

A Study on enhancing employee performance by implying data science and digitalization: An era of Digital Transformation

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It has become increasing standpoints in the digital era for organizations to focus on protecting sensitive employee information. In fact, all organizations today have used AI in all functional areas so that work efficiency is increased among employees in the organization. The role of AI is continuing all functions of HR from recruitment to performance appraisal. This research investigates how digitalization and data science work for improving employee performance in this transformation. The research included a survey to 313 respondents from different professionals who well understood the topic being examined on how such digital tools and data-driven strategies impact production and performance such as, IT, HRM and Administrative executives. Data from the survey were analyzed using SPSS 20, which further allowed a deeper exploration of other critical aspects, including adoption of digital tools, making decisions through data, and employee engagement. The results imply that data science and digital technologies fairly means superior employee performance, as they improve efficiency, enhance decision making, and this leads to more engaged and informed workforce. However, the study has emphasized the way of transforming the workplace through digitalization and made useful recommendations to organizations willing to employ data science for performance benefits. Most importantly, it states the essence of investing in digital tools and data literacy to be competitive in this age of digitization.

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