

INFLUENCE OF ARTIFICIAL INTELLIGENCE ON LEADERSHIP STYLES IN HUMAN RESOURCES MANAGEMENT FOR THE ENGAGEMENT OF EMPLOYEES

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ABSTRACT

In today's era, Organizations have merged Artificial Intelligence into human resources management. This merger has created a great influence on leadership styles of Human Resource Management and also in engaging the employees in the workforce. The leadership qualities have to be changed in order to tackle the organizational activities both in culture and in running the organization. Job satisfaction one of the factors of leadership styles is achieved through the integration of Artificial intelligence in human resources management. Since leaders are the decision-makers in the organization, roles, and changes in the leadership styles will prove beneficial in engaging the employees to work in the organization. Motivation is also considered to be an essential leadership quality. Motivating the employees helps bring out the talent and skills in them and engage the employees in work. Green talent management is one of the latest tools of human resources management which increases employees' innovative work and behavior. The Industrial Revolution 4.0 has also altered the leadership style by adapting the new technologies and tools of artificial intelligence and enhancing it in the engagement of employees to keep up the pace with this advancement of technologies. The major challenge faced by the organization in evaluating the performance of the employees is by constantly engaging them in work and by implementing a source of Artificial intelligence namely robots in the workforce.

Key words: Human Resource Management, Leadership style, Artificial intelligence, Employee performance, Employee engagement, Ethics, Well-being, Job satisfaction.

1. INTRODUCTION

Leadership is a quality that is essential for the sustainability of the organization in human resource management. The strategies that are framed under the leadership with the integration of artificial intelligence help in changing the principles of management. It also helps in engaging the employees and improving the outcomes of the business. The main outcome is to find the leadership strategies and implement them in an

effective way, with artificial intelligence and, and in engaging the employees. The leadership style means behavior, various methods adopted in directing the employees motivating them, and employee management. It also refers to the way or style of analyzing the strategies and implementing the plans that are required for the organization. The leadership style also enhances the well-being of an employee, a better way of communicating and assessing the work of the employees. Competence, adequate knowledge, skill, and talent are the essential qualities required by a person who is considered a good leader. Leadership with artificial intelligence requires certain adjustments to be made for humans, based on their engagement in work.

The engagement of employees refers to the feelings of employees towards the workplace. An increase in employee engagement leads to a high level of job satisfaction, performance, and retention of employees. Employee engagement also helps in balancing the work and life of the employees and provides employee satisfaction along with the satisfaction of the customers thereby increasing the profit of the organization. Artificial intelligence proves beneficial in employee engagement by providing feedback and facilitating day-to-day activities. Artificial intelligence helps organizations identify the risk in the retention of employees. Employee performance, Job satisfaction, and surveys are the various data collected through artificial intelligence for identification and prediction of risk in retaining employees. There has been a significant effect in the adaptation of artificial intelligence on the employee's job performance and appraisal.

There are various leadership strategies that help in the engagement of employees. They are autocratic or commanding, Democratic, Laissez-Faire, Transformational, and Transactional strategies. Transformational leadership is often called Charismatic leadership, where the leaders mainly focus on change and inspire. These strategies or styles help in maintaining high ethics and values for engaging the employees. Not only good leadership skills are required but also Employee engagement in work is needed to succeed in the business and attain sustainability in the environment.

2. REVIEW OF LITERATURE

Gianni Onesti (2023) exploring all factors suggests leadership styles and ethical behavior of the employees, and identifying the organizations helps in assessing the well-being of the employees in the organization. After the pandemic, covid 19 workers gave more importance to their well-being rather than their work, position, and remuneration. There are two major approaches adapted for the benefit of employees namely the objective approach and the subjective approach. The objective approach is related to quantifiable data indicators such as social, Physical, and economic indicators. The subjective approach is based on the satisfaction of employees work. The styles of leadership namely authoritative and democratic leadership style help in the well-being of the employees

Jamiu Adetola, Odugbesan, Sahar Aghazadeh, Rawan Enad Al Qaralleh, Olukunle Samuel Sogoke (2023) green talent management has become an emerging concept in this modern era. It has a greater impact on the innovative work and behavior of the employee. This is done by adapting Artificial intelligence in moderating roles of transformational leadership and implementing it in higher educational institutions. The relationship between green talent management and innovative work of the employee's behavior has been

moderated in a significant way with the adaptation of transformational leadership and Artificial intelligence in the organization. In recent times it has helped to overcome the challenges faced by the leaders in the development and retaining of the employees.

