

Chapter 13

Transforming the Modern Workplace With AI (Artificial Intelligence) With Special References From India: Transformational Dynamics for Better Organizational Behavior

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ABSTRACT

Artificial Intelligence (AI) is reshaping the landscape of organizational behaviour, driving unprecedented transformation in decision-making, human resource management, employee training, and workforce planning. This essay delves into the multifaceted applications of AI within organizations, highlighting its pivotal role in enhancing decision-making capabilities through rapid data analysis and predictive modelling. In human resources, AI revolutionizes recruitment, employee engagement, and performance management, exemplified by global leaders like Unilever and IBM. The integration of AI-driven personalized learning platforms ensures continuous skill development, fostering a motivated and adept workforce. Additionally, predictive analytics facilitate strategic workforce planning, enabling proactive measures to retain top talent, as seen in companies like Royal Dutch Shell.

DOI: 10.4018/979-8-3693-8442-8.ch013

INTRODUCTION

Artificial Intelligence (AI) has become a significant driver of change in various fields, including organizational behaviour. The application of AI in this area enhances decision-making, optimizes performance, and fosters a more adaptive and innovative organizational culture. Enhanced Decision-Making is the key result area any organization or the leader for that matter, will experience from the AI algorithms that can process vast amounts of data more quickly and accurately than humans, leading to improved decision-making processes. In the finance sector, companies like Goldman Sachs use AI to analyse market data and predict stock trends, providing a competitive edge in investment decisions (Davenport & Kirby, 2016). Similarly, in healthcare, AI systems assist in diagnosing diseases and recommending treatments, thereby supporting medical professionals in making informed decisions (Topol, 2019).

OPTIMIZING HUMAN RESOURCES

AI applications in human resources (HR) have revolutionized recruitment, employee engagement, and performance management. For example, Unilever employs AI-driven platforms to screen and assess candidates, significantly reducing hiring time and costs (Johnson, 2019). Furthermore, AI tools analyse employee feedback and engagement surveys to identify areas for improvement, enhancing overall job satisfaction and retention rates (Huang & Rust, 2018).

Fostering Innovation and Adaptability

Organizations leverage AI to foster a culture of innovation and adaptability. In the automotive industry, Tesla utilizes AI to develop self-driving technologies, pushing the boundaries of what is possible in transportation (Vance, 2015). This innovative approach not only sets Tesla apart from competitors but also encourages a mindset of continuous improvement and adaptability among its workforces.

Improving Customer Experience

AI-powered chatbots and virtual assistants have transformed customer service by providing instant, personalized responses to inquiries. For instance, Sephora uses AI chatbots to offer beauty advice and product recommendations, enhancing the customer shopping experience (Nair, 2018). This not only improves customer satisfaction but also allows employees to focus on more complex tasks that require human intervention.

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