Online at: https://researchtrendsjournal.com
Indexed Journal

ISSN No: 2584-282X
Peer Reviewed Journal

INTERNATIONAL JOURNAL OF TRENDS IN EMERGING RESEARCH AND DEVELOPMENT

Volume 2; Issue 6; 2024; Page No. 252-256

Received: 01-08-2024
Accepted: 05-10-2024

To examine the role of automation in providing real-time feedback and career development opportunities

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DOI: https://doi.org/10.5281/zenodo.17132103

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Abstract

In order to evaluate employee experience (CE, PH, FWA, TE), the EX-framework developed by Morgan (2017) was modified. The research is quantitative and draws from both exploratory and descriptive methods. Measurement, structure, and hypothesis are all assessed using the SEM model. Employee experience has a substantial and well-supported effect on employee engagement. A weak and unsubstantiated correlation bridges the gap between work experience and dedication to the company. Based on the results of this study, EX and OC fully mediate employee engagement.

Keywords: Employee, Automation, Employee Engagement, Technologies, Workers

1. Introduction

A new age marked by a transformative influence has begun with the fast spread of automation technologies, which has led to the incorporation of AI, robots, and complex digital technologies into business operations. This shift in automation has far-reaching consequences for the dynamics of employee engagement and, therefore, for the execution of company operations. The consequences of automation on employee engagement must be thoroughly investigated since more and more companies are using it to boost productivity, save money, and stay ahead of the competition.

The success of an organisation, its workers' happiness on the job, and the workforce as a whole are all dependent on employee engagement. Historically, the word "automation" has been associated with worries about job loss and a potential decline in workplace quality of life. From a higher vantage point, we may see that technology is having an increasingly difficult effect on employee engagement. The several parts that make up the shift to automation and how it affects employee engagement are explored in this comprehensive study. It thinks about the challenges and possibilities that come with this paradigm change.

To start, advancements in automation technologies: Furthermore, the introductory section should lay out the historical background of automation technologies, starting with the first mechanization processes and ending with the most recent AI and ML systems. To fully grasp the many ways in which automation interacts with human tasks in the workplace, one must have an awareness of this evolution.

The justification for using automation: Focusing on factors like increased productivity, lower costs, and greater competitiveness, investigate why organisations adopt automation. The introduction lays the groundwork for comprehending the organizational imperatives propelling the integration of automated systems by highlighting these reasons. Engaged employees are those who: Your detailed explanation of employee engagement would be much appreciated; in particular, the part it plays in creating a motivated, contented, and productive staff. Incorporating the psychological, cognitive, and behavioural components that make up the idea of engagement would make this description more thorough.

The impact on professional duties and expertise: Look at

how the rise of automation is changing people's roles and the skills they need for the job. The need for flexibility, inventiveness, and higher-order cognitive abilities, as well as the prospect that common occupations may be superseded by novel ones, must be acknowledged. The opinions and outlooks of the employees come in at number five: A variety of emotions, from fear and worry to acceptance and encouragement, should be recorded when asking workers about their feelings towards automation. Think about factors like the perceived stability of your position, how it will influence your happiness on the job, and the opportunities for you to develop your skills.

2. Literature Review

ALDamoe *et al*., (2012) [1] investigated the role of employee retention as a moderator in the connection between HRM practices and organisational success. The study found that employee retention is a mediator between HRM practices and organisational performance, which is an important conclusion. Findings from the research stress the importance of personnel management in retaining top people and boosting business results. To keep workers around for the long haul, businesses need to implement retention strategies that include things like competitive and fair salaries, opportunities for advancement, autonomy, positive public perception of the company, and financial incentives.

Chang *et al*., (2012) [2] This essay delves into the topic of job turnover choices made by IT professionals in Taiwan and examines the role of career anchors and disruptions. Previous models have included work satisfaction as a key indicator. In addition, the company coordinates the internal anchoring of IT staff with workplace resources. The correlation between contentment in one's job and the desire to look for work elsewhere is sometimes disrupted by factors that do not follow this pattern. Turnover models do not take these disruptions into account on a global scale, which makes planning more difficult.

João and Coetzee (2012) [3] investigated what made early-career workers stay, what they thought about their future prospects, and how committed they were to the company. The findings indicated that the perceived cost of leaving had an effect on the career mobility and organizational loyalty of older workers. When asked about the importance of professional progression in terms of career mobility and organizational commitment, younger Black workers gave it a high priority. Professional staff workers in the financial industry should be considered for talent retention strategies that prioritize their requirements for advancement opportunities within the company, harmony between work and personal life, practical use of acquired skills and knowledge, competitive pay, and a work environment.

