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A STUDY ON ARTIFICIAL INTELLIGENCE AND ITS IMPACT ON EMPLOYEE ENGAGEMENT

Anadani D S

Research Scholar
Department of Commerce, Bangalore University

R Sarvamangala

Profesor
Department of Commerce, Bangalore University

Madesha N

Assistant Professor
Department of Commerce, VVN Degree College, Bangalore City University

ABSTRACT

Employee engagement the emotional commitment and involvement employees have toward their organization has long been recognized as a key driver of productivity, innovation, and retention. In the age of AI, the dynamics of engagement are shifting. While AI can enable more meaningful work, better feedback mechanisms, and personalized development opportunities, it can also raise concerns about job security, surveillance, and depersonalization. This study aims to explore the complex relationship between AI adoption and employee engagement. It investigates how AI tools are being used in modern workplaces, the extent to which they impact motivation and satisfaction, and what best practices can help organizations harness AI to foster not hinder a positive employee experience. This study is descriptive in nature. this study used primary and secondary Data, primary data will be collected from using structured questionnaires and the secondary Data collected from books, journals, published articles and websites. The collected data will be analysed using descriptive statistics and SPSS. The study finds that Artificial intelligence (AI) plays a significant and positive role in enhancing employee engagement across modern workplaces. The findings reveal that AI allows employees to focus more on strategic and value-adding activities by reducing time spent on repetitive tasks.

Keywords: Artificial intelligence, employee engagement.

INTRODUCTION

Artificial Intelligence (AI) is rapidly transforming the workplace. From automating mundane tasks to enabling predictive analytics in HR, AI technologies are changing how organizations operate and how employees engage with their work. This study explores the relationship between AI adoption and employee engagement, analysing both the positive and negative implications.

The rapid evolution of Artificial Intelligence (AI) is reshaping how organizations operate, communicate, and manage their human capital. From automating repetitive tasks to enhancing decision making with data-driven insights, AI is becoming deeply integrated into daily work processes across industries. As businesses increasingly adopt AI technologies, a critical question emerges, how does AI influence employee engagement?

Employee engagement the emotional commitment and involvement employees have toward their organization has long been recognized as a key driver of productivity, innovation, and

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retention. In the age of AI, the dynamics of engagement are shifting. While AI can enable more meaningful work, better feedback mechanisms, and personalized development opportunities, it can also raise concerns about job security, surveillance, and depersonalization.

This study aims to explore the complex relationship between AI adoption and employee engagement. It investigates how AI tools are being used in modern workplaces, the extent to which they impact motivation and satisfaction, and what best practices can help organizations harness AI to foster not hinder a positive employee experience.

By examining current literature, case studies, and employee perceptions across various sectors, this research seeks to provide a balanced and actionable understanding of AI's role in shaping the future of work and workforce engagement.

AI TOOLS FOR EMPLOYEE ENGAGEMENT

AI is increasingly being used to drive **employee engagement** by personalizing work experiences, automating feedback, and improving internal communication. These tools aim to strengthen the connection between employees and their organizations by making the workplace more adaptive, responsive, and employee centric.

1. AI-Powered Survey and Feedback Tools

AI-powered survey and feedback tools are digital platforms that use artificial intelligence to collect, analyse, and interpret employee feedback in real time. Unlike traditional surveys, these tools go beyond numerical ratings by leveraging natural language processing (NLP) and machine learning to gain deeper insights into employee sentiments, concerns, and motivations.

2. Intelligent Chatbots and Virtual Assistants

Intelligent chatbots and virtual assistants are AI-powered tools that simulate human conversation to assist employees with tasks, answer questions, and provide support in real time. These systems use natural language processing (NLP) and machine learning to understand queries, automate responses, and improve over time through interaction. In the workplace, they are primarily used to enhance employee experience, reduce administrative burden on HR, and foster continuous engagement through personalized support.

3. AI-Based Recognition Platforms

AI-based recognition platforms are digital tools that use artificial intelligence to identify, promote, and facilitate employee recognition and rewards. By analysing work patterns, achievements, and peer feedback, these platforms help organizations build a culture of appreciation that boosts motivation and reinforces positive behaviours.

