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A STUDY ON IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE (AI) IN AN ORGANISATION AND ITS EFFECT ON EMPLOYEE MORALE

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ABSTRACT:

Artificial Intelligence has been developing over the ages influencing each and every one of us and our actions in and around an organisation. The main question is when and where in an organisation can artificial intelligence be applied. AI cannot replace human resources completely but up to certain aspects in a company it can and how does it influence the behaviour and morale of employees when most of the organisation related work is done with the help of AI. Some basic steps need to be taken to improve the job security and satisfaction of the employees or else implementation of AI would lead to chaos and commotion which is highly detested by a company. Let's say a company finds a way to suit AI without harming the mind-set of employees, will it have an impact in their performance? For example, when artificial intelligence does the job of automating business process or jobs where employees gain insight through data analysis for the purpose of engaging with customer and employees (automated calling), then the employee who earns for a living at that job position is thrown out or would be demoted. In this research paper we analyse the above mentioned aspects of positives and negatives of introduction of Artificial Intelligence in the company.

Keywords: Influence of AI, areas of implementation, job takeover, automated devices, and morale of employees.

AI is the Future of Business

"No company is going to survive in the future without implementing, or at least gaining an understanding of, artificial intelligence and how it can be used to better grasp data they collect." – As stated by David Gasparyan, President of Phonexa. A healthy future in an organisation cannot be achieved without the induction of technology in all possible endeavours.

INTRODUCTION:

Artificial intelligence has influenced all our lives by penetrating into different kinds of businesses and global markets and by changing the traditional employee-employer relations to modern AI-employer relations. AI not only has improved the efficiency and efficacy of workspace for the companies but also fills up varieties of jobs destined for human touch with full vigour and speed. For example; effective Data Analysis and Storage in the past depended heavily on manual labour which created highly tiring job positions which the employees were petrified of. But over the last decade or so, data analysis and storage has become effortless with the help of software like drive and cloud. Though AI can be the solution to all business related problems and shortcomings which would help a company to focus on growth and maturity of its product life instead of worrying about the stake of employees, it is still lagging in the area of implementation into a business or a company.

REVIEW OF LITERATURE:

The rising tide of artificial intelligence and business automation: Developing an ethical framework – Scott. A. Wright

The article discusses various technological advancements in the recent days that can be applied to a company. Businesses are in dire need of implementing AI and in spite of these technological and robotic advancements, there are certain ethical issues and tries to sort out the cultural and industrial differences that arise in the

workspace. The article further involves various firms and policy makers and discusses the ethical importance of maintaining a harmonious industrial relation.

Automation and artificial intelligence in business logistics systems: human reactions and collaboration requirements – Mathias Klumpp

The article focuses on increasing the automations in areas of business logistics and creation of collaboration programs for humans and human-like cognitive functioning robots which provide the necessary bridge to fill the gap formed by the scarcity of high skilled workers. Automatic transportation is one of the brewing advancement leading to fulfilment of practical implications with complete speed and accuracy.

Enterprise AI Canvas Integrating Artificial Intelligence into Business – Ulrich Kerzel

The article discusses various possibilities to transform businesses and industries by creating and integrate algorithmic decisions into their organization face multiple challenges. Need for organisations to transform into firms that integrate both human and artificial intelligence functions. The main focus of the article is bring together data analysts and business goons to assimilate data functions into the companies focusing on organizational as well as machine learning aspects.

As observed, articles from various sources have tried to understand the credibility that Artificial Intelligence brings to an organisation but this paper provides light into efficient ways of implementation.

IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE:

The Harvard Business Journal states that despite the fact that AI can provide assistance with data analytics and business processes, companies have employed AI in only 8% of AI related technologies in their business operations. What causes such a delay? Is it illiteracy about the benefits AI could cash in into a company? Or is it the fear of making a muddle in the employee's job security? Clearly we know that human resources are the treasures of an organisation. The answer is both. So let us focus on the areas of implementation of AI in a company.

