Factors Influencing Behavioral Intention to Use AI Meeting Minutes Generators among Malaysian Employees

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ABSTRACT

AI-powered meeting-minutes generators can reduce the burden of manual note-taking and accelerate documentation. However, these benefits depend on workers' willingness to adopt the technology. This conceptual paper proposes a framework for examining the factors that influence Malaysian employees' behavioral intention to use an AI-powered meeting-minutes generator. Grounded in the Theory of Planned Behavior, the model examines attitude, subjective norm, perceived behavioral control, and trust as predictors of behavioral intention. The proposed study will use a quantitative cross-sectional survey of administrative and secretarial employees in Malaysia who have experience preparing meeting minutes. Respondents will be recruited through purposive and snowball sampling. An a priori G*Power analysis for four predictors indicates a minimum sample of 85 respondents. Measurement items will be adapted from previously validated instruments and reviewed by content and language experts before data collection. The proposed relationships will be analyzed using partial least squares structural equation modelling in SmartPLS. By extending the Theory of Planned Behavior with trust, the framework applies an established behavioral theory to an underexamined workplace AI application. The model may help organizations identify the psychological and contextual conditions that support the responsible adoption of AI-assisted meeting documentation and improved administrative productivity.

Keywords: AI-powered meeting-minutes generator, behavioral intention, Theory of Planned Behavior, trust, Malaysian employees, technology adoption

INTRODUCTION

This study examines Malaysian employees' behavioral intention to adopt an AI-powered meeting-minutes generator. Understanding employees' intention to adopt AI tools is important because adoption determines whether organizations can use automation to support routine tasks such as note-taking and meeting documentation. Meetings are central to organizational work because they allow employees to exchange information, build consensus, coordinate activities, and make decisions (Asthana et al., 2025). However, traditional methods of capturing meeting content can impose an additional burden on meeting participants, particularly when they must contribute to the discussion while recording decisions and action items (Asthana et al., 2025).

This study also aligns with Sustainable Development Goal 8, which promotes higher levels of economic productivity through technological upgrading and innovation (United Nations, 2021). AI-powered meeting-minutes generators may enhance productivity, streamline work processes, and support digital transformation by reducing the time and resources required for manual meeting documentation and enabling faster administrative

follow-up (Asthana et al., 2025). Between 2019 and 2023, the Malaysian Public Complaints Bureau has recorded 28,333 complaints under the category 'actions that did not meet customer requirements'. These complaints cannot be attributed specifically to the preparation of meeting minutes. Nevertheless, they point to broader concerns about administrative responsiveness, documentation, and follow-up processes (Malaysian Public Complaints Bureau, 2019, 2020, 2021, 2022, 2023).

Organizations that continue to rely solely on traditional meeting-documentation practices may place an unnecessary administrative burden on employees. Important decisions, responsibilities, and action items may also be recorded incompletely or circulated late, which can delay organizational follow-up (Asthana et al., 2025). Continued reliance on inefficient manual practices may therefore limit administrative productivity and weaken organizational readiness for digital transformation. The potential benefits of AI-supported document-

ation cannot be realized if employees are unwilling or unprepared to incorporate the technology into their work. Accordingly, this study addresses the following research question: Which factors influence Malaysian workers to behaviorally adopt AI-powered meeting-minutes generators?

LITERATURE REVIEW

AI-powered Meeting Minutes Generators

Artificial intelligence (AI) supports tasks that have traditionally required human capabilities. It is already changing how people work, learn, and develop their skills (World Economic Forum, 2026). World Economic Forum, (2026) also stated that AI can help employees to complete tasks more quickly, more accurately while reducing the time spent on repetitive administrative activities. One workplace activity that may benefit from AI is the preparation of meeting minutes. Traditionally, meeting minutes are prepared from handwritten or typed notes. The quality of the record therefore depends heavily on the minutes-taker's concentration, interpretation, and note-taking ability. Important information may be recorded inaccurately or omitted, and additional time is required to organize, edit, verify, and distribute the completed minutes after a meeting.