4. Personalized Learning and Development Platforms

Personalized learning and development platforms use artificial intelligence to tailor educational content, training programs, and career development pathways to individual employees' skills, roles, learning styles, and career aspirations. By adapting learning experiences to each person's needs, these platforms aim to boost engagement, skill acquisition, and overall productivity.

5. Predictive Analytics for Employee Retention

Predictive analytics for employee retention uses artificial intelligence and machine learning algorithms to analyse vast amounts of employee data and forecast the likelihood of employees leaving an organization. By identifying patterns and risk factors, these tools help HR teams proactively address retention challenges before they escalate.

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6. Sentiment Analysis Tools

Sentiment analysis tools use artificial intelligence, particularly natural language processing (NLP), to analyse employee communications such as emails, chat messages, survey responses, and social media posts to detect emotions, opinions, and overall sentiment. These insights help organizations understand workforce mood, engagement levels, and potential issues before they become critical.

REVIEW OF LITERATURE:

Brynjolfsson and McAfee (2014) emphasized that AI is reshaping jobs by automating repetitive tasks and enhancing decision-making capabilities. While this transformation leads to higher productivity, it also demands upskilling and redefinition of job roles. These shifts can both positively and negatively impact employee engagement depending on how change is managed. According to Deloitte's Global Human Capital Trends Report (2019), organizations that effectively use AI for talent management see improvements in employee experience and engagement. AI-driven tools such as chatbots for HR support, personalized learning platforms, and predictive analytics help in creating a more tailored and responsive work environment. Jarrahi (2018) discussed that the human-AI collaboration works best when AI augments rather than replaces human roles. Trust plays a pivotal role employees who perceive AI as a support tool rather than a threat are more likely to stay engaged. Conversely, fear of job displacement due to AI can reduce engagement and increase turnover intentions (Tambe et al., 2019). AI tools are now being used to analyse performance and give real-time feedback. As per a study by IBM (2020), companies that implemented AI-enabled performance management systems reported higher levels of employee satisfaction. AI helps eliminate bias in appraisals, improving fairness and transparency, which are critical drivers of engagement. While AI offers efficiency, it also raises ethical concerns. Brougham and Haar (2018) noted that over-reliance on AI could lead to a sense of dehumanization at work. Lack of human interaction in AI-mediated processes may lead to emotional disconnect, thereby reducing engagement levels. AI enables hyper-personalization of employee experiences through data analytics and behaviour prediction (Pillai et al., 2020). Customized work schedules, learning paths, and recognition systems contribute to higher job satisfaction and engagement when aligned with individual preferences. The role of leadership in AI integration is crucial. According to a study by McKinsey (2021), organizations where leaders actively communicated the benefits of AI and involved employees in its implementation saw higher engagement and smoother adoption. Leadership that fosters a culture of continuous learning and adaptability helps maintain engagement amidst AI-led transformation.

STATEMENT OF THE PROBLEM

The rapid integration of Artificial Intelligence (AI) into modern workplaces has significantly transformed how organizations operate, make decisions, and engage their workforce. While AI promises enhanced efficiency and streamlined processes, its growing influence raises critical questions about its impact on human aspects of work. There remains a gap in understanding how AI is actively shaping work environments, particularly in terms of its effects on employee satisfaction, motivation, and overall productivity. Without comprehensive analysis, organizations risk implementing AI in ways that may hinder, rather than support, workforce well-being and performance. This study seeks to address this gap by examining the role of AI in modern work settings and analysing how AI tools influence key human factors within the workplace.

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1. Objectives of the Study

- To examine the role of AI in shaping modern work environments.
- To analyse the impact of AI tools on employee productivity.

RESEARCH METHODOLOGY:

This study will employ a **mixed-methods research design**, combining both quantitative and qualitative approaches. This allows for a comprehensive understanding of the role of AI in modern work environments and its impact on employee satisfaction, motivation, and productivity. This study used both the primary and secondary data, primary data is collected from the employees in different sectors through structured questionnaires and Convenient sampling method is used for this study. Secondary data collected from journals, books and websites. The descriptive statistical tools are used to analyse and interpret the collected data.

TESTING OF HYPOTHESIS:

Hypothesis 1 (H1): AI plays a significant relationship between the AI in employee engagement.

