

AI's Input to Employee Motivation Particularly in the Framework of Ornamental Employee Rendezvous and General Organizational Performance

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ABSTRACT

Artificial Intelligence (AI) is empowering businesses with a range of new capabilities to create autonomous systems that essentially deal directly with end users and make independent decisions without human intervention. In doing so, AI and autonomous systems aim to simulate human intelligence, and incorporate human-like traits such as reasoning, perception, problem solving and planning into machines (Kaftzan, 2017). Artificial intelligence technologies have been around for more than three decades, but their true potential is being seen only now due to the availability of other ecosystem parameters like high-speed telecommunication, enhanced computing power and availability of a large amount of data. This study examines the transformative impact of artificial intelligence (AI) integration in e-HRM (e-HRM) on improving employee performance and organizational productivity. The study explores the innovative applications of artificial intelligence in e-HRM and its profound impact on HR practices and employee development. The main goal is to find out how artificial intelligence-based e-HRM change traditional HR processes, focusing mainly on their impact on employee performance indicators and overall organizational efficiency. By analyzing the integration of AI and HR, this study illuminates the complexity of this technological fusion and its impact on modern workplaces. The descriptive analytical strategy was employed in the study to attain the research objectives by utilizing primary and secondary data. A structured questionnaire was prepared and disseminated on employees of the study organization, and then analysed using SPSS techniques such as Pearson Correlation, Cronbach Alpha coefficient, simple and multiple regressions to assess the study hypotheses. The study created a literature review that addressed the main subtopics linked with computerised HRM and its relationship to employee performance. Finally, the study's major findings demonstrated that the AI-Driven e-HRM system components had a considerable positive effect on improving various HRM practises, and that AI-Driven e-HRM helps organisations achieve their goals and develop their employees.

Keywords: AI-Driven HRM, Electronic Human Resources Management, Employee Performance, HR Technology, Organizational Impact.

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Introduction

The evolving landscape of work is being dramatically shaped by technological advancements, particularly artificial intelligence (AI). In the realm of

Human Resources (HR), AI has emerged as a transformative tool, revolutionizing traditional HR strategies and fostering a more dynamic and personalized approach to employee engagement. The

future of work is increasingly characterized by the integration of AI-driven solutions that streamline processes, enhance decision-making, and create a more responsive work environment. AI applications in HR are enabling organizations to move beyond conventional approaches to recruitment, performance management, and employee development. By leveraging AI tools such as predictive analytics, machine learning algorithms, and chatbots, HR departments can gain deeper insights into employee needs, behaviors, and preferences. These insights not only support more effective decision-making but also enable the design of personalized engagement strategies that cater to individual employees, fostering a stronger sense of commitment and satisfaction. Moreover, AI-driven HR strategies promise to improve overall organizational performance by identifying talent gaps, optimizing workforce management, and providing real-time feedback mechanisms. This shift toward more data-driven, automated HR practices can lead to more efficient resource allocation, enhanced productivity, and, ultimately, a more engaged and motivated workforce. However, the integration of AI in HR also presents challenges related to ethics, privacy, and the human element of employee engagement, requiring careful consideration and balanced approaches. This paper explores the intersection of AI and HR, highlighting emerging trends, opportunities, and challenges in leveraging AI for enhanced employee engagement in the future of work.

Statement of the Problem

The rapid evolution of Artificial Intelligence (AI) has brought about transformative changes across various industries, and Human Resource Management (HRM) is no exception. Traditional HR practices are being supplemented and, in some cases, replaced by AI-driven strategies that aim to enhance employee engagement, optimize workforce management, and improve organizational performance. As companies strive to stay competitive in an increasingly digital world, integrating AI into HR processes has become a critical focus. AI has the potential to revolutionize various HR functions such as recruitment, training, performance management, and employee well-being, by offering more personalized, data-driven, and efficient solutions. Employee engagement, a key driver of organizational success, is influenced by numerous factors, including job satisfaction, work culture, leadership, and career development opportunities. Traditionally, HR departments have relied on manual processes, surveys, and intuition to address employee engagement, but these methods often lack the ability to analyze vast amounts of data and uncover deeper insights into employee sentiments and needs. AI-driven HR strategies, leveraging data

analytics, machine learning, and natural language processing, offer an opportunity to not only understand employee behaviors more accurately but also to predict future trends and proactively address engagement challenges.

