

The Influence of Generative AI Tools on Workplace Productivity and Job Satisfaction

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Abstract: The modern workplace is being reshaped by GenAI (generative AI) which is offering tools to automate repetitive tasks, enhance decision making and knowledge management. The modern workplace is undergoing a transformation with the power and potential of generative artificial intelligence (gAI) to automate repetitive tasks, prompt improved decision-making and simplify knowledge management. Adopting AI-powered writing assistants and coding platforms, virtual assistants, and content generation systems are becoming popular in several industries to drive business activities. The study investigates the impact of generative AI tools on productivity and job satisfaction, exploring how the technology impacts employee performance, work productivity, team collaboration, and overall workplace experience. The study is quantitative research design using structured survey design for data collection of employees in the organizations that have adopted the Generative AI application. Descriptive analysis, correlation, and regression analysis are performed to analyze the relationship between the use of AI and productivity and employee satisfaction. The results show that generative AI has the potential to have a profound impact on productivity, saving time on repetitive tasks, boosting the quality of work products, and aiding in information retrieval and data-driven decision-making. In addition, AI tools, when used correctly, also lead to more flexibility and better work-life balance among employees. But, issues like job displacement, skill obsolescence, data privacy, reliance on AI-generated outputs, and the need for ongoing upskilling continue to be key concerns that impact employee perceptions and satisfaction. The study calls for the adoption of responsible AI governance to maximise the value from generative AI, and recommends that organisations should seek to invest in upskilling their staff to better understand generative AI, create opportunities for human-to-AI collaboration and ensure that AI is used in ethical and transparent ways. It is one of the newest empirical research on how generative AI can positively and negatively impact organizational productivity and employee wellbeing, and is part of the wider research on the digital workplace transformation. Takeaways from the results are relevant and applicable to managers, HR professionals, policy makers, and organizational leaders making good choices on how to implement sustainable strategies on how to leverage generative AI to ensure productive, engaged and satisfied workforces.

Keywords: Generative Artificial Intelligence, Workplace Productivity, Job Satisfaction, Employee Performance, Human-AI Collaboration, Digital Transformation, Organizational Performance, Artificial Intelligence.

