

Perceived AI Efficacy and Its Impact on Organizational Integration and Employee Attitudes: A Management Perspective

Guo Bing^{1,*}, Cheng Wei², Shao Zefeng³

¹Professor, Postdoctoral, Urumqi Vocational University, Urumqi, 830000, Xinjiang, China

²Associate Professor, Urumqi Vocational University, Urumqi, 830000, Xinjiang, China

³Lecturer, Urumqi Vocational University, Urumqi, 830000, Xinjiang, China

*Corresponding author

Keywords: Artificial Intelligence Integration; Organizational Strategy; Employee Perception; Management Implications

Abstract: The strategic integration of Artificial Intelligence (AI) into organizational operations has become a pivotal area of interest for management scholars and practitioners alike. This research delves into the multifaceted impact of AI on employee efficiency and job satisfaction, with a specific focus on the Chinese workforce. By examining the determinants of perceived AI efficacy, this study sheds light on the intricate interplay between humanlikeness, adaptability, quality, and the affective responses of anxiety and insecurity among employees. Employing a quantitative methodology with a sample size of 512, this investigation leverages a locally validated scale and advanced statistical techniques, including Support Vector Machine (SVM) modeling, Lasso regression, and mediation analysis, to elucidate the dynamics of AI integration within work settings. The results underscore the positive influence of AI's humanlikeness, adaptability, and quality on enhancing the perceived personal utility of AI, counterbalanced by the negative impacts of AI-induced anxiety and job insecurity. The Lasso regression model, with an impressive R-squared value of 0.767, robustly identifies the key drivers of AI utility, providing a clear roadmap for management to navigate AI integration effectively. Furthermore, the mediation analysis reveals the pivotal mediating roles of AI use anxiety and job insecurity, offering critical insights into how these factors influence the efficacy of AI within an organizational context. This study enriches the management literature by providing empirical validation for the proposed hypotheses and by offering actionable guidance for the design and deployment of AI systems that are attuned to human attributes. It underscores the imperative for organizations to proactively address employee concerns related to AI, thereby optimizing the integration process and leveraging AI's full potential to enhance operational efficiency and job satisfaction. The findings also pave the way for future research into the subtleties of AI-human dynamics and contribute to the formulation of effective AI management strategies within the workplace.

1. Introduction

The emergence of Artificial Intelligence (AI) marks a transformative era in corporate management, heralding a new paradigm where technology and human labor coalesce to redefine operational excellence. AI's prowess in autonomous control, content analysis, and intelligent decision-making not only heralds a revolution across various sectors but also presents a critical juncture for management theory and practice. The integration of AI within the workplace is reconfiguring traditional labor dynamics, evolving from a human-centric assembly to a symbiotic ecosystem where AI augments human potential. This transition is pivotal for the optimization of corporate processes and the pursuit of enhanced productivity, underscoring the need for a nuanced understanding of AI's role in augmenting human capabilities.

While the transformative potential of AI is widely acknowledged, the variance in its operational efficiency across employees remains a compelling area of inquiry. The way AI is leveraged can significantly influence the optimization of organizational processes and the achievement of heightened productivity levels, thus warranting a closer examination of the underlying mechanisms. As AI becomes increasingly entrenched in the business landscape, deciphering its impact and the determinants of its utilization efficiency is imperative for crafting strategies that fully harness AI's potential. This is essential for bolstering organizational performance and competitiveness in the digital era.

Despite the growing prevalence of AI in the workplace, there exists a notable absence of research that comprehensively assesses the individual efficiency of AI use. Gaining insights into the micro-level application of AI is vital for organizations aiming to optimize their AI investments and extract maximum value.

This study aims to bridge this gap by conducting an in-depth examination of the factors that influence the efficiency of individual AI use and by evaluating AI's impact on job satisfaction among employees. The study's novelty lies in its exploration of the underlying mechanisms that shape employees' perception of AI efficacy in various workplace scenarios. By doing so, it offers a fresh perspective to the management discourse, providing actionable insights for the strategic deployment of AI within organizations.

