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AN ANALYTICAL STUDY ON EMPLOYEE PERCEPTION OF ARTIFICIAL INTELLIGENCE AT THE WORKPLACE AT MEDIAWAVE TECHNOLOGY PRIVATE LIMITED, TRICHY

K. MOHAMED ASLAM[1]
Student,
Department of Management,
Annai College of Arts And Science, Kovilacheri.

Dr. R. RAJKUMAR[2]
Director & Professor,
Department of Management,
Annai College of Arts and science kovilacheri,India

Dr. K. SENTHILKUMAR[3]
Associate Professor,
Department of Management,
Annai College of Arts and science kovilacheri,India

K. VIMALANATHAN[4]
Research Scholar,,
Department of Management,
Annai College of Arts and science kovilacheri,India.

ABSTRAC*T:*
Artificial Intelligence has become an important factor in improving work efficiency, productivity, and decision-making in modern organizations. This study, "An Analytical Study on Employee Perception of Artificial Intelligence at the Workplace at Mediawave Technology Private Limited, Trichy," aims to analyze the perception of employees towards the use of Artificial Intelligence and the factors influencing its adoption in the organization. Mediawave Technology Private Limited is a technology-based company that uses Artificial Intelligence tools to support various work activities. The study focuses on key aspects such as awareness of AI, usage of AI tools, impact on productivity, accuracy, workload reduction, decision-making, confidence level, and overall perception of employees towards Artificial Intelligence. A descriptive research design was adopted for the study. Primary data was collected from 110 employees using a structured questionnaire, and secondary data was collected from company records, websites, and related literature. The collected data was analyzed using statistical tools such as Percentage Analysis, Weighted Average Method, and Spearman's Rank Correlation. The findings of the study reveal that most employees have a positive perception towards Artificial Intelligence and believe that it helps in saving time, improving accuracy, increasing productivity, and reducing manual workload. The correlation analysis shows a strong positive relationship between improvement in work efficiency and confidence in decision-making. The study concludes that Artificial Intelligence plays a significant role in improving employee performance and organizational effectiveness and suggests that continuous training and proper implementation can further enhance its benefits.

Keywords: *Artificial Intelligence*[1]*, Employee Perception* [2,] *Work Efficiency* [3,] *Productivity* [4]*, Decision- Making* [5]*, Workplace Automation* [6]*, Technology Adoption* [7]*, Organizational Performance* [8]