Kim (2012) [4] looked at how human resource management affected the intents of state government IT employees to leave. The findings showed that Satisfactory pay and benefits, opportunities for career advancement, and training and development are the most influential aspects of an employee's decision to stay or go from an organisation, policies that support families, and clear and consistent communication from supervisors. Another important element influencing the inclination to leave among female One perk of working in IT is the variety of rules that are good for families.

Kumar and Arora (2012) [5] pinpointed the elements that impact employee loyalty in the business process outsourcing (BPO) market. Organizational culture, top-down support, wage parity, and other monetary perks were determined to have a greater relative worth in the research. According to the research, business process outsourcing (BPO) firms may help their workers strike a better work-life balance via the provision of competitive incentives and the maintenance of a pleasant work environment and recognition programs.

3. Research Methodology

3.1 Research Approach

Academic studies have shown that finding, hiring, and retaining great personnel is a major challenge for many companies. Meanwhile, workers are proving to be an increasingly significant asset to any business. A descriptive research technique is used to study organizational effectiveness, employee engagement, and organizational commitment based on current literature.

3.2 Research Tool

This research uses the survey approach to get data from participants. A self-administered, structured questionnaire was used to gather the main data. Component indicators such as physical environment, CE, FWA, TE, EE, OC, and OE were covered in the second segment.

3.3 Sample Size Estimation and Response Rate

A method called "Structural Equation Modelling" (SEM) was used by the researcher to evaluate the suggested model. For both conventional and elliptical theories, the optimal structural equation modeling ratio is 5:1, With 568 responses, a reliability analysis of all seven components was conducted for the final research. The acceptance level of goodness of fit is measured based on the indices such as GOF, adjusted AGFI, CFI, RMSEA, and normed Chi-square. The measurement model indices are shown in Table 1 with values (Hair *et al*., 2015) [16].

Table 1: Measurement model indices

Indices	Threshold Value
Normed chi-square	>1 and <3
GFI	>0.90
AGFI	>0.90
CFI	>0.95
RMSEA	<0.08

***Source*:** Research Methodology

4. Data Analysis

The final questionnaire and study should be built based on the results of the pilot research. For the final analysis, 568 replies were taken into account

4.1 Descriptive Statistics of Final Study

Table 2 displays the descriptive statistics of the questionnaire that were used in the final analysis.

Table 2: Descriptive statistics of the final study

Constructs	Mean	Standard Deviations	Skewness	Kurtosis
CE1	3.98	.703	-.711	1.241
CE4	4.04	.713	-.557	.662
CE5	4.08	.695	-.831	1.872
PH2	3.79	.686	-1.118	2.492
PH3	3.74	.700	-.808	1.314
PH4	3.99	.565	-.472	1.812
FWA1	4.04	.845	-.960	.929
FWA2	4.22	.662	-.672	.990
FWA3	3.98	.830	-.923	1.138
TE1	2.77	1.148	.267	-.797
TE2	2.76	1.182	.176	-.953
TE3	2.64	1.181	.396	-.802
EE3	2.84	.903	.105	-.793
EE7	3.03	.963	-.140	-.942
EE8	3.01	.964	-.117	-.911
OC4	2.12	.786	.684	.514
OC5	1.98	.789	.813	.786
OC9	2.11	.829	.896	.670
OE5	3.74	.782	-.776	1.049
OE6	3.74	.723	-.748	1.220
OE8	3.83	.734	-.573	1.014

***Source*:** Primary data

The data's descriptive statistics are shown in Table 2. The assumption that the data follows a normal distribution may be made using this.

4.2 Reliability Analysis

Reliability Alpha values ranged from 0.936 to 0.759, as shown in Table 3. For further statistical analysis, Nunnally (1978) [17] predicted that "Cronbach's alpha results were above the recommended minimum of 0.7."

Table 3: Reliability analysis

Constructs	Cronbach's Alpha
Cultural Environments	.936
Physical environment	.759
Flexible working arrangements	.813
Technology Environment	.917
Employee Engagement	.926
Organizational commitment	.886
Organizational effectiveness	.897

The researcher had a better grasp of demographic context and data distribution among demographic variables with the use of Table 4. Notably, 49% of the comments are from tier A cities, which include Bangalore, Chennai, Delhi, Mumbai, Kolkata, and Hyderabad.

