DOI: https://doi.org/10.36059/978-966-397-428-6-54

INNOVATIVE APPROACHES TO MOTIVATIONAL MANAGEMENT USING ARTIFICIAL INTELLIGENCE

Pysarkova Valeriia
Doctor of Philosophy (PhD) in Economics,
Associate Professor of the Department of Management,
Higher Educational Institution "Alfred Nobel University"

Human resource management is one of the key functions of modern management, as it directly impacts an organization's efficiency and the achievement of its strategic goals. Employee motivation, a crucial element of this process, requires continuous improvement and adaptation to new conditions and challenges. Modern technologies, particularly artificial intelligence (AI), have become an integral part of this development, offering innovative solutions to enhance employee motivation and engagement.

Artificial intelligence is a system capable of learning from data, making predictions, and making decisions that were previously only possible with human intervention. With this tool, organizations can optimize motivational strategies, create personalized incentive programs, and effectively manage human resources in the new economic environment. This paper examines innovative approaches to motivational management using AI, their advantages, challenges, and prospects for implementation.

One of the key benefits of using AI in motivational management is the ability to personalize motivational programs. Traditional approaches to motivation often rely on general incentives (financial rewards, bonuses, social packages), which do not always take into account the individual needs and values of employees. According to a Deloitte study [1], organizations that apply personalized motivational programs show an 18% higher level of employee engagement and a 12% increase in productivity.

AI enables the analysis of large volumes of employee data, including productivity, behavioral characteristics, preferences, career ambitions, and personal interests. Based on this data, individual motivation programs can be created that best meet the expectations of each employee. This approach helps increase job satisfaction and employee loyalty, directly influencing the overall efficiency of the organization.

Another important aspect of AI utilization is its ability to predict employees' motivational needs. Through machine learning algorithms, AI can analyze productivity dynamics and behavioral data to predict which factors will be most effective in enhancing motivation in the future. With this approach, managers can anticipate employee needs and adjust motivational programs before productivity declines or signs of job dissatisfaction emerge.

This predictive approach allows for minimizing risks related to employee turnover and decreasing engagement levels. Research conducted by IBM [2] shows that organizations using AI-based prediction algorithms reduce staff turnover by 20%, while simultaneously increasing motivation and employee satisfaction.

The implementation of AI also allows automating the process of collecting and analyzing data on the effectiveness of various motivational measures. Traditional evaluation methods often rely on employee surveys or reports, which can be subjective and not always an accurate source of information. In contrast, AI can collect and analyze data in real time, providing a more objective view of the impact of motivational programs on productivity.

This allows managers to quickly adapt motivation strategies by tracking which programs work best for specific groups of employees. For instance, at Amazon, the use of AI algorithms to analyze the effectiveness of motivational programs helped reduce the time spent adjusting incentive measures by 35% [3].

AI also improves the feedback process between employees and management. The use of chatbots and virtual assistants, powered by AI, facilitates continuous communication between employees and management, increasing openness and engagement levels. This enables employees to quickly get answers to their questions or provide feedback on their work and motivational programs.

Although the use of AI in human resource management offers significant advantages, it is important to consider the ethical aspects of its application. Since AI relies on analyzing large volumes of data, questions arise about the confidentiality and security of employee personal information. Managers should develop policies that ensure transparency in data usage and protect employees' privacy [4; 5].

Furthermore, the automation of motivational processes should not completely replace the human element in decision-making, as interaction with employees remains a key component of successful management. AI technologies should complement traditional management approaches, enhancing the efficiency and flexibility of processes.

The implementation of innovative approaches to motivational management using artificial intelligence opens new opportunities for the personalization, prediction, and evaluation of motivational programs. AI helps increase employee engagement and productivity, reduce staff turnover, and improve the effectiveness of managerial decisions. At the same time, it is important to consider ethical challenges and ensure balanced use of the technology, adhering to principles of privacy and transparency. Artificial intelligence should become a powerful tool for managers, allowing them to create more flexible and effective management systems in the new economic reality.

Список використаних джерел:

1. Deloitte (2020) Global Human Capital Trends 2020. Available at: https://www2.deloitte.com

2. IBM Institute for Business Value (2019) The Enterprise Guide to AI in Human Resource Management. Available at: https://www.ibm.com

3. Amazon (2021) Case Study: Using AI to Improve Employee Motivation and Productivity. Available at: https://www.aboutamazon.com

4. Bankins S., & Formosa P. (2023) The ethical implications of artificial intelligence (AI) for meaningful work. *Journal of Business Ethics*, no. 185(4), pp. 725–740.

5. Manroop L., Malik A., & Milner M. (2024) The ethical implications of big data in human resource management. *Human Resource Management Review*, no. 34(2).