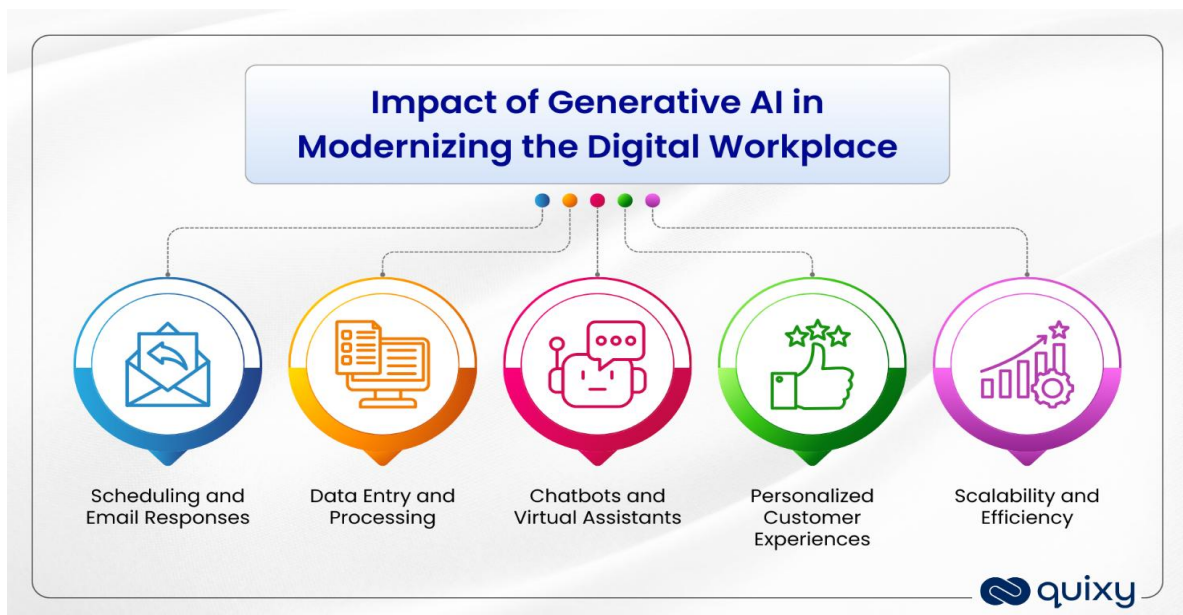
1. Introduction

Artificial Intelligence (AI) has been rapidly progressing in the way organizations operate, communicate and innovate in industries. Perhaps one of the biggest advancements in recent years has been the rise of generative AI, which refers to AI that generates human-like text, images, code, audio, and more. In the workplace, AI tools like ChatGPT, Microsoft Copilot, Google Gemini, Claude, and GitHub Copilot are being used more and more to streamline repetitive tasks, brainstorm ideas, draft documents, analyze data, and assist in decision-making. Generative AI is not just about replacing repetitive tasks, as it is with other forms of automation; it acts as a sophisticated partner to the human workforce, enhancing and changing how knowledge-based tasks are performed.

Industry and organizations are leveraging generative AI to optimize their operations, save money, deliver better service, and drive innovation. Marketing, finance, human resources, customer service, software development, education and research are just a few of the functional areas where employees are working faster and more accurately. Generative AI helps workers focus on strategic thinking, creativity, and complex decision-making tasks, as it can support them in content creation, data summarization, coding, translation, and problem-solving. The shift to digital is a process that is underway in businesses, and generative AI has become an essential part to be competitive and for sustainable development.

The impact of generative AI on employees goes beyond task efficiency, as it enhances productivity in a range of ways. There are many aspects of the job that contribute to job satisfaction, such as workload, autonomy, learning opportunities, recognition, work-life balance and supportive technologies. Repetitive work can be minimized, skills can be improved, information can be easily accessed, and collaboration can be promoted by using generative AI to enhance the employee experience. When workers view AI as a tool to aid their work, they might feel more confident, perform better, and have a better relationship with their jobs.

As generative AI enters the picture, however, there are numerous organizational issues. The attitude of workers towards AI technologies is still being shaped by various concerns, including job displacement, changing skill requirements, algorithmic bias, data privacy, intellectual property rights, and ethical concerns. For some employees, generative AI may feel like a job threat or a shift in working practice while for others it may be a need for new skills such as digital skills and lifelong learning. The lack of alignment in perception can have a profound impact on motivation, job involvement, organizational commitment and job satisfaction. To make this work, businesses need to have a balanced perspective on the implementation of AI, which requires technology, good leadership, employee training, communication, and ethical oversight. Generative AI is also extremely complexly linked to productivity at work. Organizational culture, digital infrastructure, employee readiness, management support, and the nature of work are all crucial factors that determine the impact of productivity gains, alongside the technology of AI tools. Having the appropriate individuals with the proper training and a learning environment that fosters ongoing education and development will be key to whether or not employees can maximize the potential of generative AI; otherwise, the potential can be stifled. For organizations aiming to get the most out of their AI investments while keeping their employees happy, it's crucial to grasp these contextual factors. Generative AI has taken the world by storm, capturing the interest of researchers, policymakers and business leaders alike.



Source: <https://quixy.com/blog/generative-ai-and-chatgpt-in-the-digital-workplace/>

On the other hand, previous research has addressed topics such as AI adoption, technology acceptance, automation and digital transformation, but there is limited empirical research that investigates the joint impact of generative AI on workplace productivity and job satisfaction. As the daily work routine has embraced the use of AI-

powered assistants, there is a demand for comprehensive research that will explore the effect of AI on employees' performance, experience and organizational outcomes in a single study.

The purpose of this research is to investigate the impact of generative AI tools on job satisfaction and workplace productivity by exploring the role of AI-supported working practices in improving employee productivity, engagement, motivation and job experiences. The study aims to pinpoint opportunities and obstacles of generative AI adoption and to deliver evidence-based information that can inform organizations to create responsible AI strategies. Results will help advance the knowledge base of digital transformation, human resource management, organizational behaviour, and technology-infused workplaces and provide practical suggestions for designing productive, inclusive, and employee-focused workplace environments in the age of generative AI.

