to personalize; they have improved the speed at which they can respond to changing conditions or trends (agility); and they have improved their ability to innovate (L5). If the new abilities developed through these changes are unique to the retailer and embedded into their organizational structure (i.e., VRIN), and if there is significant volatility in the market place and high levels of competition (environmental factors), then the competitive advantages developed by the retailer should be both greater in magnitude and longer-lived than those developed by competitors who implement similar analytical tool sets but do so absent the enabling elements of the AIDMCA model such as alignment, feedback loops, etc.

VII. DISCUSSION AND IMPLICATIONS

A. Theoretical Implications

The AIDMCA model enhances theoretical development in three different ways. Firstly, it shows that Resource-Based View (RBV), Dynamic Capabilities, Technology-Organization-Environment (TOE) and Structural Alignment Model (SAM), and Artificial Intelligence Capability Perspective are complementary (not substitutes), therefore demonstrating how they can be used to address different parts of the path from AI to Advantage and ultimately produce greater predictive strength. Secondly, it provides an explanation of the "black-box" of creating value through AI, by introducing mediation mechanisms such as alignment and marketing capability transformation, which provide a testable alternative to direct performance -adoption models [20], [32]. Finally, it defines boundaries for sustainable advantages using combined principles from RBV's VRIN Logic, TOE's context-based factors, and the dynamic capabilities' view of environmental turbulence. It also answers calls for integrated, mechanism based theories of AI in marketing and strategy [8], [30].

B. Managerial Implications

For managers, AIDMCA reframes AI as a program for building capabilities rather than just procurement decisions. Four guidelines follow. First, invest in basics first or alongside tool acquisition: high quality data, integration and analytics talent are essential because these determine whether adoption turns into capability [19]. Second, treat enabling organizational alignment as top priorities: leadership commitment, culture, governance and deliberate connection of AI to marketing strategy are layers where value either wins or loses [13], [18]. Third, govern AI responsibly recognizing that trust and legitimacy are durable resources rather than costs for compliance [2], [8]. Fourth, institutionalize a feedback loop and build mechanisms that turn market results into learning and continuous reconfiguration so that advantage is renewed rather than lost to imitation [26].

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VIII. CHALLENGES AND FUTURE SCOPE

Several challenges accompany both the framework and its application. Conceptually AIDMCA awaits empirical validation; its layered and mediated moderated structure is difficult to test and will require large samples from different industries and careful measurement. There is overlap especially among capability of AI, organizational empowerment and transformation of marketing capability and this must be rigorously managed through discriminant validity assessment. Rapid evolution of AI especially of generative and agency systems means that the framework describes a target that is constantly changing and relative weight of its layers may shift as capabilities advance [8], [30]. Measuring sustained advantage is inherently difficult and longitudinal designs that observe persistence over time are needed. These challenges define a rich agenda for research. Future work should empirically test propositions using structural equation modeling and look at mediating and moderating relationships across sectors and contexts including emerging markets where resource and institutional conditions vary [12], [20]. Longitudinal and panel studies would allow direct assessment of persistence of advantage and operation of feedback loop directly. Qualitative research along with case studies can shed light on routines through which empowerment and alignment are realized. Dedicated study is needed into responsible governance of AI as a source of lasting competitive advantage [8]; into generative and agentic AI as new capability layers [30]; and into interaction between capabilities enabled by AI and judgment of marketing involving humans. Finally extending AIDMCA to specific domains such as retail and services [10] as well as sustainability and inclusive growth outcomes broadens relevance.

IX. CONCLUSION

This paper introduces AIDMCA framework as an integrated conceptual model explaining how organizations convert AI resources into sustained competitive advantage. Drawing together resource based view, perspective on dynamic capabilities, TOE framework, Strategic Alignment Model and view on AI capabilities [2], [13], [19], [26], [28], the framework specifies a pathway of five layers for value creation: data and tech foundation, AI capability, enabling organizational capabilities, strategic alignment and transformation of marketing capability. Advantage is animated by a dynamic feedback loop and shaped by contextual moderators. Central argument is that advantage from AI is not just adoption but a chain of organizational and strategic transformations and sustained advantage depends on hard to imitate embedded organizational capabilities and continuous reconfiguration driven by learning. By integrating dispersed theories into a single testable structure and articulating ten research propositions and offering operationalization scheme, AIDMCA framework provides grounded theory and actionable accounts of advantage enabled by AI. It serves as a foundation for empirical validation and as a lens for researchers and managers to understand and improve returns to AI in a landscape that is increasingly intelligent.

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