

# IMPACT OF LATEST INNOVATION IN ARTIFICIAL INTELLIGENCE ON EMPLOYEE'S JOB SATISFACTION AND PERFORMANCE

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## ABSTRACT

The technologies and innovation of artificial intelligence have been opened app in provide new opportunities to the employees and improve the skills and talents that help in the enhancement of performance and leading to job satisfaction. The well-being of employees has become a major element all over the world. It has been given the most preference and is gaining momentum for promoting organizational growth. The employee's well-being leads to job satisfaction and performance of their work. Artificial intelligence satisfaction and service quality have an impact on the non-supervisory group level of organization. The competitor approach and cooperative approach have been adopted to reduce the conflicts in the efficacy and Performance of the employees in the organization. The challenges and limitations can be overcome by keeping updated with the trends and the phase of changes and innovations of technologies, which results in the successful growth of the organization.

**Keywords:** Artificial intelligence, Innovation, Job satisfaction, Performance.

## 1. INTRODUCTION

In order to sustain itself in the competitive world, it is essential for all organizations to face and overcome the challenges. One of the major practices is the retaining of skilled and talented employees in the organization. Another factor which is to be followed is the well-being of the employees. To become successful in the environment, the organization must try to implement new practices and procedures of artificial intelligence, namely, innovation for the enhancement of job satisfaction and performance level in the organization. It is necessary for human resources management to shift from a traditional approach to a strategic approach. The techniques of artificial intelligence such as disruptive technology, VR technology, Networks, and robotics have shown tremendous growth in the job satisfaction and performance of employees in the organization. The innovation of artificial intelligence such as disruptive technology. Networks of artificial intelligence, robotics and the latest we are technology have shown a major impact on the growth and business development. By increasing the level of jobs, satisfaction, and performance among the employees in the organization.

The digital economy is considered dynamic as it focuses on the implementation of new activities and technologies, which leads to the increased performance level of the employees and increased production. Talent attraction is another strategy that is adopted by the organization for attracting, inviting, and recruiting the employee's talent for expansion of the organization. Investing the knowledge, skill, and human source in the performance potential is considered as a talent development. The employee should be satisfied, happy, and able to meet the goals in the work which determines the satisfaction of the job that reflects in the performance of the work.

## 2. REVIEWS OF LITERATURE

**N.Shamaileh, M.Eldahamsheh, Suleiman Alveimat, R.Istaiteyeh, IAzzam, S.AI-Hawary (2023)** this study relates to a twofold study of Human Resources Management. The first one is exploring the impact of smart human resources, and the second one is investigating the mediating role of job satisfaction in employees. There is a positive outcome of using smart human resources, which measures the job effectiveness of employees based on their performance, With respect to technical, social, methodological, and personal skills. The implementation of smart human resource 4.0 technologies in the organization helps boost the effectiveness and satisfaction of employees, which leads to the growth of the organization.

**Supranational Siripipatthanakul, Parachute jailing, Pongsakorn Limna, Tamonuran Sithipon, Pichart Kaewpuang, Patcharavadee Siriboonruang (2022)** they suggests that the factors of economic conservatism have put pressure on the activities of businesses to improve productivity and performance. In a business organization, the most critical factor in preserving and increasing its value is the intellectual property of the organization. One of the crucial components of human resources management strategy is talent management.

**Tuyet-Mai Nguyen, Ashish Malik (2022)** they examined that the organization's employees' satisfaction is achieved with the adoption of artificial intelligence. It enhances the employees with the quality of service and increases job satisfaction. Artificial intelligence satisfaction is seen in the non-supervisory group with the application of AI service quality but it showed effects on the AI satisfaction in the role of employees.