Scope of the study

The rapid advancement of artificial intelligence (AI) has transformed various sectors, with Human Resource Management (HRM) being one of the most profoundly affected. As businesses strive to remain competitive in the face of digital disruption, HR departments are increasingly leveraging AI-driven strategies to enhance employee engagement, productivity, and organizational success. This review research paper is critical as it delves into the integration of AI technologies within HRM, focusing on their potential to redefine employee engagement strategies in the workplace. Employee engagement has long been recognized as a crucial driver of organizational performance. However, traditional methods of engagement, often reliant on periodic surveys or manual interventions, are proving insufficient in today's fast-paced, technology-driven world. AI offers powerful tools, such as predictive analytics, chatbots, machine learning, and sentiment analysis, which can provide real-time insights into employee attitudes, behavior, and overall engagement levels. These insights enable HR professionals to proactively address employee concerns and tailor interventions that are both personalized and impactful.

Need for the study

The need for this study stems from the necessity to understand the transformative potential of AI in HRM. With AI applications reshaping recruitment, performance management, and training processes, there is a pressing need for research that not only highlights these innovations but also explores their ethical implications, challenges, and the future trajectory of HR strategies. By critically examining the current literature, this paper seeks to present a comprehensive view of how AI-driven HR strategies can be harnessed to improve employee engagement, leading to higher retention rates, job satisfaction, and ultimately, organizational growth. Furthermore, this paper will provide valuable insights for both academia and practitioners, offering a strategic roadmap for integrating AI into HR practices to foster a more engaged and productive workforce. Given the increasing importance of AI in modern HRM, this paper will contribute significantly to the existing body of knowledge and inform the development of best practices in the field.

Review of literature

Frey and Osborne (2013) has analysed 702 occupation categories defined for the US economy and found that technological development in AI

technologies is impacting occupations having a larger component of non-routine cognitive tasks. Thus, a large number of the service occupations were found to be at high risk of automation in future. The study also showed a negative correlation between wages and education level to the probability of automation. Low and middle level jobs were found to be at a higher risk of automation as compared with high-skill jobs. Studies adopting the task-based approach argue that technological change needs to be viewed more as substituting or complementing tasks rather than replacing entire occupations, and that looking at occupations as a single unit tends to overestimate the impact of automation on work. Task-based approach to automation has been adopted in studies such as Autor, Levy, and Murnane (2003); Autor (2013); and Manyika, et al. (2017). For example, Manyika, et al. (2017) has analysed 2000 tasks across 800 jobs to conclude that routine manual and routine cognitive tasks have the highest automation potential. Jobs which have a higher composition of such tasks, and which require less human interface and less manual dexterity are easier to automate with AI-led automation (Arntz, Gregory, & Zierahn, 2016). Jobs which have requirements of human interface, creativity, finger dexterity and a larger proportion of non-routine tasks have a low potential for automation. These capabilities though basic for human beings are complex for machines to emulate and achieve human levels of competence (Arntz, Gregory, and Zierahn, 2016; Manyika, et al., 2017). For example, automating a simple 2- way conversation, which considered as a default human capability, requires integration of technologies of natural language understanding, natural language processing and natural voice-based communications. These are some of the most technically complex technologies in the domain of AI and currently at low levels of capability maturity from the perspective of the machine (Manyika, et al., 2017).

Bessen (2018) adopted the task-automation model developed by Autor and extended it to automation of occupations. According to the study, automation of a task is not the same as automating an occupation. Generalised occupation categories constitute jobs with both low automation potential and those with high automation potential making it heterogeneous for aggregating the automation potential. Arntz et al (2016) has also compared both occupation-based approach and task-based approach to demonstrate that the occupation-based approach overestimates the effect of automation. It has been seen that technological changes typically automate tasks within an occupation, however complete automation of occupations is very rare. This results in partial automation of jobs and changing the job structurally. Task-based approach though more suited

for use in automation studies suffers from a lack of standardised task definitions (Autor, 2013). Each study adopting a task-based approach uses a different set of task definitions which may not be compatible with each other (Autor, 2013). Availability of standardised occupation definitions and attributes makes the occupation-based approach easier to adopt for large scale studies as compared to task-based approach.