An AI-powered meeting minutes generator offers an alternative approach by converting spoken conversations into written transcripts and using natural language processing to produce structured summaries, key discussion points, decisions, and action items (Ritu Kushwaha et al., 2026). These tools may also integrate with platforms such as Zoom, Google Meet, and Microsoft Teams, allowing meeting information to be captured and processed within established organizational workflows (HR Future, 2026).

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) explains behavioral intention through three principal determinants: attitude, subjective norm, and perceived behavioral control (Ajzen, 1991). The TPB has been applied to several emerging digital contexts, including medical students' intention to learn about AI (Li et al., 2022), pre-service teachers' intention to use an AI-based intelligent tutoring system to teach genetics (Adelana et al., 2024), and consumers' e-shopping behavior (Tang et al., 2021). These studies demonstrate the relevance of TPB for explaining intention across AI-related and digital settings. Despite this evidence, the TPB has received limited application to AI-powered workplace productivity tools. AI-powered meeting-minutes generators can produce summaries, highlights, decisions, and action items that support organizational work, yet limited empirical evidence explains the psychological factors that shape employees' intention to adopt these systems. This study therefore applies the TPB to Malaysian employees and extends the model by incorporating trust. It examines the direct effects of attitude, subjective norm, perceived behavioral control, and trust on behavioral intention.

Behavioral Intention

Behavioral intention reflects an individual's intention, expectation, and plan to perform a particular behavior in the future. It represents the person's assessment of the likelihood that they will undertake a specific action (Zhao et al., 2025). In technology-adoption research, behavioral intention indicates whether an individual expects and plans to use a particular technology and is commonly treated as a key predictor of subsequent use. Previous studies have examined behavioral intention in relation to generative AI in music education (Li, 2026), AI-

generated content in physical education (Wu et al., 2025), and the use of ChatGPT among economics students (Salifu et al., 2024). The present study extends this research to Malaysian employees and the emerging use of AI-powered meeting minutes generators in organizations.

Attitude

Attitude reflects an individual's overall favorable or unfavorable evaluation of an object, idea, or action. This evaluation develops from the person beliefs, associated emotions associated with it, and the tendency to respond positively or negatively (Kwak et al., 2022; Pan & Li, 2025; Sultana et al., 2025). Within the TPB, attitude concerns the evaluation of a clearly specified behavior rather than a general opinion about the technology. Individuals assess the expected advantages and disadvantages of performing the behavior and determine whether it is desirable or worthwhile (Ajzen, 1991; Bakır & Itani, 2024). In this study, attitude refers to Malaysian employees' overall evaluation of whether using an AI-powered meeting minutes generator is appealing, beneficial, and sensible workplace practice. Previous studies have generally established attitude as an important predictor of behavioral intention. Kwak et al., (2022) found that positive attitudes towards AI significantly influenced their behavioral intention to use AI-based healthcare technologies. Similarly, Adelana et al., (2024) reported that attitude significantly predicted pre-service teachers' intention to teach genetics using an AI-intelligent tutoring-based system. Based on the supporting empirical evidence, the following hypothesis is proposed:

H1: Malaysian employees' attitude toward using an AI-powered meeting minutes generator positively influences behavioral intention to use the technology.

Subjective Norm

Subjective norm captures how individuals interpret the expectations of people whose opinions are important to them when deciding whether to perform a particular behavior. This perception develops from beliefs about whether important others would approve or disapprove of the behavior and the importance placed on meeting those expectations (Ajzen, 1991; Bakır & Itani, 2024; Li et al., 2022). In this study, subjective norm refers to the extent to which Malaysian workers believe that people whose opinions they value would approve of and encourage their future use of an AI-powered meeting minutes generator.

Previous studies generally provide empirical support for the influence of subjective norm on behavioral intention. Li et al., (2022) found that subjective norm significantly predicted medical students' intention to learn about AI for clinical practice. Similarly, Sun et al., (2025) reported that subjective norm positively predicted pre-service teachers' behavioral intention to use generative AI. Based on the supporting evidence, the following hypothesis is proposed.

