

Chapter 5: Research Limitations, Recommendations & Conclusion

5.1 Research Limitations & Future Research

Despite the valuable findings of this study, several limitations should be acknowledged to ensure transparency and to guide future research.

5.1.1 Methodological Limitations

First, this study adopted a cross-sectional research design, where data were collected at a single point in time. While this design is efficient and widely used, it has a key limitation: it does not allow for establishing causal relationships between variables. Since both independent and dependent variables are measured simultaneously, it is difficult to determine whether one variable directly causes changes in another .

In addition, cross-sectional studies provide only a “snapshot” of the situation and cannot capture changes or trends over time. Therefore, the findings reflect perceptions at one specific moment rather than long-term effects .

5.1.2 Sampling Limitations

The study used a non-probability convenience sampling technique, which may limit the generalizability of the results. Since participants were selected based on accessibility and willingness, the sample may not fully represent the entire population.

Research indicates that non-representative samples can introduce sampling bias, affecting the accuracy and generalizability of findings .

5.1.3 Data Collection Limitations

The study relied on a self-reported questionnaire, which introduces potential bias. Respondents may:

- Provide socially desirable answers
- Misinterpret questions
- Respond inaccurately

Survey-based research is often affected by response bias, which can influence the validity of results .

Additionally, online or voluntary surveys may suffer from self-selection bias, where only certain types of individuals choose to participate .

5.1.4 Time and Resource Constraints

The study was conducted within a limited time frame, which restricted:

- The size of the sample
- The ability to conduct longitudinal analysis

Time constraints are a common limitation in research and can affect the depth and scope of analysis .

5.1.5 Future Research Directions

Based on the above limitations, future research should consider:

- Conducting longitudinal studies to examine changes over time and establish causal relationships

- Using probability sampling techniques to improve generalizability
- Increasing sample size across different sectors and regions
- Combining quantitative and qualitative methods (mixed methods) for deeper insights
- Investigating additional variables such as organizational culture, leadership style, and digital maturity

5.2 Research Recommendations

Based on the findings of this study, several practical and managerial recommendations can be proposed:

5.2.1 Enhancing Employee Empowerment

Organizations should:

- Provide employees with greater decision-making authority
- Encourage participation in organizational processes
- Foster a culture of trust and autonomy

Empowered employees are more motivated and productive, leading to improved organizational performance.

5.2.2 Investing in Artificial Intelligence Technologies

Organizations should continue investing in AI tools such as:

- Chatbots
- Predictive analytics
- Automated customer service systems

These technologies improve service quality by enhancing speed, accuracy, and responsiveness, which directly impacts customer satisfaction.

5.2.3 Strengthening E-HRM Systems

Organizations should enhance their E-HRM systems by:

- Improving accessibility and usability
- Integrating digital HR platforms
- Providing training for employees

Effective E-HRM systems streamline HR processes and improve employee efficiency, which ultimately contributes to better customer experiences.

5.2.4 Improving Service Quality

Organizations should focus on:

- Reliability and accuracy of services
- Fast response to customer needs
- Continuous monitoring of customer satisfaction

Service quality remains a key driver of customer loyalty and long-term success.

5.2.5 Enhancing Customer Loyalty Strategies

Organizations should:

- Build long-term relationships with customers
- Improve trust and transparency

- Offer personalized services

Customer loyalty is essential for sustaining competitive advantage in the banking and healthcare sectors.

5.3 Conclusion

This study aimed to examine the impact of employee empowerment, artificial intelligence (AI), and electronic human resource management (E-HRM) on employee efficiency, service quality, and customer loyalty.

The findings confirmed that:

- Employee empowerment significantly improves employee efficiency
- AI enhances service quality
- E-HRM positively influences customer loyalty

The study contributes to both theory and practice by demonstrating the importance of integrating technological innovations with effective human resource practices.

From a theoretical perspective, the study supports existing literature on the relationship between organizational practices and performance outcomes. From a practical perspective, it provides actionable insights for managers seeking to improve organizational efficiency and customer satisfaction.

Despite its limitations, the study offers valuable contributions and serves as a foundation for future research in the fields of management, technology, and service quality.

References

- Al-Homaidi, E. A., Almaqtari, F. A., Yahya, A. T., & Khaled, A. S. (2020). Internal and external determinants of banks' profitability: Evidence from India. *Cogent Economics & Finance*, 8(1), 1–17. <https://doi.org/10.1080/23322039.2020.1773532>
- Al-Tamimi, H. A. H., & Al-Mazrooei, F. M. (2007). Banks' risk management: A comparison study of UAE national and foreign banks. *The Journal of Risk Finance*, 8(4), 394–409. <https://doi.org/10.1108/15265940710777333>
- Amin, M., Isa, Z., & Fontaine, R. (2013). Islamic banks: Contrasting the drivers of customer satisfaction on image, trust, and loyalty. *International Journal of Bank Marketing*, 31(2), 79–97. <https://doi.org/10.1108/02652321311298627>
- Bondarouk, T., & Ruël, H. (2009). Electronic human resource management: Challenges in the digital era. *The International Journal of Human Resource Management*, 20(3), 505–514.
- Hussain, H. A., & Al-Ajmi, J. (2012). Risk management practices of conventional and Islamic banks in the GCC. *The Journal of Risk Finance*, 13(3), 215–239. <https://doi.org/10.1108/15265941211229244>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Ruel, H., Bondarouk, T., & Van der Velde, M. (2007). The contribution of e-HRM to HRM effectiveness: Results from a quantitative study. *Employee Relations*, 29(3), 280–291.
- Vrontis, D., Christofi, M., Pereira, V., Tarba, S., Makrides, A., & Trichina, E. (2022). Artificial intelligence, robotics, advanced technologies and human resource management: A

systematic review. *The International Journal of Human Resource Management*, 33(6), 1237–1266.

Zeithaml, V. A. (1988).

Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.