- 1.) **Security and surveillance:** Starting with the first and the most important aspect of a company, “The security and privacy” that has to be maintained not only between the employees but also cyber security can be strengthened by AI. Anti-social elements in and outside the organisation can have a negative impact on the company's growth. For example, night vision cameras, automated alarm devices based on laser technology in high security areas, motion detection devices etc., can be used to detect and eliminate external threats. But AI can also be useful in information security and is ideally suited for cyber-security. AI based tools for cyber-security has been developed to help information security teams diminish breach risk and improve their security position efficiently and effectively. Machine learning, expert systems and neural networks can be used to quickly analyse and categorise thousands if not millions of events and identify the threats such as malware, download of malicious code etc. these technologies are devise on the basis of drawing information and knowledge from the past and identification of new problems and even possible threats. Behaviour based technologies and deep learning are also a part of AI related technologies.
- 2.) **Smart-email categorisation and related technologies:** Voice to text features, smart personal assistants such as SIRI, Google etc., automated responders and online customer support are some of the examples of latest technology that can be put to a great use. A chatbot is artificial intelligence software that can simulate or pretend to have a conversation (or a chat) with a user in natural language like the ones used by the person with the queries through messaging applications, websites, mobile apps or through the telephone. For instance, let us take a pharmaceutical company that is planning on introducing an online mode of interaction with the customers to figure out their needs and to provide service accordingly or we can also assume that the company has started online marketing and selling of prescription drugs. The company in these cases can employ chatbot for personal interaction with the demands of the customers. Obviously one cannot give a complete guarantee that the chatbot would provide a public friendly service as it is in this place taking the role of an employee but these technologies are highly welcome and are still in the process of development. Smart email categorisation provided by data analytics would deliver the employer and employees with a dependable experience and would save a lot of time.
- 3.) **Sales and business forecasting:** Regardless of the type of business model, sales forecasting is immeasurably important for businesses. It helps establishments to spot, mitigate and alleviate issues and concerns in advance, make knowledgeable decisions, setting budgets, teams, and goals. With AI in the sales forecasting, business reinforces their hand in overseeing all these characteristics with higher accuracy and efficacy. In an organisation, demand forecasting and identifying a target market are two problems which can be solved with a new generation of artificial intelligence technologies that have emerged that hold considerable promise in helping improve the estimating process together with applications such as product ultimatum, employee turnover, cash flow, delivery requirements, manpower forecasting, and stock. Data processing, improved lead scoring, higher retention rates and predictive analytics can capture and apprehend relationships from different factors and assess risk with a particular set of quantified conditions, and then allocate the necessary weight to the risk assessment and sales.

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- 4.) **In marketing and e-commerce:** Online shopping has become a trend these days and platforms like amazon, flipkart etc., not only provide the users with a satisfying shopping experience but also quickly analyzes the demands of the users to bring out a wide range of options to choose from. The operators can also analyze the trend of products that are being bought which would go a long way in helping them with sales and business forecasting to target their customers with the specific range of products that they might like and would probably buy. Smart searches and relevant features in online shopping websites, personalization as a service including product recommendations, fraud recognition, exposure and preclusions in online transactions, in marketing customer segmentation etc. are some of the examples of areas where AI can be introduced in marketing and e-commerce.
- 5.) **Optimization of logistics and distribution channels:**
AI powered Image recognition tools would go a long way in deciding and plotting a perfect route for the manufactured product to reach the shores of the customers. Operational research mathematically paves the way for easier and swift mode and route of distribution channels but AI can help to implement the same in real life. Itinerary optimization uses direct path algorithms in graph analytics to identify the most proficient route for logistics trucks. Consequently, the business will be able to diminish shipping costs and haste up the shipping process. During the construction of a company AI technology can be used to quickly and skillfully devise the perfect infrastructure where all the business activities can take place without malfunction or malfeasance. Capture of 3D scanned images of the construction sites and proper management of the tasks pending can update the construction sequences.
- 6.) **Performance Management:** Last but not the least, performance management and feedback mechanisms are the activities that bring about panic and chaos in the business environment. Performance based evaluation and appraisal methods such as 360 and 720 degree appraisal systems need a lot of work which has to be done by manual labour. But AI can bring about quite a few changes in that perspective. Usage of AI algorithms to capture and predict the performance of the employees would reduce the workload of the management and helps to establish a healthy employer-employee relation. Usage of AI applications to determine when your employees might reach performance goals and bridge the gap between expectations and the actual performance can be a way to select the perfect candidate for appraisal. Monitoring the response of the employees to desk calls, conducting sales performance appraisal and tests with the help of AI can ensure that managers do not get an ill repute from the employees.

