

Chapter 25

Leveraging Artificial Intelligence for Enhancing Employee Retention in the IT Sector

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ABSTRACT

This study examines the pivotal role of artificial intelligence (AI) in enhancing employee retention within the dynamic landscape of the IT sector. In the face of escalating competition and talent scarcity, organizations increasingly recognize employee retention as a strategic imperative for sustaining organizational success and fostering innovation. Against this backdrop, AI emerges as a potent tool, offering innovative solutions to address the multifaceted challenges associated with talent management and workforce engagement. Through a comprehensive synthesis of existing literature, empirical studies, and theoretical frameworks, this chapter elucidates the transformative potential of AI-driven initiatives in redefining traditional HR practices and fostering a culture of continuous learning and development. The empirical analysis draws upon qualitative insights gleaned from interviews with HR professionals and organizational leaders and quantitative data derived from surveys administered to IT employees.

INTRODUCTION

Retaining ready people has become vital for guaranteeing organizational survival and selling innovation in the fast-paced Information Technology (IT) industry, in which speedy technological breakthroughs and severe opposition outline the surroundings (Yusoff et al., 2020). In this fast-paced industry, high turnover prices are especially troublesome because they are luxurious and may severely intervene with set-up techniques, impede the critical system of understanding transfer, and decrease worker morale in standard (Sabarirajan et al., 2023). This makes the addition of Artificial Intelligence (AI) to the HR toolkit look like a modern step forward (Turner et al., 2019). AI allows businesses to create more successful

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staff retention techniques by reading large volumes of facts and producing predicted insights (Jiang and Messersmith, 2018). The essential reasons for employee discontent and going away are specially centered on those procedures (Ho and Kuvaas, 2020). AI can assist, for instance, in improving employee engagement through individualized reviews and recommendations and in tailoring professional development applications (Luo et al., 2021).

Moreover, AI frees up workers' time to concentrate on more innovative and rewarding factors of their paintings by automating repetitive tasks, which may also enhance employee loyalty and place of work happiness (Tweedie et al., 2019). This study looks at targets to research the complicated ways that AI is changing personnel retention techniques used by IT corporations (Gupta and Singh, 2024). An in-intensity evaluation of how AI-pushed strategies and equipment can dramatically reduce attrition costs and reinforce a business's aggressive benefit within the IT area can be provided (Aashish et al., 2024). The study targets the evaluation of the efficacy of artificial intelligence (AI) programs in maintaining noticeably skilled employees and examining their effect on overall productivity and organizational way of life (Vedanthan et al., 2019). The paper highlights the significance of this study and its goals to offer a comprehensive, organized technique for integrating Artificial Intelligence (AI) into HRM techniques, thereby contributing appreciably to academic studies and industry practice (Leigh et al., 2020).

The findings of this look at how AI's utility enhances worker retention charges in the IT industry, which is crucial in retaining aggressive gain in a market that is becoming increasingly more tech-pushed (Hovenga and Lowe, 2020). The paper's creation gives a strong basis for delving similarly into the complicated ways that AI has affected HRM practices, organizing a framework for a comprehensive evaluation spanning more than one crucial section (Kim and Kim, 2021). The examination begins with an intensive analysis of the frame of prior studies, which aids in outlining the prevailing fame of AI applications in HRM and mentioning any gaps that want to be crammed (Palestra and Ussai, 2020). The research technique is then thoroughly defined, which includes the instruments and methods utilized to gather and system the records, ensuring the accuracy and applicability of the findings (Christabel and Shilaja, 2024). This is accompanied by a radical examination of the statistics amassed within the article, highlighting traits, patterns, and insights into how AI technologies can bring about retention techniques that are a greater hit (Pramana and Kardoyo, 2021).

The investigation's conclusion is a radical analysis of the facts, wherein the consequences of incorporating AI into HRM methods are damaged to decide how they might affect organizational dynamics and worker happiness within the IT quarter (Pratiwi et al., 2022). To help IT businesses that want to use AI to improve HRM effects, the concluding talks are searching to close the space between theory and practice by providing practical recommendations (Reethu et al., 2024). The look aims to offer an insightful aid to be able to make contributions to the sector's know-how no longer most effectively but additionally function as a useful manual for enterprise executives who are considering imposing modern-day technology to enhance their group of worker's management and retention plans (Mittal et al., 2024).

LITERATURE REVIEW

An in-depth analysis of the evolving nation of a group of workers retention inside the Information Technology (IT) industry is provided by using the evaluation of literature, which also emphasizes the growing significance of artificial intelligence (AI) in lowering its problems (Kolachina et al., 2023). This phase explores several influential works, theoretical frameworks, and empirical studies that shed light

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