**Dazhi Xu, Xiaoyong Xiao (2020)** they found that with the growth of technology in the field of computer networks, the role of AI has created a major impact in the various areas of human resource management. VR technology is one such new technology that has been used widely in various fields. Major business organizations and other institutions have been attracted to enterprise human resource management with continuous innovation. And keeping up the pace with the latest trends and technologies, the performance of the employees, please along job satisfaction. The application of technologies in the enterprise hedgehog HR has shown improvement in the effectiveness and efficiency of HRM in reducing cost, improving job satisfaction, and enhancing the performance of time employees.

**Deborah Sharon Stanley, Vanessa Agrawal (2019)** they revealed that the technology is disruptive as it changes the things that work and it is found everywhere. This disruptive technology has created a major effect on the practice of human resource management. This Disruptive technology includes Artificial Intelligence, Networks, and Robotics. The practice of human resource management such as recruitment, legalization of work monitoring of employees, training, and performance of the employees, has been murdered with AI. In the process of interviewing and selecting employees the destructive technology of robotics is used. Networks play a major role in the process of recruitment, Learning, and Development Of job satisfaction. There is a limiting factor: the risk of taking over jobs by technology is high and replacing humans with robots in work is also high. The major issues an organization has to look into are privacy, surveillance, and security.

According to **Edward Ocen, Kasekende Francis, Gladius, Angundaru (2017)** the organizations use the practice of Training which create direct and indirect effect on the commitment of employees. The innovations and fast-growing changes in technology inculcate the organizations in training the employees. The identification and involvement of employees together

describe the relative strength of their commitment. The main limitation is the unknown effect of training on employee commitment. The employee's job satisfaction helps in the decision of the employees to stay in the organization or to leave the organization, which can be attained only with the training of employees.

**Kenneth S Law, Steve Alper and Dean Tjosvold, (2006)** they examined that the effect of conflicts in the organization with that of efficacy and performance of the employees in the organization. The method of cooperative approaches is adapted for analyzing the structural equation. The competitor approach has not been implemented as it leads to conflicts in efficacy which arises in the organization and it results in the lack of effectiveness in the performance of the employees. This problem can be overcome by forming organizational teams, which helps in reducing the conflicts in the management efficiency and performance of employees in the organizations.

### **3. INNOVATIONS OF ARTIFICIAL INTELLIGENCE**

The innovations are organized in the business entity and are shaped by the integration of Artificial Intelligence. Artificial intelligence plays a major role in Generating innovation of new technologies. There are 2 major barriers to innovation. Which can be overcome by the implementation of artificial intelligence. The system of artificial intelligence helps in identifying and evaluating the information that develops ideas. It is also able to recognize the problems opportunities, and threats to generate new ideas. There are three types of innovations they are incremental radical and agile innovation. The incremental innovation is based on old technology and implies uncertainty at a low level. The radical innovations are based on new technology and have a high level of uncertainty, which requires additional skills, education, and new organization. Agile innovation is a combination of both incremental and radical innovation, which is based on both old and new technology and leads to a modern level of uncertainty. It needs specialized skills for the development of the organization.

#### **3.1 AUTOMATION OF REPETITIVE TASKS**

Artificial intelligence can automate the routine and ordinary tasks, it allowing the employees to focus on more creative and complex aspects of their jobs. This will lead to increased job satisfaction as employees are freed from repetitive work also they can engage in more meaningful tasks. The pursuit of efficiency and innovation is paramount in the ever-evolving landscape of artificial intelligence. One instrumental surface in achieving these objectives is the automation of repetitive tasks. As AI professionals delve into ground breaking projects and complex problem-solving, the strategic implementation of automation not only enhances productivity but also empowers employees to focus on high-value, and creative endeavors.