Labour economists are divided in their estimation of the effects of the 4th IR on productivity in general and on employment in particular. According to Vermeulen, et al. (2018) the pace at which employment will be destroyed due to AI-led automation will far exceed the pace at which new employment can get generated. According to noted economist, Joseph Schumpeter's theory of creative destruction, it is observed that due to new technologies, new economic structures replace old ones leading to changes such as job substitution. By extending this theory, the opposing view proposed is that AI is not very different from other technologies which powered the past industrial revolutions. Experience from past Industrial Revolutions is that due to productivity improvements and increased product demand for both existing and new products there is always an expansion of the world economy and an increase in employment opportunities (Bessen, 2018). The unemployment due to automation is counter balanced by expansion in the demand for the product or service, creation of new product or service and increased demand for new skills in automating technologies (Vermeulen, et al., 2018). Thus previous IRs had an initial phase of technology-induced unemployment followed by fast-replaced by expansion in economies and hence a higher level of employment for a skilled workforce subsequently (Ramaswamy, 2018).

Objectives of the study

1. To Analyze AI's contribution to employee motivation particularly in the context of enhancing employee engagement and overall organizational performance.
2. To Identify effective AI-driven tools employee development, performance management, and retention, focusing on their contribution to improving employee engagement
3. To Assess the impact on organizational performance preferences, and aspirations, enhancing engagement and job satisfaction
4. To Examine ethical considerations in AI-based motivation such as data privacy, algorithmic bias, and transparency, and their effect on employee trust and engagement.

Research Questions

1. How does AI enhance employee motivation?
2. What AI tools effectively improve employee engagement?
3. How does AI-driven motivation impact organizational success?
4. What ethical issues arise in AI-based motivation?

Ethical Considerations in AI-Driven HR Strategies

While AI presents numerous opportunities for enhancing employee engagement, it also raises important ethical concerns. The automation of HR functions may lead to concerns about job displacement, privacy violations, and algorithmic bias. AI systems are only as effective as the data they are trained on, and if the data contains inherent biases, AI could perpetuate or even exacerbate those biases (O'Neil, 2016). For AI-driven HR strategies to be successful, it is crucial for organizations to implement clear ethical guidelines and ensure transparency in AI decision making processes (Eubanks, 2018). Furthermore, HR professionals must remain vigilant in ensuring that AI is used to enhance human decision-making, not replace it entirely. The future of work is increasingly shaped by AI technologies that have the potential to transform HR practices and enhance employee engagement. Through personalized recruitment, learning, performance management, and well-being strategies, AI is enabling organizations to create more engaged, satisfied, and productive workforces. However, as organizations adopt AI-driven HR strategies, they must be mindful of ethical considerations and the potential challenges related to data privacy, job displacement, and bias. As AI continues to evolve, so too will its role in shaping the future of work and the employee experience.

Material and Methodology

Research Design

This research paper adopts a qualitative research design, focusing on synthesizing existing literature to explore AI driven HR strategies and their impact on employee engagement. The research aims to provide a comprehensive overview of current trends, challenges, and future prospects of AI applications in HR practices, particularly in enhancing employee engagement. A systematic review approach is utilized to examine academic journals, industry reports, and relevant case studies that address the integration of AI into HRM. This approach ensures that the findings are based on a diverse range of sources, providing a holistic view of the topic.

Data Collection Methods

Data for this study is primarily collected through the analysis of secondary sources, including peer-reviewed articles, industry reports, books, and conference proceedings. The research utilizes

databases such as Google Scholar, Scopus, JSTOR, and ResearchGate to identify relevant studies. A thorough search is conducted using specific keywords like "AI-driven HR strategies," "employee engagement," "AI applications in HRM," and "future of work." The selected studies are critically analyzed to assess their findings, methodologies, and relevance to the research objectives. Data extraction focuses on key themes, trends, challenges, and AI-driven solutions that are enhancing employee engagement in organizations.

