SpringerBriefs in Applied Sciences and Technology
Computational Intelligence

Soumi Majumder · Bitan Misra

Analysing Trends and Patterns in Employee Engagement Through AI

Springer

SpringerBriefs in Applied Sciences and Technology

Computational Intelligence

Series Editor

Janusz Kacprzyk, Systems Research Institute, Polish Academy of Sciences, Warsaw, Poland

SpringerBriefs in Computational Intelligence are a series of slim high-quality publications encompassing the entire spectrum of Computational Intelligence. Featuring compact volumes of 50 to 125 pages (approximately 20,000-45,000 words), Briefs are shorter than a conventional book but longer than a journal article. Thus Briefs serve as timely, concise tools for students, researchers, and professionals.

Soumi Majumder · Bitan Misra

Analysing Trends and Patterns in Employee Engagement Through AI

Springer

Soumi Majumder
Department of Business Administration
Future Institute of Engineering
and Management
Kolkata, West Bengal, India

Bitan Misra
Department of Computer Science
and Engineering
Techno International New Town
Kolkata, West Bengal, India

ISSN 2191-530X ISSN 2191-5318 (electronic)
SpringerBriefs in Applied Sciences and Technology
ISSN 2625-3704 ISSN 2625-3712 (electronic)
SpringerBriefs in Computational Intelligence
ISBN 978-981-96-4495-7 ISBN 978-981-96-4496-4 (eBook)
https://doi.org/10.1007/978-981-96-4496-4

© The Editor(s) (if applicable) and The Author(s), under exclusive license to Springer Nature Singapore Pte Ltd. 2025

This work is subject to copyright. All rights are solely and exclusively licensed by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.
The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use.
The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

This Springer imprint is published by the registered company Springer Nature Singapore Pte Ltd.
The registered company address is: 152 Beach Road, #21-01/04 Gateway East, Singapore 189721, Singapore

If disposing of this product, please recycle the paper.

Preface

When it comes to evaluating employee engagement data and seeing important trends and patterns, AI can be quite helpful. AI has the power to improve corporate results and change the employee experience. AI keeps workers engaged and focused by providing personalised learning and real-time accomplishment recognition. Artificial Intelligence (AI) is revolutionising employee engagement and talent retention through personalised learning experiences and optimised workflows. In general, human resources managers can leverage AI as a potent tool to better understand their employees through information and develop more strategic, fact-based decisions that will increase employee engagement. Today, it is possible to fully utilise AI's potential through employee involvement; it is no more an unrealistic dream.

The book covers different aspects of AI application in employee engagement. Chapter 1 provides a brief introduction to various roles and responsibilities of HR, senior leaders, managers and employees. The importance of employee engagement trends in organisations is presented in Chap. 2. Chapter 3 discusses various challenges related to employee engagement. The significance of employee engagement levels in workplace are highlighted in Chap. 4.Various employee engagement models are discussed in Chap. 5. Application of Artificial Intelligence (AI) in employee engagement and retention is presented in Chap. 6. Chapter 7 discusses the concept of leveraging AI in employee engagement. Chapter 8 discusses various AI techniques and methodologies to analyse employee data for various purpose related to employee engagement and retention. Chapter 9 presents a predictive analysis on employing AI in engagement. Chapter 10 discusses about the advantages, weaknesses and future scope of AI-empowered employee engagement. The last section draws multiple conclusions about the book.

Kolkata, India

Soumi Majumder
Bitan Misra

Competing Interests The authors have no competing interests to declare that are relevant to the content of this manuscript.

Contents

1 Introduction 1
1.1 The Role and Responsibilities of Senior Leaders in Employee Engagement 2
1.1.1 Exemplify Required Behaviour 3
1.1.2 Define Goals and Plans 3
1.1.3 Encourage Initiatives 3
1.1.4 Thoughtful Communication 3
1.2 The Role and Responsibilities of HR in Employee Engagement 4
1.2.1 Encourage Responsibility and Alignment 4
1.2.2 Selection of Effective Processes and Tools 4
1.2.3 Mentor Leaders and Teams 4
1.3 The Role and Responsibilities of Managers in Employee Engagement 5
1.3.1 Establish a Secure Work Environment 5
1.3.2 Evaluate, Discuss and Act Upon the Outcome 5
1.3.3 Take Responsibility for Action 5
1.3.4 Engage in Behaviour that Drives Engagement 6
1.4 The Role and Responsibilities of Employees in Employee Engagement 6
1.4.1 Suggestions Should Be Freely Shared 6
1.4.2 Generate a List of Potential Solutions 6
1.4.3 Encourage Adherence to Promises 7
References 7