2. Literature review

The relationship between AI and organizational management is multifaceted and dynamic. As AI continues to evolve, its role in shaping the future of management practices will only grow in significance. Organizations that effectively harness AI's potential will be better positioned to navigate the complexities of the modern business environment and achieve sustainable success. The application of Artificial Intelligence (AI) has become pervasive across various domains, with scholars enriching the field from industry-specific perspectives. Verma et al. (2024) propose that emerging digital tools, particularly those reliant on AI, offer seamless connectivity for the improvement of energy supply chains, heralding autonomous control over energy supply, demand, and the integration of renewable energy into the grid, which will facilitate rapid decision-making processes^[9]. The application of AI in Technical and Professional Communication (TPC) is also concurrently advancing. Deets et al. (2024) highlight the increasing popularity of AI tools in content analysis within TPC, noting that structural validity has become more significant in the context of widespread adoption of AI research tools^[16]. The impact of AI on organizational functions is gradually intensifying, as Bulchand-Gidumal et al. (2023) demonstrate how AI supports the networks to which organizations belong through centralization and integration, as well as changes in distribution patterns, and alters customer processes and services through intelligent and predictive customer care^[6].

In the realm of education, the limitations and advantages of AI tools are also quite evident. Hillen

(2024) explores these, including the application in the field of mediation, the impact on the spirit of writers, and the influence on pedagogy in the field of technical writing^[2]. Meanwhile, the application of AI in managerial decision-making is becoming widespread, with Longoni and Cian (2022) examining the use of artificial intelligence, machine learning, and natural language processing in managerial decision-making, introducing the concept of the "machine word" effect, and analyzing preferences or resistances based on AI suggestions versus traditional human advice^[4]. Additionally, the high utilization of AI in the medical field has also brought about some concerns, such as ethical, legal, and social challenges in healthcare. Moodley (2023) discusses the transformation enhanced by innovative technology in healthcare environments and the accompanying ethical, legal, and social challenges, emphasizing the importance of establishing global guidelines and legislation^[10]. At the same time, the limitations of AI data should be noted, as Mounadel et al. (2023) find that the lack and reliability of data limit the development of AI technology in the field of data science and point out the absence of baselines for evaluating the performance of AI methods^[3].

Therefore, the application of AI technology in multiple domains has demonstrated its tremendous potential but also brought about technical and ethical challenges. Future research needs to focus on the optimization of AI technology, the resolution of ethical issues, and the adaptation of education and legislation.

AI is also widely applied in business and marketing fields. Karimova and Goby (2020) emphasize the importance of AI imitating human intelligence to enhance consumer trust, pointing out the role of archetypes in creating personality, which is crucial for ensuring consumer confidence^[5]. Rhie (2019) discusses how AI technology changes consumers' lives and consumption patterns, emphasizing the importance of government policies, corporate vision, and long-term strategies in AI technology transformation^[7]. Moradi and Dass (2022) believe that with the widespread adoption of AI in B2B marketing, a comprehensive understanding of AI adoption and application is essential for advancing B2B marketing^[13]. Hossain et al. (2022) find that data-driven analytics and AI have become key aspects of industrial marketing management, with companies' marketing analytical capabilities playing a crucial role in perceiving, capturing, and reconfiguring markets^[12]. Febriani et al. (2022) explore the impact of AI and digital marketing on consumer purchase intentions in e-commerce, noting that while AI does not directly affect perceived value, the impact of digital marketing is positive and significant^[15].

Therefore, AI plays a significant role in the global development of business, with Kopalle et al. (2022) analyzing the mechanisms of AI in marketing from the perspectives of nations, companies, and consumers, emphasizing the importance of economic resources, cultural adaptability, and ethical privacy issues^[14]. Chen et al. (2022) identified the drivers and outcomes of AI adoption, including increased efficiency, improved accuracy, and better decision-making^[11]. Haleem et al. (2022) discuss the application of AI in personalized experiences, noting that users feel at ease with AI-provided personalized experiences and are more inclined to purchase the products offered^[11].

The application of AI technology in the field of marketing is becoming increasingly widespread, profoundly affecting consumer behavior and corporate strategy. Future research needs to focus on the optimization of AI technology, the resolution of ethical issues, and adaptation to market dynamics.

Despite the existing literature and theories focusing on the application of AI in energy, healthcare, marketing, and other fields, there is a lack of research on the acceptance, usage habits, and adaptability perceptions of AI among employees in the workplace. Therefore, this study will investigate and evaluate the perceptual attitudes and efficacy of Chinese employees towards AI.

3. Research Design

The research design for this study is based on a scale developed by Park et al. (2024), tailored to

assess Chinese employees' perceptions of AI. The data collection method employed is convenience sampling, utilizing a Likert-type scale ranging from 1 to 5. The scale encompasses several dimensions^[8]:

Perceived Humanlikeness: This dimension measures the extent to which employees perceive AI technology as possessing human-like characteristics, such as emotions and free will.

