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Impact of AI Ambidexterity on Proactive Service Performance: Moderating Role of Transformational Leadership and Mediating Role of Proactive Personality in Pakistani IT Industry

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KEYWORDS	ABSTRACT
AI Ambidexterity Proactive Service Performance, Transformational Leadership	This research examine how AI ambidexterity could amplify proactive service performance in Pakistan's IT industry, picking transformational leadership as a moderator and proactive personality as a mediator. A structured questionnaire and a quantitative research design were utilized to gather information in Islamabad and Lahore from 150 IT professions. The findings displayed a strong positive correlation between AI ambidexterity and proactive service performance, suggesting that as AI ambidexterity increases, proactive service performance tends to improve. By examine how AI-enabled ambidextrous expertise and leadership behaviors effect employee-driven service quality, this study closes gaps in the literature. For technology motivated companies trying to keep pace with employee behavior with AI ambidexterity transformation to drive imaginary growth through innovation and lasting impact, it offers theoretical and practical expertise. From a practical perspective, it provides strategic view for companies seeking to utilize leadership development and AI technologies to enhance proactive employee behavior and service innovation.
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