Impact of Artificial Intelligence Among the Employees Working in IT/ITES Sector

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ABSTRACT
Artificial intelligence (AI) technologies offer huge potential for social and economic transformation within the broader framework of digital change. They can completely transform businesses, industries, labor markets, and even society. Despite the challenges facing their deployment, generative AI systems can create value for customers, simplify processes, increase human knowledge through insights and solutions, and help businesses achieve or retain a competitive advantage. The study aimed at knowing theimpact of artificial intelligence among the employees working in IT/ITES sector located in Coimbatore District. The questionnaire was designed to collect 100 data from the employees working in IT/ITES industry of Coimbatore District. Convenience sampling method was used to collect the data. The study found that all the relationships between AI and the outcomes (for example, skill development, job quality, and societal implications) are statistically significant, with p-values of *** indicating strong evidence against the null hypothesis. The coefficients indicate the strength of these relationships, with the impact on employment disruption (1.798) and ethical issues and bias (1.728) being particularly strong. This data illustrates that AI has the potential to boost various dimensions of the workplace-from skill development to job quality-but also poses heavy challenges in terms of unemployment disruption, increased skill-related disparities, and ethical issues. With the increasing demand from employees for more strategic commitment and responsiveness, employers need to get the appropriate tools and input for decisions that will continue pushing business development and facilitate employment opportunities. The study concluded that technological innovation in the IT/ITES sector calls for employees' adaptation and embracing AI-driven change for better competitiveness at work. In a nutshell, AI can very much improve employee productivity and capacity in the IT/ITES sector but requires apt training, skill building, and strategic preparation for handling the challenges introduced by it.

Keywords
Artificial Intelligence, Technologies, Knowledge, IT/ITES, Adaptation, Productivity.

1. INTRODUCTION
AI technology is revolutionizing the workplace in most industries, and training employees is one of the most affected areas. As automation becomes widespread in businesses, Learning and Development has become a critical focus area because AI-driven solutions are revolutionizing corporate training. In this blog, it is essential to discuss how AI is making learning experiences personalized, followed by predictive insights, and how VR and AI simulations are being integrated into training programs [1]. Workplace AI helps organizations increase the efficiency of operations, speed up informed decision-making, and facilitate innovation in products and services. There is much information available about the positive impacts of AI on the workplace; however, the study about the coexistence of workers and AI in these settings is still evolving [2].But younger employees are likely to have higher productivity gains than older age groups, showing that there is a difference in the ability of various generations to adapt. Organisations with strong ethical policies and innovative practices are more likely to gain the productivity benefits of AI [3].So, artificial intelligence breeds innovation in the management of tasks within organizations, which increases management's interest in using AI in performing more job functions [4]. This improves the execution of tasks assigned to the organization. The use of AI in managing organizational tasks makes the process more efficient and productive. AI analyzes and evaluates performance within an organization and provides effective solutions for particular contexts [5].

2. MATERIALS OF THE STUDY

2.1 NEED FOR THE STUDY
The impact of artificial intelligence on employment trends is a complex and multifaceted issue that requires careful consideration of various factors, including technological advancements, economic changes, and social consequences. AI offers significant potential for improving efficiency, productivity, and innovation, but its widespread adoption raises concerns about job displacement, skill gaps, and socioeconomic inequalities. A deeper understanding of the implications of AI for the future of work is critical in helping policymakers, educators, businesses, and society to address this transformative technology effectively [6].The COVID-19 pandemic across the globe has, no doubt accelerated the uptake of artificial intelligence. In consequence, making the ability to deploy and use AI in business becomes necessary for staying ahead of competitors [7]. After the pandemic, employees started focusing on organizational performance to earn. In response, management adopted AI to streamline tasks and improve operations. This helped them deliver solutions quickly and enhance the working culture within the organization [8].The integration of Artificial Intelligence (AI) into the workplace is not only transforming industries but also redefining the nature of work itself. As AI technologies advance rapidly, it is crucial to understand their effects on employees in IT/ITES industry in order to prepare for a future

