

Chapter 18

The Role of AI-Driven Leadership Styles on Employee Engagement

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ABSTRACT

AI has become an integral part of human resource management in the modern era. Leadership styles and employee engagement have both been greatly impacted by this merger. It is essential that leadership qualities are changed in order to achieve organizational goals on both a cultural and operational level. As leaders make decisions for the organization, changing leadership styles and roles will engage employees. Motivating employees is crucial for unlocking their talents and skills, as well as for enhancing their engagement in their work. One of the latest tools in human resource management, green talent management, fosters innovative work and behavior among employees. The Fourth Industrial Revolution has transformed leadership styles by incorporating new technologies and artificial intelligence tools. These advancements are essential for maintaining employee engagement and keeping pace with technological progress. However, a significant challenge for organizations is evaluating employee performance while continuously engaging them in their work.

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1.0 INTRODUCTION

The advent of artificial intelligence (AI) technologies has revolutionised various aspects of organisational operations, fundamentally transforming how businesses operate and leaders manage their teams. AI-driven leadership styles have emerged as a critical factor in shaping employee engagement, offering new avenues for enhancing productivity, satisfaction, and overall organisational performance. This chapter delves into the nuances of AI-driven leadership, examining its role in fostering a motivated and engaged workforce. It aims to provide a detailed analysis of how AI tools can be leveraged to enhance leadership practices and, consequently, employee engagement.

1.1. The Importance of Leadership in Organisations

Leadership is a pivotal element in any organisation, influencing numerous aspects such as culture, strategy, employee morale, and overall performance. Traditional leadership theories have evolved over time, encompassing various styles such as autocratic, democratic, transformational, and transactional leadership. Each of these styles has its own strengths and weaknesses, impacting employee engagement in different ways. However, the rapid advancement of AI technologies has introduced new dimensions to leadership, enabling more personalised, data-driven approaches that were previously unimaginable.

1.2. The Rise of AI in Leadership

AI's integration into leadership practices is not just a trend but a significant evolution that promises to redefine the future of work. AI tools and applications, ranging from predictive analytics and sentiment analysis to virtual assistants and decision support systems, provide leaders with unprecedented insights into employee behaviours, preferences, and performance metrics. These technologies facilitate more informed and effective decision-making, allowing leaders to tailor their approaches to meet the unique needs of their teams.

1.3. Defining AI-Driven Leadership

AI-driven leadership refers to the use of AI technologies to support and enhance leadership activities. This includes using AI for tasks such as performance evaluation, talent management, communication, and decision-making. AI-driven leadership is characterised by its ability to process large volumes of data quickly, identify patterns and trends, and provide real-time insights and recommendations.

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