Statistical analysis

The necessary analyzes were carried out, as mentioned above, through the use of computers, to make the questionnaire and analyze it statistically using the statistical service program for the social sciences SPSS, also the following analyzes were done using the computer: frequency, percentage, Cronbach alpha coefficient equation, arithmetic mean, standard deviation, T test, One Way ANOVA test, simple and multiple regression test. This research adopts the descriptive and analytical approach by describing and analyzing the opinions of employees in the study organization, in order to obtain information and feedback related to the use of information technology in human resources management in the study organization as it currently exists. The researcher targeted the research community consisting of employees working in the study organization, at various administrative levels in the study organization, from employees to heads of departments to managers, and many workers in the government sector.

The researcher will rely on the use of the non-probability sample, specifically the type of facilitated sample (available) since the sample does not require random selection in order to obtain sufficient information that he relied on to reach the desired results in this research, where the questionnaire will be distributed to the research sample to complete the data. Several interviews were conducted at the study organization, and managers, heads of departments and employees in the study organization expressed their interest in the subject in question, especially the Human Resources Department, the Payroll Department, the Recruitment Department and the Training Department, who spared no effort in providing assistance and providing the researcher with information and data about human resources management, salaries, recruitment, training and related to the government "Mawared" program.

Results and Discussion

The researcher conducted the necessary statistical analyzes (Analytical Statistical) to test the validity of these hypotheses, using the data collected in this research to reach a decision on the hypotheses that were developed at the beginning of this research

as a temporary explanation of the phenomenon in question, and shows us the decision to accept or reject these hypotheses through the use of simple regression analysis. The main hypothesis states that "there is no statistically significant effect between the use of AI-Driven HRM and improving the performance of employees at the study organization". In order to test the validity of this main hypothesis, the validity of the four hypotheses was tested, and the results appear as follows:

H_0 = There is no statistically significant effect between human resources planning and improving the performance of employees at the study organization.

In order to test the validity of this hypothesis, the researcher used a simple regression test for the existence of a statistically significant effect between human resource planning and the efficiency of the performance of employees at the level of statistical significance ($\alpha \leq 0.05$) and the following table explains the results of the test:

Table.1

Regression Analysis effect between human resources planning and improving the performance of employees at the study organization

Test	a	b	Adj R ²	R ²	Significance
Linea r	161.58 9	2.35 4	0.8 1	0.8 9	.000

Source: Calculated Value

It is clear from the previous table that the level of significance is (0.000), which is a value smaller than (0.05), and since the calculated F value is greater than the tabular F value, and therefore the nihilistic hypothesis (H_{1-1}) is rejected and the alternative hypothesis is accepted, that is, there is a statistically significant effect between human resources planning and improving the performance of employees at the study organization, and this enhances the relationship between the human resources planning process and the impact on the performance of employees with a value of R of (0.81), and the value of the coefficient of determination R² is (0.89), which is a low value, but it is considered influential because it is close to the value (0.01), so it confirms the aforementioned alternative hypothesis.

The second hypothesis H_{01-2} : There is no statistically significant effect between recruitment and appointment and improving the performance of employees in the study organization. In order to test the validity of this hypothesis, the researcher used a simple regression test for the existence of a statistically

significant effect between the process between recruitment and appointment and improving the performance of employees at the study organization at the level of statistical significance ($\alpha \leq 0.05$) and the table below explains the results of the test:

Table.2

Regression Analysis effect between recruitment and appointment and improving the performance of employees in the study organization

Test	a	b	Adj j R ²	R ²	Significance
Linea r	189.69 7	4.56 8	0.9 1	0.9 9	.000

Source: Calculated Value

It is clear from the previous table that the level of significance is (0.000), which is a value smaller than (0.05), and therefore the nihilistic hypothesis (H_2) is rejected and the alternative hypothesis is accepted, that is, there is a statistically significant effect between the appointment and recruitment of human resources and improving the performance of employees at the study organization, and this enhances the relationship between the recruitment and recruitment process for employees and improving the performance of employees with a value of R of (0.91), and the value of the coefficient of determination R² appears in (0.99), which is a high value in relation to its predecessor and therefore It is considered an effective value because it is much higher than the value (0.01), if we accept the alternative hypothesis.