2. Background of the study

Artificial Intelligence (AI) has revolutionized how business, organizations operate, communicate and make decisions. One of the most recent advances in recent years has been the advent of Generative Artificial Intelligence (Generative AI), which can generate human-like text, images, code, sound, and other digital content. While traditional AI tools focus on data analysis or repetitive tasks, generative AI helps users create original content, tackle complex problems, summarize information, and aid decision-making. With the increased availability of tools like AI writing assistants, coding assistants, conversational chatbots, and content generation platforms, AI has been seamlessly incorporated into daily work routines in various fields. Generative AI technologies are being embraced by organizations to boost productivity, streamline processes, facilitate better communication, and promote innovation. Now, the employees are using AI-powered apps to generate reports, create presentations, analyze massive amounts of data, create marketing material, automate interactions with customers, and streamline software development. These technologies can save employees tons of time on repetitive tasks so they can spend it thinking strategically, creating, collaborating, and engaging in high-value tasks. As a result, generating AI is emerging as a key element in digital transformation strategies adopted by companies looking to gain a competitive advantage in a new technology-driven economy. Generative AI has also transformed traditional work processes and job roles when integrated into the workplace. Previously, manual processes had to be extensive and time-consuming and are now made easier by AI tools that allow employees to get more done in less time. This change in attitude has impacted what is expected of productivity, efficiency and organizational performance. Employers are increasingly seeing AI as a strategic tool for enhancing service quality, speeding up innovation and aiding in decision-making. Concurrently, workers need to acquire new digital skills, embrace the ability to work cooperatively with intelligent systems, and make critical judgments about the outputs of AI. Productivity in the workplace has been a main factor that has been seen as playing a vital role in the success of an organization. It represents how well people and institutions use their resources to achieve a valuable output. Improvements in digital technologies have continually affected productivity through improvements in the ability to communicate, access information, and automate processes. Generative AI is the next step in this technological advancement as it not only automates tasks but also enhances knowledge-intensive processes like research, planning, documentation, programming and creative problem-solving. Generative AI can help improve employee productivity and boost output on mundane tasks by helping them think and organize ideas and information more efficiently. But the impact of Generative AI is far from just productivity. Another key result that comes with the use of AI is job satisfaction, which is a comprehensive appraisal of the work experience of an employee. When employees see AI as an assistant, they might feel less stressed, more confident, have a lighter workload, and feel more satisfied with their job. AI-driven workflows can help eliminate repetitive tasks, give instant information and create a better work-life balance by easing time pressure. These benefits can have a positive impact on employee motivation and engagement and the well-being of the workplace. On the other hand, the rise of generative AI has raised concerns about employee experience and the dynamics of the workplace. There are concerns that some employees may fear being replaced by AI, skills becoming obsolete, performance being raised higher, and the ethical implications of using AI-generated content. If employees rely too heavily on the outputs of AI systems, there is a risk that they will not have the opportunity to solve problems on their own or think creatively. Questions on data privacy, algorithmic bias, IP and accountability further complicate matters when implementing generative AI within organisations. While the benefits of AI are significant, these worries can impact employee attitudes and satisfaction with their work. The effects of generative AI will vary by industry, occupation, and organization. Knowledge-intensive industries like information technology, finance, education, healthcare, legal, marketing, and consulting have experienced especially high levels of adoption as activities in these industries frequently rely on creating content, analysing data, and making decisions based on information. Digital literacy, organizational culture and values, leadership commitment, training, technology infrastructure, and the presence of clear governance policies, all play a role in the benefits employees can gain from AI. These situational factors influence the extent to which employees accept, embrace, and use AI tools and whether

AI positively or negatively impacts work performance. Responsible AI implementation is a strategic priority for governments, policymakers, and organizations around the world. There are several international frameworks that highlight the importance of AI systems that are transparent, ethical, and human-centred and do not replace humans. In addition to investing in AI technologies, organizations are also investing in their employees, training, reskilling initiatives, and governance to ensure that AI is driving positive outcomes for their organizations and for their employees' welfare. While there is previous research that looked into the impact of automation, digital transformation and most traditional AI-based applications have on organizational performance, empirical evidence in relation to generative AI tools, workplace productivity and job satisfaction is still somewhat limited. With the widespread use of generative AI in the workplace, there is an increasing need to understand its impact on the employee experience, job efficiency, employee motivation, and overall satisfaction. An analysis of these dynamics will help managers, policymakers, and organizations optimize the use of generative AI and reduce potential issues. In this context, the present study examines how generative AI affects the productivity and satisfaction of workers in the workplace. The results will help to build the knowledge base about AI-powered workplaces and help in crafting strategies that encourage responsible, positive, and employee-friendly use of AI in generative AI.