H2: Subjective norm positively influences Malaysian employees' behavioral intention to use an AI-powered meeting minutes generator.

Perceived Control Behavior

Perceived control behavior describes an individual's assessment of whether performing a particular action is realistically within their ability and control. This assessment considers personal capacity the availability of skills, resources, and opportunities, as well as potential barriers that may hinder its performance (Ajzen, 1991; Hallmann et al., 2026). Unlike actual control, perceived behavioral control reflects what individuals believe they can accomplish under their present circumstances. In this study, it refers to the extent to which Malaysian employees believe that using an AI-powered meeting minutes generator is within their control and feasible given their confidence, available time, financial access, and opportunity to use the technology.

Empirical studies have generally demonstrated a positive relationship between perceived behavioral control and technology-adoption intention. Bakır and Itani, (2024), for example, found that perceived behavioral control positively predicted consumers' intention to adopt electric aircraft. The existing evidence the following hypothesis is proposed.

H3: Perceived behavioral control positively influences Malaysian employees' behavioral intention to use an AI-powered meeting minutes generator.

Trust

Trust in AI refers to a user's belief that a particular AI system possesses the qualities required to perform its intended function dependably, particularly when its use involves uncertainty or possible negative consequences. Ng and Zhang, (2025) identified substantial variation in how trust in AI chatbots has been defined and measured: some studies treat trust as a belief, whereas others incorporate reliance or behavioral outcomes. To avoid conceptual overlap with behavioral intention, the present study conceptualizes trust as a set of beliefs about the qualities of the technology.

Trusting beliefs generally concern whether a system is perceived as competent, reliable, honest, and responsive to the user's interests (Mcknight et al., 2002). When applied to AI, these characteristics represent perceptions attributed to the technology rather than evidence that the system possesses human motives or intentions. Accordingly, trust in the present study refers to Malaysian employees' confidence that an AI-powered meeting minutes generator provides credible outputs and operates consistently with users' expectations. A previous study by Prakash and Das 2024 found a positive relationship between trust and AI-based health chatbots. Similarly, Mahat and Hanafiah, (2020) reported a positive relationship between trust and behavioral intention. Based on this evidence, the following hypothesis has been postulated.

H4: Trust in an AI-powered meeting minutes generator positively influences Malaysian employees' behavioral intention to use the technology.

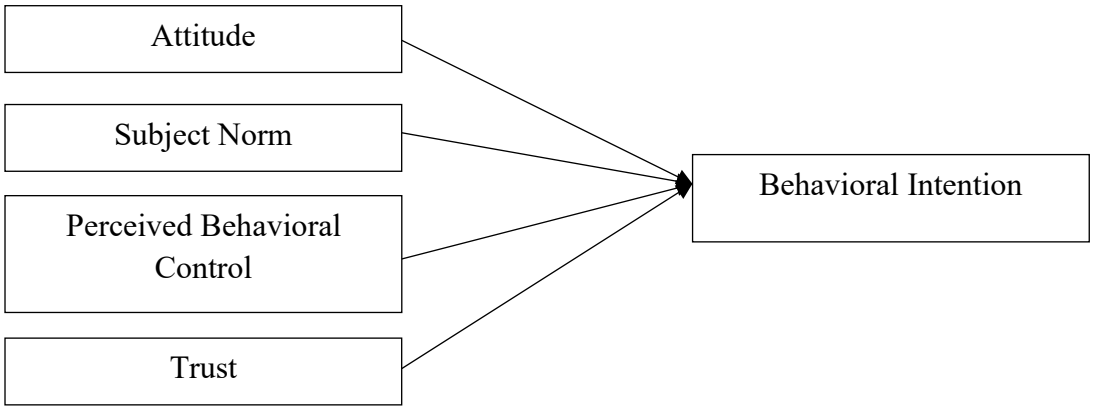

Figure 1: The proposed conceptual framework

PROPOSED RESEARCH METHODOLOGY

This study will use measurement items adapted from previously validated studies to ensure strong construct validity. Behavioral intention will be measured with items adapted from Velli and Zafiropoulos, (2024). Attitude subjective norms and perceived behavioral control will be measured using items adapted from Bakır and Itani, (2024), while trust will be measured using items adapted from Prakash and Das, (2024). The selection of items could be based on their established validity and reliability in prior research.

