THE IMPACT OF ARTIFICIAL INTELLIGENCE ON EMPLOYEE ENGAGEMENT: THE MODERATING ROLE OF TRUST

BY

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APPROVAL FOR EXAMINATION

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Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: Fatima Asif

Dedication

I dedicate this thesis to my parents who always motivated me through this overall journey, their prayers are the true reasons behind my success and to my supervisor for providing me full guidance and support.

Acknowledgement

Firstly I would thank ALLAH Almighty for giving me strength to complete this thesis project. Secondly Thanks to my parents who always supported me and motivated me in this journey, this project would not have been possible without the support of my parents. Many thanks to my supervisor Sir Salman Hameed for guiding me and helping me in making corrections. He have shown a real level of determination which does not only motivated me but also encouraged me to produce the results in a remarkable condition. Also thanks to my Dissertation teacher who gave me so much knowledge regarding thesis. Finally thanks to my friends who were always there for me to give me guidance and offering support and love.

Abstract:

Purpose:

This study aims to explore employee perceptions of organizations engaged in banking of the role of trust on the usage of artificial intelligence (AI) that will impact the employee engagement in situations that are going through fast changes.

Methodology and design:

This study has used a quantitative research approach, and data analysis used a deductive approach to analyze that whether the independent variable (artificial intelligence) influence the dependent variable (employee engagement) or not. Further, the research is moderated by trust. So, in order to validate the theory, this study accompanied by a moderating variable as well. On the basis of which, hypotheses are tested accordingly it has been supported by program computer software. Smart PLS is the software used to analyze data; no other software utilized to examine data. Total of 264 respondents were involved in this study. In this study, the respondent is an employee of companies engaged in the banking sector in the Pakistan.

Findings:

The results showed that the artificial intelligence is positively related to employee engagement and trust moderated the relationship between artificial intelligence and employee engagement.

Limitations:

The research is conducted only in Pakistan and from banking sector only, hence findings cannot be generalized to other industrial sectors. The variables are limited and the study done on only current workforce.

Recommendations:

In banks of Pakistan AI technology is less than other countries, management should integrate AI in to their organizations as it will increase employee engagement. The management

should give training to the employee who don't show trust in AI and should recruit and retain employees who can use AI technologies in their daily routine.

Originality/value:

The development of this model has a uniqueness by including the moderating variable of the role of trust because, in conditions that are experiencing rapid changes, the role of trust on these technologies is essential. After all, employees are decision-makers in the organization, if they will be satisfied then the decision will be more accurate. The development of this concept focuses on studies of companies engaged in services and banking. Employee engagement is an essential determinant in the organization because it will improve organizational performance. In addition, the application of AI in organizations will experience turmoil, so that the critical role of trust is needed to achieve success with employee work engagement.

Keywords: *Artificial intelligence, Trust, Employee engagement.*

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