

## Invitation to participate in MSc research



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[Momina Rehan](#) is pursuing MSc in Digital Business at Royal Holloway, University of London. Her dissertation, under the supervision of [Dr. Najmeh Hafezieh](#), focuses on the adoption and utilization of Artificial Intelligence (AI) tools in small and medium-sized enterprises (SMEs). The aim is to understand how SMEs are integrating AI into their operations, the benefits and challenges they face, and their perceptions about the future use of AI.

SMEs using AI tools are invited to participate in this study for an interview. The interview will be conducted virtually on Teams, lasting 30-40 minutes, and with consent, it will be voice recorded to ensure accuracy. The study follows [RHUL's Research Ethics Policy](#) and all data will be anonymized and used only for the purpose of academic writing. In return, participants will receive a summary of the research findings, offering strategic insights into AI adoption. If you are interested in participating, please contact the research team (Momina, [momina.rehan.2023@live.rhul.ac.uk](mailto:momina.rehan.2023@live.rhul.ac.uk) or her supervisor, [najmeh.hafezieh@rhul.ac.uk](mailto:najmeh.hafezieh@rhul.ac.uk)). Your contribution will be invaluable and much appreciated. Thank you.