#### **3.2 ENGAGE IN MANAGERIAL TASK**

The effective management is integral to harnessing the full potential of skilled professionals, the importance of engaging in managerial tasks specific to employees in the AI sector. From overseeing complex projects to developing a culture of innovation, the role of managers in this field is multi-faceted. The AI teams navigate intricate challenges and cutting-edge technologies, adept managerial involvement becomes a cornerstone for success, ensuring optimal utilization of talent, efficient project execution, and the cultivation of a collaborative and innovative work environment

### **3.3 SKILL ENHANCEMENT**

Organizations that invest in AI often provide training and up skilling opportunities of their employees to adapt with the AI technologies. When the employees perceive that their skills are improving also they are becoming more valuable in the job market, it will boost their job satisfaction. The ongoing enhancement of skills among employees is not just a pursuit but a necessity. As technology continues to advance, so too must the capabilities of those steering the AI frontier. AI learning platforms will recommend the personalized training and development programs based on career goals and employee's performance, increasing their engagement and satisfaction.

### **3.4 REDUCED WORKLOAD**

AI-powered tools will assist in managing the workloads by prioritizing tasks and offering suggestions for optimization. This can prevent burnout and stress also leading to higher job satisfaction. As artificial intelligence continues to redefine the workplace, one of its pivotal contributions lies in alleviating the burdens of repetitive and time-consuming tasks on employees. The advent of AI technologies has ushered in an era where the reduction of workload through automation is not just a possibility but a strategic imperative. The transformative impact of reducing workload of employees in the field of artificial intelligence, examining how smart automation not only enhances efficiency but also enables human talent to focus on more complex, strategic, and creative aspects of their work.

### **3.5 FEEDBACK AND RECOGNITION**

Artificial intelligence can be used to provide continuous feedback and recognition to employees based on their performance. The regular feedback will motivate the employees and contribute to their job satisfaction. Providing effective feedback and recognition is crucial in any workplace, including those involved in artificial intelligence (AI). Schedule regular one-on-one feedback sessions to discuss performance, progress, and goals. Provide constructive criticism along with positive feedback to create a balanced view of their work. The companies need to emphasize the importance of continuous learning in the rapidly evolving field of AI also recommend relevant courses, conferences, or training programs to help employees stay updated. Implement AI tools for performance evaluations to ensure a fair and unbiased assessment.

### **3.6 JOB SATISFACTION**

Job satisfaction refers to well-being and happiness in the performance of the job in the organization. It is one of the major factors in determining the production of the organization. The satisfaction of a job helps in the stimulation of positive energy, creativity, and performance with motivation. Many factors which affect the job satisfaction of the employees are, Job personal, Factors controlled by the management. A component of job satisfaction helps in achieving the goals in an effective and efficient way. The components of job satisfaction are the development of career engagement, employee security of job recognition of the employees. To achieve job satisfaction it is essential to adopt the right technology, which helps in building a robust culture and business in a better and efficient way. The impact of AI on job satisfaction and employee performance will vary depending on the companies, the specific AI technologies deployed, and how organizations manage their AI initiatives. The effective communication, transparency, and a

thoughtful approach to integrating AI into the workplace are critical to maximizing the benefits while minimizing the potential negative effects on employees.

### 3.7 PERFORMANCE OF EMPLOYEES

The determination of employee performance is based on the execution of duties and responsibilities in the job. The employee's performance is assessed in the company that needs improvement. The encouragement and motivation help in the success of the performance Of Workers in the organization. The quality of punctuality efficiency, time management, work attendance, and productivity and teamwork are the major performance indicators in the assessment of the performance of employees in the work, which is adapted by many industries, organizations, and business entities. AI will enhance efficiency by streamlining the processes and providing data-driven insights. The experience of employees will increased the productivity and we can see the positive impact of AI on their work, they are more likely to feel satisfied with their jobs.

### 4 OBJECTIVES OF THE STUDY

- ❖ To provide valuable insights into how AI technologies are affecting the workplace and employee well-being.
- ❖ To increased AI innovation leads to changes in job satisfaction, positively or negatively, and impacts employee performance.

### 5 HYPOTHESES OF THE STUDY

- Increased AI innovation in the workplace positively affects employee job satisfaction.
- Employee perceptions of AI transparency and explain ability positively correlate with job satisfaction.