where human labor and automated systems work together more seamlessly.The rapid advancement of AI has had a deep impact on the IT/ITES sector and has, therefore called for employees to adapt to such changes and integrate AI technologies into their work. Not only does AI improve the operational efficiency and productivity in the workplace but it also empowers employees to be more strategic, creative, and high-value performers. The demand for AI in the IT/ITES sector is driven by factors like automation, improved decision-making, and the need for new skills. In this section, it would be explained why AI is important for employees in the IT/ITES sector. For employees to remain competitive, productive, and innovative in a fast-evolving industry, the integration of AI is vital. AI improves the efficiency of work by automating mundane tasks, enhancing better decision-making, and offering opportunities for personalized continuous learning and development. Moreover, it helps bridge the skills gap, encourages collaboration, and enables employees to focus on higher-level tasks that require creativity and critical thinking. Employees will have to adapt to these technological advancements in the industry as it continues to transform. This would help in the IT/ITES sector organizations along with their employees to better harness AI capabilities, furthering success and long-term growth.

2.2 PROBLEM IDENTIFICATION

The introduction of AI has drastically changed the scene in many industries, and it is no different in the IT/ITES sector. While AI offers a good deal of advantages in automation, efficiency, and productivity, it also brings with it several challenges for employees within these sectors. The impact of AI on employees in the IT/ITES industry is complex, with issues ranging from job displacement to ongoing skill development. The integration of AI in the industry offers both opportunities and obstacles. It is bound to increase productivity, innovation, and efficiency, but it also poses great challenges, such as job displacement, skills gaps, role ambiguity, resistance to change, and increased pressure on the workers. A holistic approach that includes upskilling programs, clear communication about changes in roles, effective change management, and ethical AI practices will help in resolving these challenges. These issues can be addressed proactively by organizations, which can help their employees succeed in an AI-driven workplace. This will benefit the workforce as well as the organization overall. The first and most significant concern for employees in the IT/ITES industry is job displacement due to AI automation. AI technologies are increasingly capable of performing tasks that were traditionally carried out by humans. For instance, in customer service, chatbots and virtual assistants can now take on many more kinds of questions so that humans are not necessarily needed as often. Similarly, in software development and testing, AI can be used to automate the process of coding and quality assurance. Employees in these positions will have the risk of being fired or having to switch into roles that require much more complex skill sets. Job displacement anxiety can bring along a sense of uncertainty, creating a negative effect on morale and productivity.With the increasing automation of routine tasks by AI systems, there is a possibility of job displacement, especially for those jobs that are repetitive and involve manual work. This integration of AI into daily operations may make employees feel uncertain about their job security. Furthermore, as AI takes over some functions, the roles of employees may need to be redefined, which creates ambiguity and confusion regarding job responsibilities. Some employees will feel marginalized by the technology or unable to find new ways to contribute. Technological advancements happen so rapidly that the employee needs to continuously adapt to them. The natural resistance to change and issues in accepting new tools or workflows can cause the implementation of AI at the workplace to fail. In addition, most employees will not possess the necessary skills to be able to work with AI technology, which is a gap in skills. Workers will have to upskill or reskill in areas like data analysis, AI programming, and machine learning to remain competitive. Though AI is supposed to increase productivity, it puts more pressure on employees to adapt to new systems and meet higher expectations, leading to stress and burnout. The use of large volumes of data by AI also poses privacy, surveillance, and ethical concerns over the use of information about employees. Workers may feel uncomfortable with AI systems that monitor their performance or make decisions based on their personal data. Furthermore, AI algorithms can perpetuate biases that have been embedded in the training data, which can lead to biased decision-making. Such discrimination or unequal treatment can lead to dissatisfaction and mistrust of AI systems.

2.3 OBJECTIVE OF THE STUDY

The study aimed at knowing the impact of artificial intelligence among the employees working in IT/ITES sector located in Coimbatore District.