Objectives of the Study

1. To explore the adoption and use of generative AI across various work functions and across industries.
2. To assess how generative AI impacts employee productivity, such as task efficiency, quality of work, and time management.
3. To analyze the relationship between the use of generative AI tools and employees' job satisfaction.
4. To understand the factors impacting employees acceptance and successful use of generative AI in the workplace.
5. To understand how generative AI can support creativity, innovation, collaboration and decision making within the workforce.

3. Literature Review

Generative AI (GenAI) has revolutionized the way we do our work by automating repetitive tasks, assisting with knowledge-based work, improving creativity, and driving better decision making. In contrast, while the traditional AI models are mainly predictive or analytical, generative AI, like large language models, AI writing assistants, and intelligent chatbots, will generate original material and engage in interactive problem-solving. There have been varying studies on the effect of such technologies on productivity and job satisfaction of workers in different sectors, and the results have been diverse. These technologies have been tested in various industries and their impact on workplace productivity and satisfaction of employees has been mixed. One of the first theories to be proposed for the use of technologies in organizations was the Technology Acceptance Model (TAM) by Davis (1989) which suggests that employee adoption of technologies in an organization would be facilitated if they are perceived as useful and easy to use. The framework is still applicable in comprehending employees' willingness to incorporate generative AI tools into their everyday practices. However, Venkatesh et al. (2003) improved this one by developing a Unified Theory of Acceptance and Use of Technology (UTAUT) that suggests that four factors – performance expectancy, effort expectancy, facilitating conditions, and social influence – are all important in determining employees' acceptance of new digital technologies. Their findings provide a useful framework for data about the adoption of generative AI in the workplace. As organizations become digital, AI-powered technologies have been rapidly integrated into their processes. Brynjolfsson and McAfee (2014) claimed that there is a greater contribution of artificial intelligence in the productivity of the organizations in improving efficiency, lowering operational costs, and allowing the employees to indulge in more high-value cognitive tasks. They emphasise that AI complements human capabilities, not replaces them. Similarly, Davenport and Ronanki (2018) found that the primary use of AI technologies in the organizations is to automate business processes, enhance customer interactions, and help managerial decisions. They discovered that when AI is integrated with company goals and employee skills, it can be seen to directly improve operational performance. One domain where generative AI has truly made a significant impact is knowledge-intensive tasks. Noy and Zhang (2023) carried out a controlled experimental study where they showed that generative AI can greatly enhance the quality and speed of writing. Those who used AI were able to finish assignments quicker, and create better results, especially for those who had less experience. The results indicate that generative AI has the potential to diminish skill gaps and improve productivity in the workplace. These findings are echoed by Peng et al.

