The Role of Generative Artificial Intelligence in Employee Skill Enhancement and Task Allocation

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Introduction

Artificial intelligence (AI) is the most significant technology offered by the fourth industrial revolution (4IR). AI technologies have dramatically altered businesses' operations, promoting an agile workspace, leadership and team competencies. Generative AI (GenAI), a subset of AI, represents, like many other areas of business, a significant impact on human resource management (HRM) processes, functions and activities. In particular, GenAI has profoundly shaped organisational learning and development. A study by OpenAI suggests that GenAI could be incorporated into 80% of current jobs; this indicates a greater need for understanding its influence on skills and employment. GenAI-powered learning platforms offer adaptable, intuitive and interactive learning-related applications for employee skill enhancement and task allocation. This article explores transformative applications of GenAI and the challenges of implementation related to enhancing employees' skills and allocating tasks.

Enhancing Employees' Skills

In today's rapidly changing business environment, organisations need an agile workforce that can adapt to evolving industry requirements. Therefore, it is essential to update employee skills continuously. Traditional face-to-face training programs are great for fostering immediate feedback and personal interactions with humans; however, they often adopt a one-size-fits-all approach, needing more flexibility to address individual learning curves and requirements. Further, conventional face-to-face training modules may need more scalability. GenAI, on the other hand, can predict skill trends influenced by industry shifts and suggest relevant training modules to ensure that the workforce remains agile. GenAI-powered learning platforms utilise vast data and sophisticated algorithms to identify skills gaps and develop deep learning modules that continuously learn from participant interactions to tailor content to suit their needs.

By recognising individual employees' strengths, weaknesses and interests and how they learn and perform, GenAI learning platforms develop relevant new content and update the existing content to offer a customised learning experience, ensuring a quicker grasp of concepts and longer retention of information. Additionally, to offer employees hands-on training, GenAI uses real-world data from various scenarios, including customer interactions and crisis handling, to create simulations. These simulations provide an interactive and adaptive mock environment. GenAI is particularly useful in training employees in a diverse workplace. It can analyse how individual workers interact with colleagues from diverse backgrounds and, when necessary, GenAI can develop learning modules tailored to their specific needs.

In addition, GenAI learning tools offer continuous feedback and assessment. GenAI could act as a virtual mentor or a coach, focusing on enhancing productivity and personal growth. Participants are provided with real-time feedback (available 24/7), which helps them focus on areas that require improvement. Thus, GenAI-powered learning platforms provide instantaneous constructive feedback to employees, creating a non-threatening environment where they view challenges as learning and growth opportunities. GenAI can complement human managers by pinpointing areas where employees excel and need more assistance. With insights from GenAI, managers can have a more informed discussion with an individual during their performance evaluation.

Allocating Tasks

GenAI tools have the potential to help organisations with efficient task assignments to individual employees and teams, and avoid potential task distribution bottlenecks. By analysing previous training experiences, self-assessments, tasks, performance reports and peer reviews, GenAI systems can allocate tasks to individual employees that align with their core competencies. Accordingly, high-performing employees could be assigned complex tasks, preferred shifts or additional tasks. Also, when a particular employee is unavailable or there is a sudden surge in workload, GenAI can quickly reassign tasks, ensuring that project timelines are maintained.

Challenges in Implementation

It is essential to be aware of the pitfalls of the mindless use of GenAI tools. An excessive reliance on GenAI technology may not bring a sustainable competitive advantage for the organisation as the absence of humans generally results in homogenous outputs, thereby lowering the value. The business environment is always unpredictable; therefore, predicting skill trends might also require human input. Personalised training modules offered by GenAI can significantly enhance employee productivity and enrich learning experiences; however, they do not make redundant human elements such as intuition, empathy, cultural understanding and personal relationships. An organisation needs both AI and humans to operate in a dynamic and continuously evolving work environment. Moreover, ethical concerns are attached to using GenAI, such as privacy, cybersecurity risks, transparency, bias and fairness, and job displacement.

Conclusion

GenAI has revolutionised human resource management by offering transformative solutions for skill enhancement and task allocation within organisations. However, organisations and leaders will need to comprehensively understand the opportunities and challenges of implementing GenAI tools for enhancing human resource management. Ultimately, the future of work lies in a harmonious synergy between GenAI and human interaction, where both elements complement each other, ensuring a dynamic and adaptive working environment.

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