Dewie Tri Wijayati, Zainum Rahman, Muhammad Fajar Wahbyudi Rahman, Ika Diyah Candra Arifah, Ahmad Kautsar (2022) the findings suggest the impact of artificial intelligence on the performance of employees and engaging them with work. This has made rapid changes in the role of leadership in companies that are engaged with services and banking. In this era of rapid changes, the role and change in the leadership of the companies are essential to sustain in the environment. The leaders are the decision-makers in an organization. The implementation of artificial intelligence is essential in the organization which helps the leaders in engaging the employees to work and achieve success.

Ahmad Arslan, Cary Cooper, Zaheer Khan, Ismail Golgeri, Imran Ali (2022) there are many challenges faced by leaders of human resources management and other departments in the organization. The issue is raised due to the interaction of technology in artificial intelligence namely robots and team-level human employees. There are certain strategies with which the overcoming of challenges is made possible. The leaders of human resources management should help investigate the environment by creating opportunities to train the employees and acquire competency in technological aspects. The major challenge is the evaluation of the teams namely humans and robots of artificial intelligence.

Ibidayo Awosala (2022) technology plays a major role in every aspect of the Life of humans. It has brought a lot of changes in the day-to-day activities and communications in relation to business transactions. The world of leadership has been altered by the Industrial Revolution 4.0 namely the technologies and tools of Artificial Intelligence. This has made significant changes and increased the efficiency and reshaping of operations of the business. The new leadership style element is motivating the employees and advising them to keep up with technology and use it in an ethical way.

Arnold B Bakker, Simon Albrecht (2018) the article say that engaging the employees has proven to be beneficial in the organization with an increase in the level of creative behavior and performance of the employee's task and satisfaction of the client. The employees who are engaged in their work are enthusiastic with a high level of energy and are dedicated to their work. Job resources play a vital role in attaining organizational goals and stimulating growth and development by reducing job demands. Job resources are both intrinsically and extensively motivating the employees. This theory of job resources helps in getting feedback support and development of new projects.

Brenda Vermeeren, Ben Kuipers, Bram Steijin (2014) with the growth of public organizations the need for efficiency and cost-effectiveness of the organization is also increasing. The job satisfaction is achieved by adapting the human resources management and performance techniques. Job Satisfaction is also attained based on the influencing factors or styles of the leadership of the Supervisor and implementation in human resources practices. The only limitation is that correcting the style of leadership does not have any effect on the number of human resources practices that are used.

3. LEADERSHIP STYLE

The method through which the goals of the organization are achieved is by motivating the employees and focusing on the well-being of the employees. The leadership style is important to increase employee engagement and retention. It helps in improving the communication between the teams and enhances the performance of the employee. The leaders are the decision-makers of the organization and leadership style plays a vital role in making effective decisions in the business. There are certain strategies of leadership that help the employees engage in their work. These strategies help in (1) Facilitating self-motivation, and determining the goals and ways to achieve them. (2) Receiving awards and outcomes for the performance of the employees. (3) Engaging the organization with different leadership styles thanks which has a positive impact on the organization. The qualities of a good leader are courage, respect, empathy, and integrity with the employees.