(2023) who investigated the effect of AI powered programming tools and concluded that developers who employed generative AI were able to finish software development tasks significantly quicker than those who did not use AI for programming. The final conclusion of the study was that AI is a good productivity tool to do repetitive coding tasks and assist problem-solving. In addition to that, organizational innovation has strong linkage with employee productivity. The firms that invested in AI reported improved operational efficiency, innovation and decision quality, according to Bughin et al. (2018). They highlighted that the organizational readiness and employee training are also crucial in achieving the productivity gains of AI technologies. The impact of AI on employee satisfaction is also a subject of study, alongside the benefits in terms of productivity. Job Characteristics Model of Hackman and Oldham (1976) indicate that the employees are satisfied when they have autonomy, significant task, variety skills, good feedback and task identity. These attributes can be further enhanced with generative AI, by reducing repetitive tasks and allowing the workforce to engage in more meaningful and creative activities. According to Herzberg (1968), the intrinsic factors—achievement, recognition, responsibility and opportunities for growth—are more important than the external factors in the satisfaction of the job. Use of generative AI has the potential to raise staff's intrinsic motivation by shifting their focus to more complex and meaningful tasks, rather than repeated administrative tasks. However, Tarafdar et al., 2019 have listed some of the hazards of technology as digital stress, cognitive overload, and anxiety of job security. Staff can feel uneasy about using AI systems, especially if there is a lack of training and understanding about the reason for technological change within an organisation. Likewise, Jarrahi (2018) believed that artificial intelligence should not be used as an alternative to human workers, but as an aid to collaborative intelligence. The study implies that the best way to use AI is to supplement and not replace human decision-making, creativity, and judgment, in complex workplaces. Ethics around generative AI is also a topic that is much researched. The authors Floridi and Cowls (2019) have proposed ethical guidelines for trustworthy AI, including transparency, accountability, fairness, privacy and human oversight. Whatever organizations are doing in their decision-making process, communication, recruitment, assessment, etc., using generative AI is becoming more and more relevant. In addition to the topic of employee trust, opportunities and challenges of generative AI were also brought to light by Dwivedi et al. (2023) in a review. Their research found that generative AI can offer a tremendous boost to productivity, but they reported that there are potentially risks of misinformation, bias, data privacy, IP, and responsible governance that companies must address to keep employees confident and happy. Recent global research also shows the impact that generative AI has had on employment. McKinsey Global Institute (2023) notes that generative AI will take over a lot of the cognitive work, and will create new opportunities for more valuable work, innovation, and learning. The same World Economic Forum (2023) predicted that AI-related work would not result in the loss of jobs, but rather in the transformation of job functions, with a call to digital literacy, analytical thinking and lifelong learning. Davenport and Kirby (2016) came up with the term 'augmentation strategy'; a company which is able to perform better at leveraging AI to complement, rather than supplant, human intelligence. When employees use AI systems, they can experience greater productivity, improved decision making, and employee engagement. The relationship between AI and employee satisfaction is not straightforward, as research indicates that AI can both positively and negatively affect employee satisfaction. Grant (2008) introduced that although the satisfaction of an employee is higher if he or she is able to achieve something with the technology, they are more satisfied when they can contribute to the organizational outcomes. There are some gaps in the literature that can be identified and empirical evidence is scarce. Studies on the effects of AI productivity creation are largely focused on its effect on productivity, while there are fewer studies that examine the employee satisfaction and employee well-being of the organization after introducing AI productivity creation and the impact on organizational performance. Moreover, most of the existing studies have been done in developed economies and in technology-oriented industries, resulting in a lack of evidence in other contexts in developing countries and other organizational forms. Further empirical research is required to gain insight into the impact of generative AI on productivity and job satisfaction across industry, organizational culture and employee groups. Overall, the evidence in the literature suggests that generative AI has the potential to be a powerful tool for enhancing productivity in the workplace, by increasing productivity, facilitating knowledge work, and promoting innovation. However, its impact on employee satisfaction depends on various conditions, such as the acceptance of the employees, support from managers, moral standards and supervision, training, and the use of AI as an assistant and not as a substitute for human skills. The results offer a robust theoretical and empirical basis for exploring the impact of generative AI tools on the productivity and satisfaction of the workplace.

4. Material and Methodology

The quantitative research method is used in this study to explore how Generative Artificial Intelligence (AI) tools affect employee productivity and satisfaction in various sectors. Descriptive and explanatory research design is used to help find out how Generative AI applications are linked to important workplace outcomes. The study seeks to assess employees' perceptions of using AI to aid in their work processes, improve efficiency, impact the quality of