2.4 REVIEWS OF PAST LITERATURE

Companies are changing industries by using automation and software robots to reshape operations more efficiently, especially by reducing routine tasks. Modern chatbots have become an increasingly popular tool that facilitates interaction between humans and robots across diverse sectors. In software engineering, AI is being used extensively throughout the development process, with the potential to replace human programming for more efficiency and cost savings [9]. The significant positive relationship between AI integration levels and operational performance metrics, demonstrating tangible improvements in production efficiency, defect reduction, and supply chain responsiveness. Through a mixed-methods approach combining quantitative surveys and qualitative interviews, this study elucidates the key drivers, challenges, and implications of AI adoption in manufacturing firms. The regression analysis reveals statistically significant coefficients for AI adoption levels, indicating the substantial benefits of AI technologies in enhancing operational efficiency and competitiveness. Organizational culture emerges as a critical determinant of AI adoption success, with firms fostering cultures of innovation, experimentation, and risk-taking exhibiting higher levels of AI integration and performance outcomes. Leadership support plays a pivotal role in championing AI initiatives, providing resources, and driving organizational change, emphasizing the importance of top-down commitment to AI-driven transformation. Technological infrastructure and skills development are identified as essential enablers of successful AI adoption, with firms investing in advanced AI tools, data infrastructure, and employee training reaping the rewards of AI-enabled innovation and efficiency gains. Collaboration with AI vendors, academia, and industry partners facilitates knowledge sharing and best practice dissemination, accelerating the adoption and diffusion of AI technologies across the manufacturing ecosystem [10]. The challenges of AI adoption in an organization can be dependent on factors involving employees such as risk of losing job and resistance towards adoption or any other issue with migration of technology. This research targets organizational executives as the audience to help them understand and build business strategies such as awareness, reducing work overload and expanding the business. This will be accomplished in such a

way that it might add to employment by discovering the factors influencing adoption of AI in the case of an employee at an organizational level. These employee perspective factors can help the executives in downplaying the factors that decrease the AI preference [11]. Contemporary organizations do not consider AI as a competitor to humans, rather they believe in the human–AI complementarity. Technology complements and augments human capabilities towards enhancing business growth. The study highlights five critical skills for employee upskilling including data analysis, digital, complex cognitive, decision making and continuous learning skills. Thus, the proposed shift in skill sets emphasizing the development of higher cognitive and technological skills is a pivotal step towards human–AI collaboration. Completely outsourcing intelligence to machines will neither be useful nor ethical owing to the complex socio-economic-political–cultural milieu in which the organizations are fabricated. Evolving to a higher collective intelligence with techno-cognitive skills is deemed to be the most promising way forward [12]. Artificial intelligence (AI) and other AI-based applications are being integrated into firms' human resource management (HRM) approaches for managing people in domestic and international organisations. The last decade has seen a growth in AI-based applications proliferating the HRM function, triggering an exciting new stream of research on topics such as the social presence of AI and robotics, effects of AI adoption on individual and business level outcomes, and evaluating AI-enabled HRM practices. Adopting these technologies has resulted in how work is organised in local and international firms, noting opportunities for employees and firms' resource utilisation, decision-making, and problem-solving [13].

3. METHODOLOGY

This research adopts the positivist philosophy in representing employee's performance, focusing on analyzing the actual knowledge derived from the organization's environment through an artificial user interface. It allows for data analysis based on the IT/ITES organization's current situation and leads to a positive representation of the facts through the observation of the environment. The study follows a deductive approach, involving an analysis of previous theories and models relevant to the topic, and compares existing theories applied during the research. The research fills in any gaps needed to address the issue at hand. Descriptive design methods are used in this report, where the issue's nature and context are described to present the research findings. This study provides a systematic representation of the potential impacts of AI on employees in the IT/ITES sector, thus bringing out the clear work.The questionnaire was designed to collect 100 data from the employees working in IT/ITES industry of Coimbatore District. Convenience sampling method was used to collect the data. SEM analysis was applied to find out the association between manifest and laten variables.

4. RESULTS AND DISCUSSIONS

Confirmatory Factor analysis in Structural Equation Modeling (SEM) was applied and it is very important for testing theoretical models and validating hypotheses based on observed data. SEM is a powerful statistical technique that allows researchers to examine complex relationships among variables, both observed and latent, within a single framework. Unlike exploratory methods, which are used to uncover patterns in data without prior assumptions, confirmatory analysis in SEM is designed to test the validity of a proposed model or theory. The following hypothesis was framed for the study.