Table 4: Demographics of the Respondents in the Final Study

Demographical Factors	Description	Frequency	Percentage
Age	21-30	167	29
	31-40	219	39
	41-50	159	28
	Above 51	23	4
	Total	568	100
Gender	Female	286	50
	Male	278	49
	Other	4	1
	Total	568	100
Marital Status	Married	413	73
	Other	7	1
	Single	148	26
	Total	568	100
Educational Qualification	Diploma / ITI	40	7
	Graduation	267	47
	Other	4	1
	Post Graduation	257	45
	Total	568	100
Income level in Rupees (Monthly)	40,001 -60,000	214	38
	60,001 -1, 00,000	171	30
	Above 1, 00,001	62	11
	Less than 40,000	121	21
	Total	568	100
Job Profile	Associate	130	23
	Executive	100	18
	In Leadership Role	46	8
	In support team	39	7
	Manager	113	20
	Other	19	3
	Supervisor	121	21
	Total	568	100
No of years of Experience	Five years and above	155	27
	Less than one year	46	8
	One to three years	153	27
	Three years to five years	214	38
	Total	568	100

Cities	Tier A: Bangalore, Chennai, Delhi, Mumbai, Hyderabad, Kolkata	281	49
	Tier B: Agra, Lucknow, Jaipur, Chandigarh, Nagpur, Mysore, Pune	215	38
	Tier C: others	72	13
	Total	568	100

***Source*:** Primary Data

About 39% of the people who filled out the survey were in the 31–40 age bracket. Married status is represented by 73% of the respondents, while 47% have completed some kind of postsecondary education.

4.3 Measurement Model

While measurement models quantify latent or composite variables, structural models use route analysis to analyze all conceivable relationships. As stated by Hair *et al*. (2015) [16], the statistical model's goodness of fit indicates how well it matches a collection of data. Indexes and the measuring methodology are shown in Table 5.

Table 5: Measurement model indices

Flexible working arrangements	**FWA1**	**.801**				
	FWA2	**.807**	**0.835**	**0.633**	**0.166**	**0.077**
	FWA3	**.863**				
Technology Environment	TE1	.886				
	TE2	.906	0.917	0.789	0.192	0.056
	TE3	.900				
Employee Engagement	EE3	.815				
	EE7	.863	0.895	0.740	0.192	0.092
	EE8	.873				
Organizational commitment	OC4	.848				
	OC5	.834	0.862	0.675	0.092	0.031
	OC9	.859				
Organizational effectiveness	OE5	.792				
	OE6	.805	0.835	0.629	0.335	0.115
	OE8	.707				

***Source*:** Primary data

4.4 Structural Model

Data is tested for discriminative and convergent validity when the measurement model is determined to be adequate using threshold value indices (Hair *et al*., 2015) [16]. A structural model's execution is simple; Table 6 predicts it and uses model fit indices to quantify it. The "Goodness of Fit Index" according to its definition (GFI). "The Adjusted Goodness of Fit Index" (AGFI) "corrects the GFI as a function of the number of latent variable indicators."

Table 6: Structural model indices

Indices	Threshold Value (Hair *et al*., 2015) [16].	Present study results
Normed chi-square	>1 and <3	2.573
GFI	>0.90	0.928
AGFI	>0.90	0.908
CFI	>0.95	0.958
RMSEA	<0.08	0.053

***Source*:** Primary data

4.5 Path Analysis

"Path Analysis is a kind of predictive modeling that researchers use to look into the connections between study model variables." To measure and examine the correlations between the latent and visible variables, statisticians employ structural equation modeling (SEM). There was a statistically significant positive relationship between EE and the main factors of culture, physical environment, technology environment, and flexible working arrangement. Table 7 shows the direct impacts of employee experience on OC.

Table 7: Path coefficients and indirect effects for the mediation model

Relationships	Total Effects	Direct Effects	Indirect Effects
EX > OC (EE) EX> OE (EE)	.194 .753	0.049 .862	.145 -.109

Note: **p*<0.001; ***p*<0.01 Test for Full and Partial mediation

5. Conclusion

Personalized experiences, administrative task automation, instant feedback, and data-driven decision-making are just a few ways in which artificial intelligence (AI) may significantly improve employee engagement. For an organization to achieve its goals, it needs a well-rounded plan that addresses leadership, culture, communication, and continuous initiatives. This will create a positive work environment where employees feel valued, motivated, and dedicated to their work. Automation in the workplace has complex and ever-changing implications for workers' psychological well-being. Increased productivity, improved accuracy, and decreased operating expenses are a few of the positives of automation.

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