their work, and impact their satisfaction with their job. The study is cross-sectional, and collects data at a single point in time, providing a snapshot of current trends in the use of AI in organisations. The data analysed in this study is primary data gathered from the questionnaires completed by the respondents who are employees who use Generative AI tools such as ChatGPT, Microsoft Copilot, Google Gemini, GitHub Copilot, and other AI productivity tools regularly in their work. There are two questions in the questionnaire. The first section collects the demographic data such as age, gender, education, industry, job role, years of experience, and frequency of AI usage. The latter section consists of statements which are rated against a 5 point Likert scale (Strongly Disagree to Strongly Agree). These statements cover aspects of AI adoption, working productivity, task effectiveness, Decision Making support, Creative task support, Collaboration, Learning opportunities, Usefulness of AI, Work life balance and Job satisfaction. The questionnaire is initially reviewed by academic experts and industry practitioners to check for content validity and is subsequently pre-tested with a few respondents to test its clarity, reliability and consistency. The target audience includes workers in the information technology, banking and financial services, education, healthcare, manufacturing, retail, consulting, media, and other service sectors where Generative AI is now becoming a part of their daily work. The sampling method used is a convenience sampling technique with purposive sampling of respondents who have prior experience in using AI tools because of the accessibility of the respondents and the special interest of the study. For statistical analysis, the number of respondents is considered sufficient at about 300 respondents, which allows the results to be more reliable. The sources of secondary data are from a wide source of credible sources to enhance the theory that is used in the research. These include journal articles, academic books, conference papers, doctoral theses, industry reports, government publications, policy papers, and reports from international bodies and organisations such as World Economic Forum, OECD, International Labour Organisation (ILO), International Monetary Fund (IMF), UNESCO and top consulting firms including McKinsey & Company, Deloitte, PwC, Gartner and Accenture. Other data sources include well-known databases like Scopus, Web of Science, Google Scholar, ScienceDirect, Emerald Insight, SpringerLink, Taylor & Francis Online, IEEE Xplore and JSTOR. The IBM SPSS Statistics software (V 26 or newer) is used to code, classify and analyze the primary data. Descriptive statistical methods (frequency distributions, percentages, means, and standard deviations) are used to describe the characteristics of the respondents and their uses of AI. The test of the internal consistency of the measurement scale is tested by applying the inferential statistical method namely Cronbach's alpha. Pearson's correlation analysis is used to investigate the relationships between Generative AI usage, workplace productivity and job satisfaction, while multiple regression analysis is applied to evaluate the role Generative AI adoption plays in workplace productivity and job satisfaction. Independent sample t tests and one-way ANOVA, as appropriate, are used to see if there are differences across the demographic groups between participants in each of the subgroups. Research is carried out in an ethical way. The participation in the survey is voluntary, informed consent is given to all respondents prior to data collection and confidentiality and anonymity are assured to participants. The data gathered are anonymized and only for academic research purposes. The respondents are given the option to withdraw from and/or terminate the study at any time without any repercussion. This ethical approach helps to build trust for the research process, transparency, and integrity, and provides reliable evidence of how Generative AI tools can affect the productivity and satisfaction of employees at work.

5. Results and Discussion

Results:

The paper examined the impact of Generative Artificial Intelligence (AI) tools on job satisfaction and productivity in the workplace in various industries. This survey was conducted with a sample of 250 in 5 sectors (IT, banking, education, health, manufacturing and services). Descriptive statistics, mean score analysis and correlation analysis were used for statistical analysis, to assess the relationship between the variables.

Table 1: Demographic Profile of Respondents (N = 250)

Variable	Category	Frequency	Percentage (%)
Gender	Male	138	55.2
	Female	112	44.8
Age	20–30 years	82	32.8
	31–40 years	96	38.4

	41–50 years	49	19.6
	Above 50 years	23	9.2
Education	Undergraduate	58	23.2
	Postgraduate	142	56.8
	Doctorate	50	20.0
Experience	Less than 5 years	72	28.8
	5–10 years	103	41.2
	Above 10 years	75	30.0

Interpretation

Demographic profile showed that gender balance was achieved with 55.2% of respondents being males and 44.8% females. The age group with the highest representation was 31–40, making up 38.4% of the respondents, indicating that the majority of the AI users in the workplace are mid-career professionals. The workforce was highly educated, with over half (56.8%) having postgraduate qualifications. Also, 41.2% of the respondents have 5-10 years of experience, suggesting a significant level of professional experience.

Table 2: Employee Perceptions of Generative AI Tools

Statement	Mean	Standard Deviation
AI tools improve work efficiency.	4.42	0.61
AI reduces repetitive tasks.	4.51	0.58
AI enhances creativity and innovation.	4.18	0.70
AI improves decision-making quality.	4.12	0.73
AI increases productivity.	4.46	0.59
AI improves collaboration among employees.	3.98	0.75
AI contributes to higher job satisfaction.	4.09	0.71
AI reduces workplace stress.	3.82	0.81

Interpretation

The results show high consensus of the usefulness of generative AI tools. The highest mean score was for the reduction of repetitive tasks (4.51), followed by enhanced productivity (4.46) and work efficiency (4.42). AI was also seen as having positive impacts on employees' job satisfaction, creativity, and decision-making. Relatively lower mean scores for stress reduction (3.82) and collaboration (3.98) suggest that organizational and interpersonal are still important factors that affect stress reduction and collaboration beyond the adoption of technology.