H_0 : The impact of artificial intelligence among the employees working in IT/ITES sector is not significantly correlated.

H_1 : The impact of artificial intelligence among the employees working in IT/ITES sector is significantly correlated.

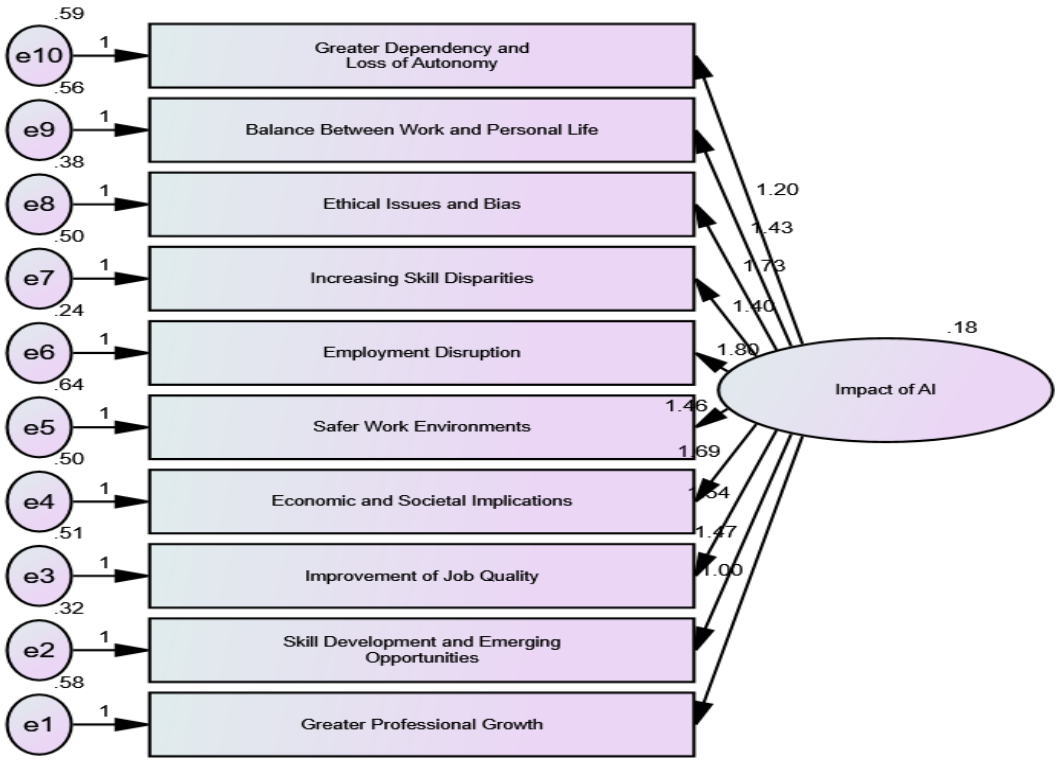

Fig 1: Impact of AI

Table 1: Regression Weights

			Estimate	S.E.	C.R.	P	Result
Greater Professional Growth	<---	AI in IT/ITES Sector	1.000				
Skill Development and Emerging Opportunities	<---	AI in IT/ITES Sector	1.474	.318	4.633	***	Sig.
Improvement of Job Quality	<---	AI in IT/ITES Sector	1.537	.347	4.434	***	Sig.
Economic and Societal Implications	<---	AI in IT/ITES Sector	1.691	.372	4.547	***	Sig.
Safer Work Environments	<---	AI in IT/ITES Sector	1.455	.345	4.217	***	Sig.
Employment Disruption	<---	AI in IT/ITES Sector	1.798	.369	4.879	***	Sig.
Increasing Skill Disparities	<---	AI in IT/ITES Sector	1.400	.323	4.332	***	Sig.
Ethical Issues and Bias	<---	AI in IT/ITES Sector	1.728	.367	4.703	***	Sig.
Balance Between Work and Personal Life	<---	AI in IT/ITES Sector	1.429	.334	4.282	***	Sig.
Greater Dependency and Loss of Autonomy	<---	AI in IT/ITES Sector	1.200	.301	3.982	***	Sig.