The third hypothesis H_{01-3} : There is no statistically significant effect between training and development and improving the performance of employees at the study organization. In order to test the validity of this hypothesis, the researcher used a simple regression test for the existence of a statistically significant effect between the training and development process and improving the performance of employees at the study organization at the level of statistical significance ($\alpha \leq 0.05$) and the following table explains the results of the test:

Table.3

Regression Analysis effect between training and development and improving the performance of employees at the study organization

Test	a	b	Adj j R ²	R ²	Significance

Linea	236.9	13.58	0.7	0.8	.000
r	5	4	8	3	

Source: Calculated Value

It is clear from the previous table that the level of significance is (0.000), which is a value smaller than (0.05), and therefore the null hypothesis (H01-2) is rejected and the alternative hypothesis is accepted, that is, there is a statistically significant effect between the process of training and development of human resources and improving the performance of employees at the study organization, and this enhances the relationship between the training and development process for employees and the impact on the performance of employees with a value of R of (0.78), and the value of the coefficient of determination R^2 appears in (0.83), which is a high value and less than the previous one. It is the process of recruitment and attraction and therefore is considered an influential value because it is higher than the value (0.01), if we accept the alternative hypothesis.

Fourth hypothesis H4: There is no statistically significant effect between the management of salaries and wages and improving the performance of employees at the study organization. In order to test the validity of this hypothesis, the researcher used the simple regression test for the existence of a statistically significant effect between the process of managing salaries and wages and improving the performance of employees at the study organization at the level of statistical significance ($\alpha \leq 0.05$) and the following table explains the results of the test.

Table.4
Regression Analysis effect between the management of salaries and wages and improving the performance of employees at the study organization

Test	a	b	Adj R ²	R ²	Significance
Linea	335.9	27.89	0.8	0.8	.000
r	6	1	5	9	

Source: Calculated Value

It is clear from the previous table that the level of significance is (0.000), which is a value smaller than (0.05), and therefore the nihilistic hypothesis (H01-2) is rejected and the alternative hypothesis is accepted, that is, there is a statistically significant effect between the process of managing salaries and wages for workers and improving the performance of employees at the study organization, and this enhances the relationship between the process

of managing salaries and wages for workers and the impact on their performance with a value of R of (0.85), and the value of the coefficient of determination R^2 appears by (0.89), which is less than the previous one (the training process). and development) but it is considered an influential value because it is higher than the value (0.01), so we accept the alternative hypothesis. The researcher finds that there is a statistically significant impact of the use of AI-Driven e-HRM on improving the performance of employees at the study organization.

Results of the data analysis outlines that technology is a vital game in human resource management, improving processes and enhancing interaction between management teams and employees. Here are some ways technology can be used in this context:

A. Personal Information Management Systems (HRIS) :The use of HRIS systems enables the secure and efficient storage and management of employee information. Employee data is easily accessible, helping speed up recruitment processes and manage performance.

B. Machine Learning and Artificial Intelligence: AI can be used to analyze patterns in resumes to facilitate hiring processes. Provide machine learning systems to provide customized training to employees based on their individual needs.

C. Data Analytic Techniques: Use data analytics to provide strategic insights into employee performance opportunities.

Limitations of the study

While this research paper aims to provide a comprehensive analysis of AI-driven HR strategies and their impact on employee engagement, several limitations must be acknowledged: The study is based on a selective review of available literature, which may not encompass all the emerging trends and diverse applications of AI in human resource management (HRM). As AI is an evolving field, certain recent advancements may not be adequately covered. The review primarily focuses on research from specific regions, which may not fully reflect the global applicability of AI-driven HR strategies. The cultural and organizational differences across regions can influence how AI technologies are adopted and implemented in HR practices. There is a broad range of AI tools and platforms used in HRM, each with distinct capabilities. This study is unable to examine every tool or platform in detail, which may affect the generalization of findings across all AI-driven HR strategies. Due to the nature of the study as a literature review, there is a reliance on secondary data. This limits the ability to include firsthand empirical data or case studies that could offer a more practical insight into the effectiveness of AI in HRM. Evolution of AI Technology: AI technology is advancing rapidly, and