### 6 ANALYSIS AND RESULTS

**Table: 1.1**

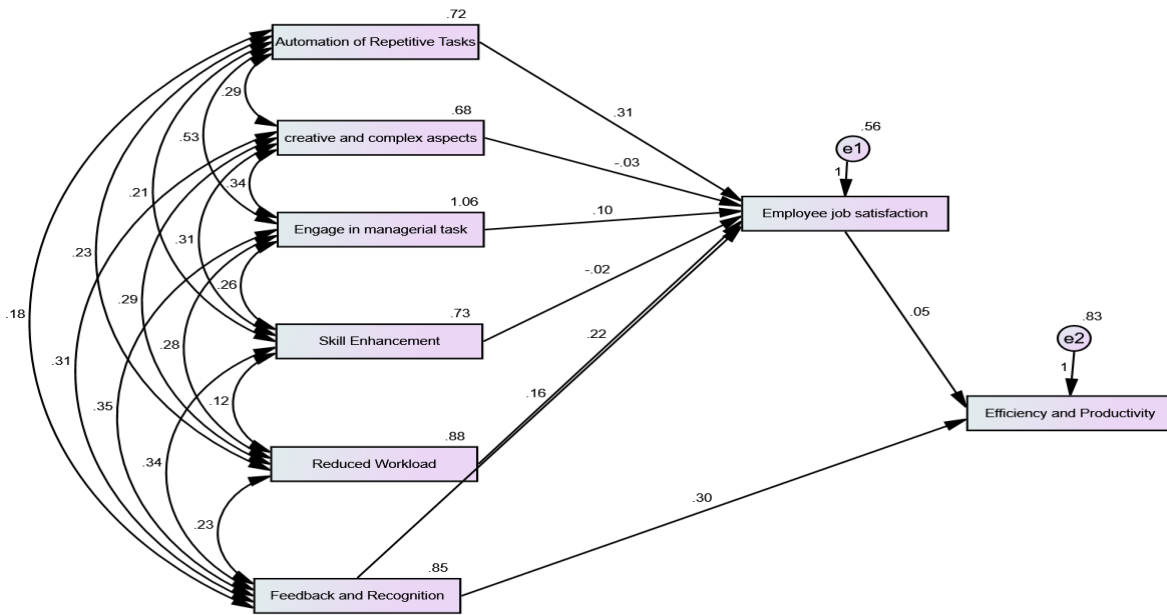
ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Automation of Repetitive Tasks	Between Groups	1.164	3	.388	.531	.662
	Within Groups	89.891	123	.731		
	Total	91.055	126			
Creative and complex aspects	Between Groups	1.895	3	.632	.922	.432
	Within Groups	84.294	123	.685		
	Total	86.189	126			
Engage in managerial task	Between Groups	.746	3	.249	.228	.877
	Within Groups	134.466	123	1.093		
	Total	135.213	126			
Skill Enhancement	Between Groups	1.838	3	.613	.830	.480
	Within Groups	90.777	123	.738		
	Total	92.614	126			
Reduced Workload	Between Groups	1.111	3	.370	.411	.745
	Within Groups	110.763	123	.901		
	Total	111.874	126			
Feedback and Recognition	Between Groups	4.533	3	1.511	1.805	.150
	Within Groups	102.994	123	.837		

	Total	107.528	126			
Employees job satisfaction	Between Groups	1.814	3	.605	.742	.529
	Within Groups	100.264	123	.815		
	Total	102.079	126			
Efficiency and Productivity	Between Groups	4.792	3	1.597	1.757	.159
	Within Groups	111.822	123	.909		
	Total	116.614	126			

The p-value of all innovative technology variables are more than 0.05. Thus, there is no significant relationship between automation of repetitive tasks, creative and complex aspects, engage in managerial task, skill enhancement, reduced workload, feedback and recognition, employees job satisfaction, efficiency and productivity and age of the respondents.