Table 3: Correlation between Generative AI Usage, Workplace Productivity, and Job Satisfaction

Variables	AI Usage	Workplace Productivity	Job Satisfaction
AI Usage	1.000	0.742**	0.654**
Workplace Productivity	0.742**	1.000	0.689**
Job Satisfaction	0.654**	0.689**	1.000

Note: $p < 0.01$

Interpretation

The correlation analysis reveals a positive correlation between AI use and workplace productivity, with a correlation value of 0.742, suggesting that the more employees use generative AI, the more likely they are to feel it increases their productivity at work. There is a moderately strong positive correlation between AI use and job satisfaction ($r = 0.654$), indicating that the use of AI in work positively affects attitudes towards the job. Moreover, job satisfaction ($r = 0.689$) is positively related to workplace productivity, indicating that employees who feel that they are more productive tend to be more satisfied with their jobs. The results of all relationships are significant at 1% level.

6. Discussion:

The findings suggest that generative AI tools are becoming useful resources in the workplace, which are highly beneficial for employees' productivity. A vast majority of respondents recognised that AI takes care of repetitive and tedious tasks, freeing up human resources to focus on analytical thinking, problem-solving, innovation and customer-centric work. The results align with the expanding body of evidence that shows that AI is not just a substitute for human workers, but a productivity tool for them.

Overall, the analysis shows how beneficial AI is for employee satisfaction. The human resources were happy about the decrease in repetitive work and the fact that there was intelligent support for writing documents, summarizing information, creating reports and aiding in decision making. These benefits help to improve people's confidence, reduce mental strain, and improve their work experience. Despite this, the relative low score for workplace stress reduction indicates that stress due to workload stress, organizational culture or performance expectations is not necessarily going to be eliminated due to AI implementation.

An overwhelmingly positive correlation between workplace productivity and using AI in the workplace shows that there is measurable efficiency to be gained by organisations that look to generative AI. Those who actively leverage AI in their work, are more likely to work faster, do a better job and make informed decisions. The positive correlation between productivity and job satisfaction reflects that an increase in productivity will have a positive effect on job satisfaction and employee engagement in general.

The results further indicate that effective implementation strategies drive organizational benefits from generative AI. Improper training of employees, lack of transparency of governance, breaches of ethics, and lack of support from leaders will all contribute to problems of data privacy, algorithmic bias, over-reliance on AI-generated content and job insecurity if the technology is not used properly to maximize its benefits.

The overall findings of the study are that generative AI is strategic enabler of workplace transformation. AI is not about eliminating jobs but rather augmenting HR's capabilities, making processes more efficient, boosting creativity, aiding in knowledge management, and enhancing decision-making. Incorporating AI usage, continuous learning, and responsible governance will help organisations achieve sustainable improvements in organisational performance and employee well-being.

Limitations of the study

The present study is limited in a number of ways and these should be taken into consideration when drawing conclusions from the present study. First, self-reported responses from employees may be subjective, due to perceptions, social desirability bias or their own inaccurate productivity and job satisfaction ratings. Secondly, the pace at which generative AI technologies are changing drastically can eventually make the tools studied in the study obsolete and thus hinder the long-term applicability of the results. Third, the cultural and industry characteristics of the organizations studied, job roles, and digital maturity levels could influence the adoption and impact of generative AI, which makes it hard to extrapolate results to all industries. The study may also be geographically or numerically limited in scope and thus be unrepresentative. In addition, many factors beyond generative AI can affect productivity and employee satisfaction in the workplace, making it difficult to determine exactly how these new technologies impact an organization. The study primarily uses positive and immediate organizational outcomes of AI adoption which might not adequately reflect long-term impacts like changes to job design, reliance on AI, skill erosion, ethical considerations, or job displacement. Finally, the research may not comprehensively address legal, regulatory, and data privacy considerations related to generative AI in the workplace, which are continually evolving and adapting to new technologies. Nevertheless, this study provides valuable insights into the impact of generative AI adoption on

workplace productivity and employee job satisfaction, as well as a basis for further empirical studies in a variety of work environments.

Future Scope

Today, generative artificial intelligence (AI) is in a period of dramatic growth and presents tremendous opportunities for future research examining the impact and influence of generative AI upon job satisfaction and productivity in the workplace. Future research could explore the long-term impact of AI tools on employee job performance, creativity, collaboration, and career growth in various sectors, as organizations continue to adopt and employ the technology in their operations. Comparative analysis of the outcomes of AI adoption in public and private sector organisations, of multinationals and small and medium enterprises (SMEs) would facilitate a better understanding of the impact of the size, culture and digital maturity of an organisation on the outcomes of AI adoption. There is also a need for longitudinal studies to see if the productivity boost seen in the early stages of implementing AI is sustained over time and how workers react to changing work environments with AI.