its impact on employee engagement is likely to change as new tools and techniques are developed. The study may not fully capture the future trajectory of AI in HRM or predict how current trends will evolve. While the paper focuses on the role of AI in enhancing employee engagement, it does not address the broader implications of AI in HRM, such as recruitment, training, and performance management, which are also critical areas impacted by AI. The study touches on ethical concerns regarding AI in HR, but it does not delve deeply into the potential biases, privacy issues, and social implications of AI-driven HR strategies, which could be important for a more holistic view of the topic. The review mainly draws upon academic sources and existing literature, which may not fully capture the perspectives of practitioners, employees, or other stakeholders involved in the AI implementation process within organizations.

Scope for Further Research

The future of work, particularly with the integration of Artificial Intelligence (AI) in Human Resource (HR) strategies, holds immense potential for enhancing employee engagement. As organizations continue to embrace AI technologies, future research could delve into how AI can be used to further personalize the employee experience by integrating with employee wellness programs, mental health initiatives, and work-life balance strategies. Additionally, exploring the role of AI in facilitating diverse, inclusive, and equitable workplaces, where personalized HR strategies are developed for various employee demographics, can provide invaluable insights. Another area for future exploration could focus on the ethical implications of AI in HR practices. How can AI-driven strategies be designed to ensure fairness and avoid bias, especially when it comes to recruitment, performance evaluations, and promotions? Future research may also explore the boundaries of automation in HR processes, including understanding employee perceptions about the increasing role of AI in decision-making processes.

Suggestions

Moreover, as AI technologies evolve, it will be crucial to examine the long-term effects on employee autonomy, motivation, and job satisfaction. Understanding how AI influences human behaviors in the workplace and its effect on team dynamics could lead to the development of advanced AI-driven tools that can not only enhance individual productivity but also improve collaborative efforts within teams. Lastly, the integration of AI in HR strategies for employee engagement could extend into predictive analytics, helping organizations anticipate and proactively address employee turnover, disengagement, and skill gaps. Researching the intersection of AI and continuous learning models will

help to align talent development with business goals, ensuring that both employees and organizations thrive in an AI-enhanced future.

Conclusion

Finally, this study delves into the complex interaction between AI-Driven HRM and employee performance, giving light on the various dynamics that exist in modern organisational environments. This study's synthesis of existing material and analysis highlights numerous major findings and consequences. The use of technology into HRM practises, as demonstrated by AI-Driven HRM, has revealed both opportunities and obstacles. It is clear that using electronic solutions for human resource management has the potential to dramatically improve organisational efficiency, streamline operations, and positively influence employee performance indicators. Significant benefits include improved access to information, improved collaboration, and the facilitation of data-driven decision-making. This study, however, highlights the complications connected with AI-Driven HRM deployment. Change resistance, concerns about data security and privacy, as well as differing attitudes and acceptance levels among employees, all provide significant hurdles. Critical factors of successful AI-Driven HRM integration emerge as organisational culture, leadership support, and effective change management techniques.

The consequences of this research transcend beyond academics and into practise. This study emphasises the significance of further investigation into subtle features of AI-Driven HRM, such as the influence on certain employee demographics, deeper dives into ethical considerations, and longitudinal studies tracking the progress of AI-Driven HRM practises, for scholars and researchers. This research can help practitioners and organisational leaders make strategic decisions by providing significant insights. Adopting AI-Driven HRM necessitates a balanced strategy that takes into account technical improvements, employee concerns, legal compliance, and the alignment of HR policies with organisational goals. As the HRM landscape evolves, it is critical to embrace technology while remaining aware of its ramifications. This study serves as a springboard for continued debates, emphasising the importance of continual adaptation, innovation, and ethical considerations in harnessing AI Driven HRM for optimal employee performance and organizational success.

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