**\* Structural Equation Modelling**

**Chart: 1**



The value of CMIN/DF= 2.036, (10.179 / 5 = 2.036), CFI = 0.977, GFI= 0.981, AGFI= 0.863, IFI = 0.979, and SRMR= 0.046. So, the model fit is good.

**TESTING SIGNIFICANCE OF THE DIMENSIONS OF EMPLOYEE JOB SATISFACTION, EFFICIENCY AND PRODUCTIVITY AND AI**

**Table: 1.2**

			Estimate	S.E.	C.R.	P
Employee job satisfaction	<---	Automation of repetitive tasks	.309	.104	2.972	.003
Employee job satisfaction	<---	Creative and complex aspects	-.027	.102	-.263	.792

			Estimate	S.E.	C.R.	P
Employee job satisfaction	<---	Engage in managerial task	.097	.086	1.131	.258
Employee job satisfaction	<---	Reduced workload	.217	.079	2.760	.006
Employee job satisfaction	<---	Feedback and recognition	.159	.087	1.840	.066
Employee job satisfaction	<---	Skill enhancement	-.021	.092	-.229	.819
Efficiency and productivity	<---	Employee job satisfaction	.054	.095	.562	.574
Efficiency and productivity	<---	Feedback and recognition	.301	.093	3.242	.001

The above table indicates, automation of repetitive tasks having a significant effect over employee job satisfaction with  $p = 0.003$ , reduced workload having a significant effect over employee job satisfaction with  $p = 0.006$  and feedback and recognition having a significant effect over efficiency and productivity with  $p = 0.001$ .

## 7 FINDINGS

- This study suggests that as organizations implement AI technologies to streamline tasks, improve working conditions and reduce manual workloads, employees are more satisfied with their jobs due to increased efficiency and reduced repetitive tasks.
- AI-driven tools and automation can enhance employee performance by enabling them to focus on more value-added tasks, reducing errors and providing data-driven insights for decision-making.
- AI innovation indirectly influences job satisfaction through its impact on perceived job autonomy. As AI handles routine tasks, employees may feel they have more autonomy, leading to increased job satisfaction.
- The impact of AI on employee performance is influenced by the digital literacy and AI readiness of employees. Employees with higher digital skills and readiness may adapt more quickly and effectively to AI innovations.
- AI innovation is particularly effective in improving performance objectives in tasks that are characterized by high repetition or require extensive data processing.
- The organizations need to integrate AI tools and technologies into various aspects of work, employees may experience increased job satisfaction due to reduced repetitive tasks, improved efficiency and enhanced decision-making support.

## 8 CONCLUSION

The effect of innovation in AI on employee job satisfaction and performance is a difficult task that depends on numerous factors, such as the specific context, organization and the extent of AI implementation. The introduction of AI technologies in the workplace tends to have a positive impact on employee job satisfaction. This is often driven by factors such as reduced monotony in tasks, improved efficiency and the ability of AI to handle routine and repetitive work, allowing employees to focus on more stimulating and creative aspects of their jobs. AI innovation is generally associated with improved employee performance objectives, particularly in tasks that

are highly repetitive, data-intensive, or rule-based. AI will enhance the efficiency by streamlining the processes and providing data-driven insights. When employees experience increased productivity and see the positive impact of AI on their work, they are more likely to feel satisfied with their jobs. AI-powered tools will assist in managing the workloads by prioritizing tasks and offering suggestions for optimization.

Automation and AI-driven decision support can lead to fewer errors, increased productivity and more data-informed decision-making. The role of training and education in AI adoption cannot be overstated. Employees who feel more confident and capable in working alongside AI tend to be more satisfied and adaptable. The relationship between AI innovation and job satisfaction can vary depending on job roles and tasks. The perception of fairness and transparency in AI systems is crucial. Organizations that strike the right balance between AI and human capabilities are likely to achieve the best results in terms of job satisfaction and performance objectives.

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