For the default model, the degrees of freedom is 35. It is the default model Chi-square test statistic, 78.806. A Chi-square test compares whether or not the model's fit to the data could be due to chance. The p-value of the chi-square test is 0.000. A p-value below 0.05 often suggests that the model fits the data poorly, meaning there is a significant difference between the observed and the expected data. The ratio of the chi-square statistic to the degrees of freedom is 2.252. A ratio between 2 and 5 is often considered acceptable, indicating that the model fit is reasonable.The NFI is 0.831. The NFI ranges from 0 to 1, with higher values indicating better model fit. The RFI is 0.783. Like NFI, the RFI is an index that compares the fit of your model to a baseline (independence) model. It also ranges from 0 to 1, with values closer to 1 indicating better fit. The IFI is 0.899. The IFI compares the fit of the model to the null or independence model, with values closer to 1 indicating a better fit. The TLI is 0.867. The TLI, also known as the NNFI (Non-Normed Fit Index), compares the model fit to the independence model. The CFI is 0.896. The CFI is another incremental fit index similar to IFI. So, the default model shows acceptable fit. A value of RMSEA 0.112 is on the higher end, suggesting that the model has a mediocre fit to the data.

Greater Professional Growth← AI:

Estimated: 1,000: This is a static measure of the relationship between AI and greater professional growth. That this is set at 1 means it is used to benchmark the comparison.

Skills development and emerging opportunities ← AI :

Estimate: 1.474: The effect of AI on skill development is positive and highly significant. A 1-unit increase in AI causes a 1.474 unit increase in skill development with a highly significant result (C.R. = 4.633, p-value = ***).

Improvement of Job Quality ← AI:

Estimate: 1.537: AI is positively associated with job quality improvement. The coefficient of 1.537 shows that AI has a strong effect on improving job quality, with a C.R. of 4.434, which is statistically significant.

Economic and Societal Implications ← AI:

Estimate: 1.691: AI has a highly positive impact on economic and social implications, with a strong effect (C.R. = 4.547, p-value = ***). The coefficient of 1.691 indicates that AI affects these implications to a great extent.

Safer Work Environments ← AI:

Estimate: 1.455: The association between AI and safer work environments is also positive and statistically significant (C.R. = 4.217, p-value = ***), which means that AI is helping create safer workplaces.

Employment Disruption ← AI:

Estimate: 1.798: AI has a strong and significant impact on employment disruption. The coefficient of 1.798 suggests that with an increase in AI, the job displacement or disruption also increases (C.R. = 4.879, p-value = ***).

Increasing Skill Disparities ← AI:

Estimate: 1.400: The relationship between AI and increasing the skill gap is also a positive and statistically significant finding (C.R. = 4.332, p-value = ***), leading to the conclusion that AI has the potential to increase employees' skill gaps.

Ethical Issues and Bias← AI:

Estimate: 1.728: AI has been found to contribute to ethical issues and biases, with a high level of significance (C.R. = 4.703, p-value = ***). This suggests that with the increasing use of AI, ethical issues of bias become more significant.

Balance Between Work and Personal Life← AI:

Estimate: 1.429: AI has a positive effect on work-life balance, but the effect is slightly smaller than some other outcomes. The relationship is still significant (C.R. = 4.282, p-value = ***).

Greater Dependency and Loss of Autonomy← AI:

Estimate: 1.200: AI has a positive and very significant effect on dependency and loss of autonomy (C.R. = 3.982, p-value = ***). The smaller coefficient indicates that though AI has an impact on loss of autonomy, it's weaker compared to some of the other results. All the relationships between AI and the outcomes (for example, skill development, job quality, and societal implications) are statistically significant, with p-values of *** indicating strong evidence against the null hypothesis. The coefficients indicate the strength of these relationships, with the impact on employment disruption (1.798) and ethical issues and bias (1.728) being particularly strong. This data illustrates that AI has the potential to boost various dimensions of the workplace-from skill development to job quality-but also poses heavy challenges in terms of unemployment disruption, increased skill-related disparities, and ethical issues. These results are very meaningful for policymakers and organizations alike who wish to integrate AI at the workplace while addressing prospective challenges.