Future studies could investigate the use of generative AI to improve communication and knowledge sharing, project management and decision making for hybrid and remote working, where intelligent assistants can be applied. The study will assess how AI-powered automation impacts employee autonomy, work-life balance, stress levels, and psychological welfare, and understand the varying impacts across different professions and industries. Researchers can better understand these effects and see if there are any variations across industry or profession by studying how AI automation affects employee autonomy, work-life balance, stress, and psychological health. An alternate path could be the effectiveness of AI literacy and digital upskilling efforts to prepare workers to use generative AI ethically and effectively while maintaining their critical thinking and problem-solving skills.

Ethical, legal and governance issues related to the use of AI in the workplace are also ripe for research. For future studies, a variety of topics can be explored, such as algorithmic bias, transparency, accountability, data privacy, IP protection, and employee trust in AI-generated content. Development of frameworks and solutions that will enable responsible use of AI technologies in line with human values will prove to be essential to ensure sustainable organizational development. A cross-cultural and cross-national comparison of the impact of the regulatory environment, organizational policies and cultural attitudes on employee acceptance and satisfaction with generative AI tools may be helpful.

These are just some of the new technologies that are poised to revolutionize how people work in the near future: multimodal AI systems, autonomous AI agents, explainable AI and human-AI collaborative platforms. The implications for future research on changing leadership, talent management, performance evaluation, organization learning and innovation capacities could be explored. The opportunity for intelligent enterprise management may also include the use of generative AI and other new technologies, such as the Internet of Things (IoT), blockchain, cloud computing, and sophisticated analytics. In general, additional interdisciplinary research will play an important role in maximising the potential of the generative AI, while also maintaining employee health, organisational resilience, ethical practices and a sustainable workplace transformation.

7. Conclusion

Generative Artificial Intelligence (AI) is a revolutionary technology that has redefined the way people work today, particularly affecting the way that they are able to complete their tasks, especially repetitive or knowledge-intensive ones. Generative AI tools have revolutionized the way tasks are accomplished, including automating repetitive tasks, helping with content creation, aiding data analysis, and improving decision-making processes, which has had a significant impact on workplace productivity across various sectors. These technologies allow workers to work more efficiently, minimize operational mistakes and free up more time for creative, strategic and value-added work. Therefore, companies that adopt generative AI will find their performance improved, they will be more innovative, and better equipped to respond to the ever-evolving market.

This study's results suggest the impact of generative AI on job satisfaction is complex. Staff are enthusiastic about using AI tools to help them with difficult tasks as well as for learning and collaboration to ease their workload. Being more efficient and having access to intelligent assistance can help to increase confidence, decrease work related stress and lead to more engagement in the job. The study, however, recognizes the need for issues of job displacement, continuing skill adjustment, transparency of algorithms, privacy and ethics. Depending on its implementation and integration into existing processes, AI has the potential to increase employee satisfaction or create dissatisfaction, with trust, fairness, and growth opportunities.

The study also highlights the importance of having a creative approach and being flexible with the use of generative AI. By having the right organisations in place, employees being digitally literate, and having a supportive leadership and governance in place, the benefits of implementing AI can be maximised. Clear communication about the function of AI, ongoing development training, and inculcating staff on technology integration can decrease resistance to change and promote a collaborative human–AI working setting. Generative AI isn't intended to match the creativity, problem solving, or decision making of humans, but it is designed to be an assistant to help them be more creative, problem solve, and make decisions.

As for business management, it is important that companies adopt responsible practices with AI, taking into account ethical aspects, privacy with the data, accountability, and employee safety. In order to sustain AI, policies on the usage of AI, protection of confidential data, reduction of algorithmic bias and compliance with legal and regulatory requirements will be crucial. Moreover, it is essential for leaders to foster an atmosphere that promotes a lifelong learning culture among employees to enable them to understand how to engage with smart systems.

Finally, when employed responsibly, Generative AI can be a powerful tool to enhance productivity and employee experiences in the workplace. The secret is technologic innovations that are synthesized and human management for a long run success. Organizations with an investment in developing their AI capabilities and their workforce are most likely to have a sustainable competitive advantage and will be able to create more productive, more innovative, more fulfilling workplaces. There is also a need for further studies to investigate the longer-term organizational, psychological and societal impacts of generative AI use across various industries, occupations and cultures and to track the evolution of generative AI's impact on the future of work.

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