a. ARTIFICIAL INTELLIGENCE IN LEADERSHIP

The implementation of Artificial Intelligence in various fields of business plays an important role in the achievement of success of the organization. The leaders recruit employees by attracting and helping in the development of their talent and the implication of ethics in the organization. All these initiatives help in improving the decision-making. The leaders must know the potential benefits and robots of artificial intelligence. Leaders should collaborate with other organizations by updating the latest artificial intelligence trends and new innovations. It is the duty of the leaders to make sure that Artificial Intelligence techniques are developed and used in a responsible manner. Managing the employees and team as a whole is one of the major objectives of Artificial Intelligence in leadership. It is a known fact that Artificial intelligence assist in making decisions but it cannot replace human being with ethics in a difficult situation. Artificial intelligence leaders understand the needs of the team members and motivate them to perform the work in an effective and efficient way.

b. EMPLOYEE ENGAGEMENT

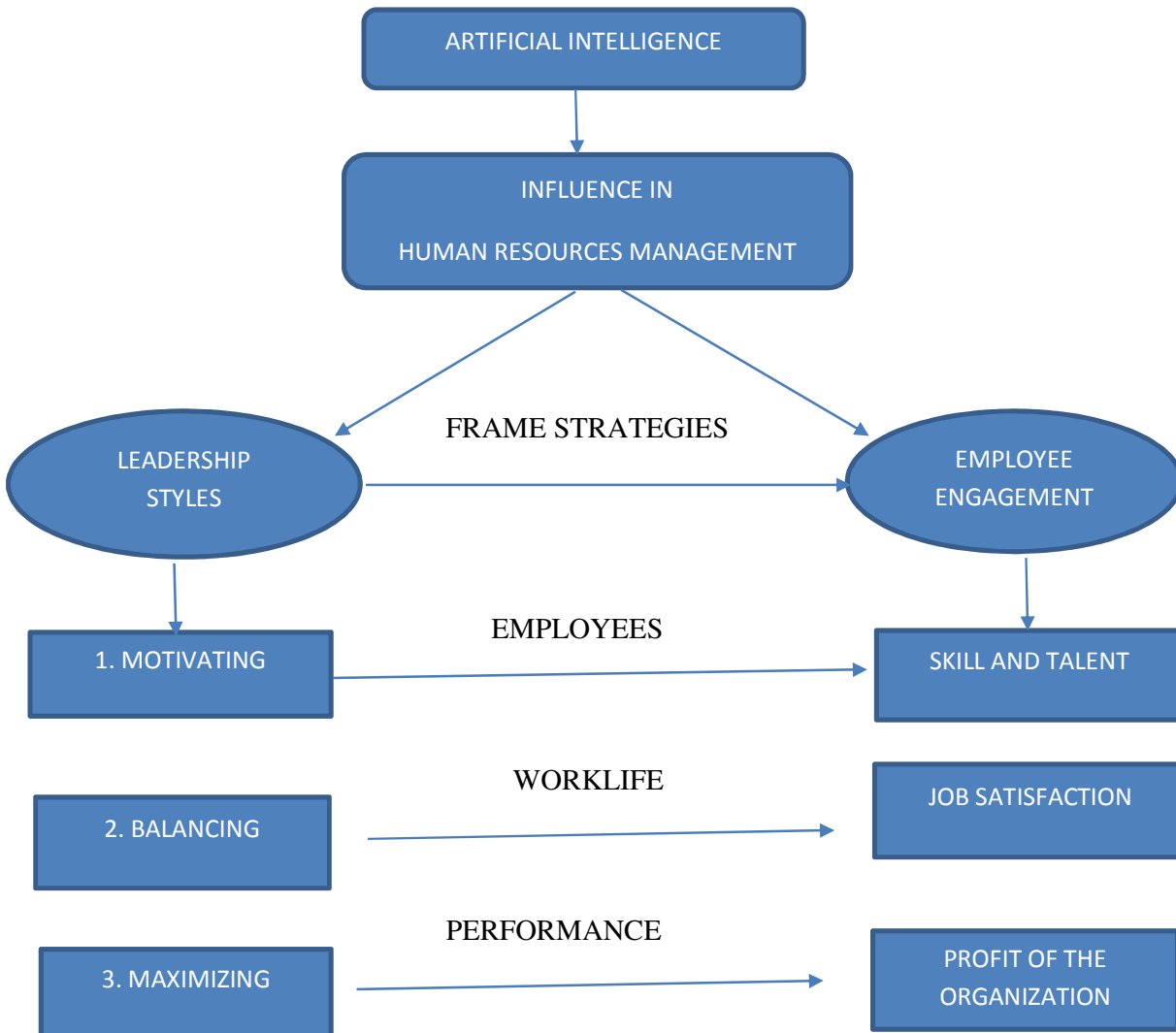
Employee engagement determines the dedication of employees and their enthusiasm in performing their jobs. Increased employee engagement gives rise to job performance and retention of employees in the organization. Employee engagement can be motivated in many ways such as 1. Giving rewards and promotion based on that excellence in work 2. Informing the employees about the performance of the company on a regular basis. The Engaged Employees do their work voluntarily, they are required to do so. The strategy for successful employee engagement is related to trust and communication between the employers and the employees. Engaging the employees will lead to the maximization of profit in the business. Various strategies are famed in order to reduce the gap in the employees' engagement level.

