


Chapter 24

Generative Artificial Intelligence in Employee Retention and Engagement at IT Sectors With Reference to Chennai

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ABSTRACT

This chapter investigates the potential use of generative artificial intelligence (Gen AI) to reduce employee attrition in the IT sector. By leveraging cutting-edge AI technologies, organizations may get insights, personalize employee experiences, and take proactive measures to support a healthy work environment. The chapter presents Gen AI applications, examines the primary concerns related to staff turnover, and provides practical advice on implementing AI-driven strategies to increase employee retention. Employee attrition affects the company's performance, morale, and consequences, which presents significant challenges for organizations. The chapter seeks to show how Gen AI may be utilized to address these problems and create an atmosphere at work in the IT sector that promotes employee satisfaction and loyalty. Finding the actual core causes of employee attrition is necessary for an effective solution.

INTRODUCTION

In today's tech world, AI has become more common in HR and employee engagement. Personnel management is being revolutionized by artificial intelligence (AI) because it provides the capacity to handle customer inquiries swiftly, manage and develop personnel, track performance and productivity, set up meetings, and generate reports (Yturralde and Ramos, 2023). Because of this, businesses all over the world have begun using AI in employee engagement to handle engagement issues successfully (Al Aufi & Kumar, 2024). Learn more about the future of artificial intelligence and the different areas where

DOI: 10.4018/979-8-3693-9375-8.ch024

it can have quantifiable benefits on employee engagement by reading on (Jessica and Cooper, 2011). The quality of the company's individuals is of greater importance than its physical layout. Employee engagement, therefore, becomes one of the most significant variables impacting a business's growth and success (Upasna and Datta, 2012). Modern HR directors and corporate executives are using technology to boost engagement and improve employee experiences (Al Barwani et al., 2022). Generative AI is one artificial intelligence technique that encourages worker involvement and, eventually, company success. Therefore, the organization's ability to keep one step ahead of its competitors depends on generative AI (Singh et al., 2010).

An organization is not identified by its physical layout but rather by the calibre of its workforce (Al Busafi, & Kumar, 2020). Thus, one of the key elements influencing a business's expansion and success is employee engagement (Karki et al., 2024). Today's forward-thinking business executives and HR heads are turning to technology to improve employee experiences and increase engagement (Bhatnagar, 2007). One artificial intelligence tool that promotes employee engagement and, ultimately, organizational success is generative AI (Al Rubaiei et al., 2020). Thus, generative AI is essential to the organization's ability to stay one step ahead of its rivals (Ologbo and Soianbp, 2012).

Nowadays, companies are using artificial intelligence (AI) and everything it has to offer. These include using employee engagement bots, creating specialized learning and development programs, removing bias in the workplace, personalizing the onboarding process and obtaining insights from employee performance data (Al-Roubiei et al., 2020). In actuality, HR professionals are improving talent acquisition, development, and training by combining AI with employee engagement (Agrawal and Ojha, 2016). Examples of data-backed technologies that enable HR professionals to establish and meet SMART targets and construct efficient HR operations include chatbots, machine learning, predictive analytics, and natural language processing (Abraham and Aroman, 2024). AI also offers a plethora of other benefits, such as:

- An examination of attitudes and conduct
- Real-time performance monitoring
- Data-driven informed decision-making
- Productivity among employees has gone up.
- A reduction in human error, bias, and bias

Put briefly, artificial intelligence (AI) is assisting businesses in adopting a more employee-centric business model by helping them increase worker productivity, reduce bias and human error, improve employee satisfaction, and make use of relevant and useful systems that are more focused on the general welfare of their workforce (Venkateswaran and Thammareddi, 2023). In the ever-changing world of technology today, companies are always looking for new and creative ways to improve efficiency, encourage innovation, and streamline operations (Al-Abri et al., 2020). Often abbreviated as "gen AI," generative artificial intelligence (AI) emerges as a revolutionary force that presents fresh methods for content generation and problem-solving (Hamza & Kumar, 2020). This essay explores the field of generative AI, looking at its uses, advantages, and possible effects on workplaces across the globe (Jaji et al., 2023).

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