Perceived Adaptability: It assesses the degree to which employees believe AI technology has the capacity to learn and adapt.

Perceived Quality: This refers to individuals' perceptions of the functional attributes of AI in terms of information reliability, formatting, and accuracy.

AI Use Anxiety: This dimension captures the anxiety employees may feel about the actual use of AI in their work.

Job Insecurity: It reflects the overall concern employees have regarding the potential for their specific jobs and industries to be replaced by AI technology.

Personal Utility: This dimension evaluates the perceived usefulness and satisfaction with using AI in the workplace, based on perceived value and expectations.

The scale has demonstrated good psychometric properties and is capable of predicting significant constructs such as AI use anxiety, job insecurity, and personal utility.

The sampling method is convenience sampling, the author conducted the questionnaire from 1st May to 1st June 2024, the volume of questionnaires placed was 530, and finally 518 were recovered, with a recovery rate of 97.73%, and 6 unqualified questionnaires were excluded, and finally 512 valid questionnaires were obtained. Support Vector Machine (SVM) is used for model construction and prediction, while Lasso regression and mediation analysis are employed to examine the mechanisms of influence between variables. The research hypotheses are as follows:

H1: The perceived human likeness, perceived adaptability, and perceived quality have a positive influence on personal utility.

H2: The AI use anxiety and job insecurity have a negative impact on personal utility.

H3: The AI use anxiety and job insecurity play a negative mediating role in the influence of perceived human likeness, perceived adaptability, and perceived quality on personal utility.

4. Data analysis

4.1 Reliability and validity

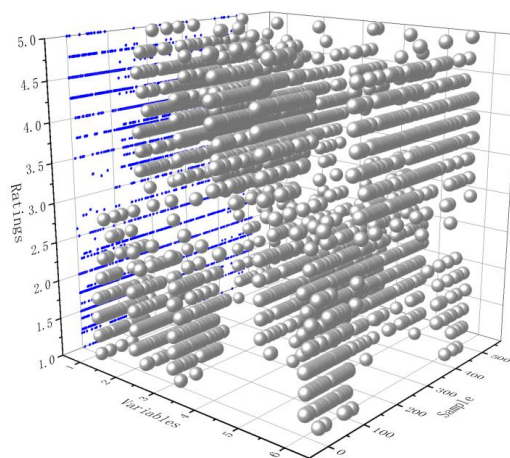


Figure 1: Sample Matrix

The scale used in the study was locally validated for Chinese employees, and the data showed that

the Cronbach's alpha value for reliability was 0.963 and the KMO value for validity was 0.982, indicating good reliability and validity, and the total variance explained reached 61.006%, indicating that the model was able to capture the intrinsic structure of the data better, i.e., the model had strong explanatory power.

The sample data were observed in three dimensions, the collected data were converted into a matrix (Figure1), and three-dimensional spherical plots were constructed of the scores of all samples for the variables, and the spatial distribution showed that no outliers were found in the scores of the samples for the variables. The absence of outliers indicates that the data are of high quality and that there are fewer errors in data collection and processing. It also indicates that the data have consistent characteristics through three-dimensional spatial observation, and the sample data are relatively consistent in all dimensions, with no significant outliers affecting the overall data distribution.

4.2 Demographic information

Table 1 presents demographic information. Gender Distribution: The survey sample consisted of 314 males (61.33%) and 198 females (38.67%), indicating a higher prevalence of male respondents.

Table 1: Frequency

Question	Item	Frequency	Percentage (%)	Cumulative (%)
Gender	Male	314	61.33	61.33
	Female	198	38.67	100.00
Age	18~25	131	25.59	25.59
	25~30	177	34.57	60.16
	30~40	140	27.34	87.50
	40~50	32	6.25	93.75
	50~60	28	5.47	99.22
	60 above	4	0.78	100.00
Education level	High School	3	0.59	0.59
	Secondary school	20	3.91	4.49
	College	61	11.91	16.41
	Undergraduate	358	69.92	86.33
	Postgraduate and above	70	13.67	100.00
Job Position	Grassroots positions	451	88.09	88.09
	Middle Management Positions	41	8.01	96.09
	Senior Management Positions	20	3.91	100.00
SUM		512	100.0	100.0

Age Group Analysis: The age distribution was as follows: 131 individuals (25.59%) aged 18 to 25; 177 (34.57%) aged 25 to 30; 140 (27.34%) aged 30 to 40; 32 (6.25%) aged 40 to 50; 28 (5.47%) aged 50 to 60; and 4 (0.78%) aged 60 and above.