5. SUGGESTIONS AND CONCLUSION

Advances in AI are transforming how people work; more tasks are performed or outsourced to machines as time passes.It should always take into consideration the continually developing technology regarding the future workforce and employee training. The globally increasing, more digitally driven economy calls for businesses to rethink skills requirements for their employees in the future. With more responsibilities being taken up by machine learning, the need for people who can effectively work with these technologies is also increasing. This shift has made learning and adaptability two of the most important skills in today's workplace [1]. It is crucial that societal representatives, including policymakers and politicians as well as influential business leaders, understand the intricacies of artificial intelligence and, indeed its potential impact on new and future economies. Artificial machines and AI-driven systems require rules governing their operation. Much more should be included than in Asimov's famed three laws of robotics. The European Parliament's proposal for Civil Law Rules on Robotics can be a strong social catalyst for discussions regarding liability, safety, security, and privacy in the landscape of AI [14]. The generational differences in the adaptability to AI tools stress the need for targeted strategies to ensure all employee groups can benefit from the use of AI technologies. At the same time, an emphasis on ethical AI frameworks and ongoing innovation calls attention to the broader organizational changes needed to achieve sustainable gains in productivity. Policymakers can use these insights to foster AI-driven economic growth while also tackling problems such as shifts in employment and income inequality [3]. AI systems can improve accuracy, increase efficiency, and help employers better understand their employees' needs and preferences through automating many processes in benefit management. However, the use of AI also presents some risks and challenges to which employers must be attentive and take measures to overcome [15].The key is that policymakers are the regulators with the power to build upon the regulatory framework. A policymaker may even institute norms for AI implementation and stimulate and oversee an efficient policy of transparency and accountability toward how a series of algorithmic decisions were developed within an organization. Finally, policymakers can foster education investment and training programs aimed at equipping employees with required skills to thrive within a new AI-driven economy [6].The impact of artificial intelligence among the employees working in IT/ITES sector is significantly correlated.The impact of Artificial Intelligence (AI) on employees in the IT/ITES sector has been significant, with a knock-on effect in various sectors of their job and work productivity. The AI technology has optimized procedures, increased efficiency, and automated routine jobs, and thus allowed the employees to concentrate on more strategic and complex responsibilities. The result was an improvement in job performance and satisfaction for most. However, the integration of AI brings challenges, such as job displacement due to automation and the need for employees to develop new skills to collaborate with AI systems. AI can enhance decision-making, but it also requires employees to adapt to evolving technologies and work environments. Technological innovation in the IT/ITES sector calls for employees' adaptation and embracing AI-driven change for better competitiveness at work. In a nutshell, AI can very much improve employee productivity and capacity in the IT/ITES sector but requires apt training, skill building, and strategic preparation for handling the challenges introduced by it.

6. SCOPE FOR FURTHER RESEARCH

The impact of AI on employees in the IT/ITES sector is a complex issue and, hence, has many research opportunities. Further investigation of the effects of AI on job roles, skill sets, employee well-being, and organizational dynamics will be vital as AI advances. Such research will both benefit the organizations in their implementation process and help develop policies toward better employee health, equity, and sustainability in such rapidly transforming industries. Considering geographical areas and the potential changes the adoption of AI has differently brought to employees in varying local settings, especially in developing countries as opposed to emerging markets, will lead to more insight. The impact of AI also varies across different sub-sectors of IT/ITES, like software development, customer service, and IT support. A comparative study may reveal specific areas where AI's influence is more significant. Another area of study is how AI might affect the work-life balance of employees. Although AI systems that automate routine tasks could give employees more personal time, over-reliance on AI may lead to longer working hours and burnout. Another critical area for research would be the new skills required by the IT/ITES sector after adopting AI. How are employees adapting to the demand for skills in data analysis, machine learning, and other advanced technologies? Corporate training programs aimed at upskilling employees can also be a focus of study for effectiveness

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