AI AND MORALE OF EMPLOYEES:

The preliminary definition of Artificial Intelligence is that

“AI is a term used to designate how machines can be trained and educated to imitate human cognitive functions such as spotting patterns, learning from experience or understanding images”.

As mentioned clearly, when AI enters the areas in a company where the human cognitive functions are prevalent and tries to imitate or replace the human activities, there arises an anxiety in the minds of the employees and an everlasting hesitation or uncertainty about their job security. They tend to have thoughts about being replaced from their position by more effective and highly operative AI which completes the work of their specialty. The preliminary and valuable advantage for the employer is that AI does not need constant attention, sick leave, workspace motivation and appraisals.

So a company needs to implement efficient AI tech in its workspace without any significant damage to the precious employee morale. At the same time usage of these technologies should be monitored carefully to prevent mismanagement and abuse of AI.

Implementation of AI over the last few decades reduced the employment-to-population proportion by about 0.2–0.3% and wages by 0.3%–0.5%. While data and communications technology contributed to one-third of total commercial growth, technology dissemination in companies has contributed probably the same amount to increased worker stress.

Therefore companies need to manage the risks of technological changeover by concentrating on welfare and well-being of their employees though they are at the risk of losing their jobs to technology that has the capacity to do their job at an alarming pace. The employees also tend to become competitive which is the only good sign for the company in this case but ulterior competitiveness should not lead to job-discrimination. There are certain ways in which a company can manage both the employees and AI.

- 1.) **Utilizing the potential of AI in Healthcare:** Workplace productivity heavily depends on employee well-being and technology has its roots planted on sophisticated medical treatments. AI can help in the early diagnosis of diseases and can also make a significant contribution in the reduction of stress leading to longer productive hours and positive or mental stability of employees. Companies use sensors and AI and analytics for predictive maintenance, and this also helps avoid the risk of human accidents and injuries.
- 2.) **Bridging the skill gap of employees:** Evolution and introduction of innovative and complicated technology leads to bedlam between the workers as they tend to cope up with the pioneering technology. AI and robots can be used to give the employees a perspective of what they will be working with when he/she undergoes orientation in the company instead of complication and affecting the morale of

employees. Automated technology can also be used in the areas where physical labour is needed for instance in the areas of cleaning the workspace, freeing the employees of unwanted hassle.

- 3.) **Implementation of technology in vulnerable areas:** Vulnerable areas as referred to in this case, are the areas prone to human error or areas where there arises a traumatic damage to human health, living and well-being. For instance, financial calculations can be done with the help of technology or in the cases of areas in a company which requires heavy manual labour, effective technology can be applied. AI can also be used to control robots in factories or maintain ideal temperatures through intelligent heating and active fire alarm systems. These are some of the areas where AI and Humans can not only co-exist but can ensure superior functioning of a business without misappropriation of talented workforce.

CONCLUSION:

Artificial Intelligence can benefit businesses in unimaginable ways but finding the middle line between misusing and over-using technology needs incredible work. The most intelligent but sensitive species in the world “Humans”, have the tendency to overthink about losing the business to technology or replacement of their job position by advanced artificial intelligence. But human resources will never reach the position of debility or will never be supplanted or suppressed by AI.

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