c. INFLUENCE OF LEADERSHIP STRATEGY AND EMPLOYEE ENGAGEMENT

There are three factors influencing employee engagement namely organization, Management, Leadership, and working life. The organization factor relates to that of the organizational culture and brand. Management is of two types namely top management and line management. Communication relates to

leadership. The enhancement of working life is determined by the work environment, recognition and rewards, expectations, and involvement of employees. It is very crucial to ensure that change in management does not have any effect on employee engagement.

4. CONCEPTUAL FRAMEWORK



5. OBJECTIVES

1. To frame various potential strategies of artificial intelligence and employment in the employees engagement in human resource management.
 2. To adapt the leadership styles that help in the employee's job performance and appraisal.
 3. To balance the work-life of the employees by providing job satisfaction along with the satisfaction of customers thereby increasing the profit of the organization.
 4. To motivate the employees and bring out the talent and skill of employees and engage them in work.
- These objects play a major role in influencing the leadership Style in employee engagement with the adoption of tools and techniques of artificial intelligence.

6. LIMITATIONS

1. The employees have to keep up the pace with the changes in adapting to the influence of artificial intelligence.
2. Correcting the style of leadership does not show any effect on the number of human resources practices that are adopted by the organization.
3. The main challenge faced by leaders is developing the organization as a whole by maximizing the profit and retaining the employees by engaging them in the work.
4. The evaluation of both the performance of the employees namely humans and robots of artificial intelligence cannot be assessed simultaneously.
5. Employee engagement in work is achieved only by implementing various leadership styles which requires new innovative methods, good skill, and knowledge.

7. METHODOLOGY

The information and data has been gathered and obtained by secondary source of data. This methodology has been helpful in evaluating the data and identifying any of the gaps that exist in the data. The data that is collected helps to identify and estimate the effects and the causes by implying it in the organization. The main sources of collecting the data are Articles, magazines, Publications, and website that relates to the topic.

8. RESULTS AND FINDINGS

1. The research highlights the integration of human workers and robots of artificial intelligence working as team members in the business organization.
2. The leaders are the decision makers of the organization whose skills and talents help in engaging the employees of the organization.
3. The support of top management's cost-effectiveness and competition helps in the identification of the positive effects of artificial intelligence.
4. The characteristics of technology greatly influence the task of artificial intelligence in the engagement of employees in the workplace.
5. The leadership style helps in mitigating the knowledge, and intention of the employees to get themselves engaged with work in the organization.

9. CONCLUSION

There has been tremendous growth in the integration of artificial intelligence in human resources management. There are potential advantages of using an artificial intelligence organization which increases the productivity of employees by engaging them in their work and streamlining the tasks and processes by adapting the leadership styles in the organization. There are few significant barriers to the adoption of modern technologies and in training the employees to use these technologies. Motivation helps in the performance appraisal of the employee which helps in achieving job satisfaction. The customer satisfaction helps in maximizing the profit of the company.

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