Correlations

		engagement	implementation	AI tools
engagement	Pearson Correlation	1	.469**	.513**
	Sig. (2-tailed)		.000	.000
	N	155	155	155
implementation	Pearson Correlation	.469**	1	.925**
	Sig. (2-tailed)	.000		.000
	N	155	155	155
AI tools	Pearson Correlation	.513**	.925**	1
	Sig. (2-tailed)	.000	.000	
	N	155	155	155

**. Correlation is significant at the 0.01 level (2-tailed).

From the above table indicating that correlation between the artificial intelligence tools, implementation of artificial intelligence tools and employee engagement with variables is 0.925, 0.513 and 0.469 correlation between the variables it is clearly showing that there is a significant relationship between the variables with each other.

Hypothesis 2 (H2): AI tools have a positive impact on employee motivation.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.953a	.907	.906	.30016	.907	493.515	3	151	.000

a. Predictors: (Constant), implementation, engagement , AI tools

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Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.127	.140		.906	.366
	AI tools	.964	.030	.929	32.000	.000
	engagement	.033	.027	.036	1.232	.220
	implementation	-.035	.023	-.038	-1.527	.129

a. Dependent Variable: motivation of employee

From the above table it clearly showing that strong correlation between variables is 0.953 and there is R square is 0.907 which is equal to 90.07% impact of the independent variable contribute the dependent variable and the P value is 0.000 which is less than 0.05 hence reject the null hypothesis accept the alternative hypothesis that is there is significant influence of AI tools on motivation of the employee in the engagement.

Hypothesis 3 (H3): AI tools significantly enhance employee productivity.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.620[a]	.524	.522	.872	.524	31.388	3	151	.000

a. Predictors: (Constant), implementation, engagement , AI tools

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.236	.377		3.283	.001
	AI tools	.132	.079	.123	1.678	.095
	engagement	-.060	.078	-.057	-.775	.440
	implementation	.614	.064	.617	9.641	.000

a. Dependent Variable: Productivity of employee

From the above table it clearly showing that strong correlation between variables is 0.620 and there is R square is 0.524 which is equal to 52.40% impact of the independent variable contribute the dependent variable and the P value is 0.000 which is less than 0.05 hence reject the null hypothesis accept the alternative hypothesis that is there is significant influence of AI

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tools on productivity of the employees.

KEY FINDINGS

- The correlations between AI implementation and engagement (0.469) and AI tools and engagement (0.513) suggest that AI, when used effectively, may enhance employee motivation, productivity, or satisfaction. Possible reasons
- AI tools significantly and positively impact employee motivation with a standardized Beta of 0.929 and a highly significant p-value (0.000), AI tools are strongly associated with increased motivation among employees.
- Employees spend less time on repetitive tasks, more time on strategic work.
- AI-driven platforms (e.g., chatbots, virtual assistants) facilitate smoother communication.
- AI-driven platforms (e.g., chatbots, virtual assistants) facilitate smoother communication.
- Adaptive learning platforms increase opportunities for upskilling and engagement.
- Real-time analytics improve feedback and performance tracking.

SUGGESTION:

- Promote AI as a support tool, not a replacement.
- Clearly communicate how AI is used in decision-making.
- Fear of job loss due to automation can lower morale.
- Use AI tools for real-time engagement tracking.
- Implement governance frameworks to mitigate bias and protect privacy.

CONCLUSION

This study demonstrates that artificial intelligence (AI) plays a significant and positive role in enhancing employee engagement across modern workplaces. The findings reveal that AI allows employees to focus more on strategic and value-adding activities by reducing time spent on repetitive tasks. Tools such as AI-driven chatbots and virtual assistants have streamlined internal communication, while adaptive learning platforms have opened new avenues for skill development and career growth. Additionally, real-time analytics have improved feedback loops and performance tracking, further contributing to a more engaged and responsive workforce.

However, to fully realize these benefits, organizations must approach AI adoption thoughtfully. It is critical to position AI as a supportive tool rather than a replacement for human workers, to avoid resistance and morale issues stemming from fears of job loss. Clear communication about AI's role in decision-making, along with transparency, fairness, and privacy safeguards, is essential to building trust. Finally, using AI tools for continuous engagement monitoring and implementing ethical governance frameworks will ensure that AI adoption remains both responsible and people-centred. In conclusion, when implemented ethically and transparently, AI can significantly improve employee engagement, motivation, and overall organizational effectiveness.

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