Content and language experts will review the instrument before data collection, following the guidance of Wardropper et al., (2021). A pre-test will then be conducted through cognitive interviews with five employees who have experience preparing meeting minutes. The interview will assess the clarity, relevance, and appropriateness of questionnaire items before the instrument is distributed to the main sample (Meadows, 2021; Rogers & Révész, 2020; Ryan et al., 2012). SmartPLS will subsequently be used to test the proposed hypotheses through partial least squares structural equation modelling.

An a priori G*Power analysis was conducted for a model with four predictors. Assuming a medium effect size, a statistical power of 0.80, and a significance level of 0.05, the analysis indicated a minimum sample of 85 respondents (Gefen et al., 2011). Although this value represents the minimum requirement, a larger sample can improve the stability and practical relevance of the analysis (Hair et al., 2022).

The target population is administrative and secretarial employees in Malaysia who have experience preparing meeting minutes. This study will employ purposive and snowball sampling techniques. The questionnaire will initially be distributed to selected respondents who meet the inclusion criteria, and they will be invited to share the link with eligible colleagues (Jais & Ngah, 2025). The online questionnaire will be configured to accept only one response per user. This setting was applied to ensure that each participant submitted only one entry, thereby enhancing the accuracy and integrity of the collected data. A filter question will also be included in the Google Form to determine whether the respondent has ever prepared meeting minutes. If the respondent has never prepared meeting minutes, the questionnaire ends there; it will not proceed further, and the respondent will be excluded from the count.

Data Analysis Plan

To reduce common method bias, the predictor and the criterion variable will use different scales and formats as a procedural approach (Podsakoff et al., 2012), and statistical tests can be used to assess collinearity (Kock, 2015). This study could report the measurement model, structural model, and predictive model.

IMPLICATION

Theory Implication

The proposed framework extends the TPB by incorporating trust into the study of an AI-powered workplace documentation tool. If empirically supported, the model may clarify whether the TPB's core determinants remain relevant when technology adoption also requires employees to rely on machine-generated organizational records. This study may therefore broaden understanding of behavioral intention in the specific context of AI-assisted meeting documentation.

Managerial Implication

If validated, the proposed model could help managers identify the psychological and contextual factors that require attention before implementing AI-powered meeting-minutes generators. These tools may reduce the routine workload of minute-takers, accelerate the preparation and circulation of meeting records, and support timely administrative follow-up. The framework also suggests that implementation should address employees' evaluations of the technology, relevant social expectations, perceived control over its use, and trust in its outputs.

Direction for Future Research

As this is a conceptual paper, the proposed framework requires empirical validation. Future research could extend the model by examining additional variables, such as perceived ease of use and AI literacy, and by comparing employees across different occupations, organizations, or levels of experience with AI tools.

CONCLUSION

This conceptual paper proposes an integrated framework to explain how attitude, subjective norm, perceived behavioral control, and trust influence Malaysian employees' behavioral intention to use AI-powered meeting-minutes generators. The framework is grounded in Ajzen's Theory of Planned Behavior and supported by recent empirical evidence on technology-adoption intention. It offers four testable hypotheses and a feasible methodology for empirical validation. The framework may also help organizations understand the conditions that encourage employees to incorporate AI-assisted meeting documentation into their work practices.

DECLARATION

AI tools were used during the preparation of this study to improve the article's readability and grammatical accuracy. Following the use of these tools, the authors carefully reviewed and validated the manuscript.

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