Educational Level: The educational background of respondents was distributed as follows: 3 individuals (0.59%) with a high school education; 20 (3.91%) with secondary education; 61 (11.91%) with a college degree; 358 (69.92%) with an undergraduate degree; and 70 (13.67%) with postgraduate education or higher.

Job Position: In terms of job positions, the majority of respondents, 451 (88.09%), were in grassroots positions. Middle management positions were held by 41 individuals (8.01%), and senior management positions by 20 (3.91%).

Total Sample Size: The survey encompassed a total of 512 respondents, representing a 100.00% cumulative distribution.

The demographic data highlights the predominance of male respondents and individuals within the age group of 25 to 30 years. The majority of the respondents possess an undergraduate degree,

suggesting a well-educated sample. The overwhelming presence of grassroots positions in the job position category indicates a potential bias towards lower-level job roles in the survey sample.

4.3 SVM model

In this section, we detail the application of Support Vector Machine (SVM) modeling with 'insecurity,' 'anxiety,' 'quality,' 'adaptability,' and 'human likeness' as independent variables, and 'utility' as the dependent variable. A total of 512 samples were included in the analysis, as depicted in the Table 2 below.

Table 2: Results of the model evaluation

Index	Description	Training	Test
R ²	0~1	0.860	0.796
MAE	L1 loss, the mean difference between the true value and the fitted value, the closer to 0 the better	0.326	0.382
MSE	L2 loss, error squared and mean, the closer to 0 the better	0.180	0.245
RMSE	MSE open root sign, mean gap value	0.424	0.495
MAD	Absolute value of the residual of the prediction from the median,	0.251	0.327
MAPE	independent of outliers, the smaller the better	0.481	0.139
EVS	Measure of the strength of the model in explaining data fluctuations, between [0,1], the larger the better	0.860	0.796
MSLE	When RMSE is the same, it penalizes more for underprediction	0.012	0.016

In this study, a Support Vector Machine (SVM) model was utilized to analyze the dataset, aiming to explore its predictive performance. The model evaluation results are as follows:

The R-squared values achieved on the training and testing sets are 0.860 and 0.796, respectively, indicating that the model explains 86% of the variance in the training data and 79.6% in the testing data, demonstrating a high degree of fit. The Mean Absolute Error (MAE), a form of L1 loss, measures the average absolute difference between the true and predicted values. The MAE values are 0.326 for the training set and 0.382 for the testing set, indicating that the model has a lower predictive error on the training data, with a slight increase in error on the testing set. The Mean Squared Error (MSE), a measure of L2 loss, is 0.180 for the training set and 0.245 for the testing set, reflecting the mean of the squared errors. The Root Mean Squared Error (RMSE), the square root of MSE, provides a standardized measure of error, with values of 0.424 for the training set and 0.495 for the testing set, indicating a decrease in predictive accuracy on the testing set. The Median Absolute Deviation (MAD), a median measure of predictive error that is insensitive to outliers, is 0.251 for the training set and 0.327 for the testing set, showing that the model maintains a low level of predictive error for most data points. The Mean Absolute Percentage Error (MAPE) measures the percentage of the predictive error relative to the actual values, with values of 0.481 for the training set and 0.139 for the testing set, indicating a significant improvement in predictive accuracy on the testing set, which may be related to data distribution or the model's robustness to outliers. The Explained Variance Score (EVS) is identical to the R-squared value, further confirming the model's explanatory power for data fluctuations on both the training and testing sets, with values of 0.860 and 0.796, respectively.

The Mean Squared Logarithmic Error (MSLE) is 0.012 for the training set and 0.016 for the testing set, indicating that on a logarithmic scale, the deviation between the model's predictions and the actual values is small, with greater penalties for underprediction.

Overall, the SVM model shows a high degree of fit and predictive accuracy on the training set, and although there is some performance degradation on the testing set, the overall performance remains acceptable. The model evaluation metrics indicate that the SVM model can effectively capture the underlying structure of the data and demonstrate good generalization capabilities on new data.

4.4 Lasso regression

In this study, we conducted a Lasso regression analysis with 'human likeness,' 'adaptability,' 'quality,' 'anxiety,' and 'insecurity' as independent variables, and 'utility' as the dependent variable. The trajectory plot obtained from the Lasso regression, when the regularization parameter K is set to 0.01, indicates that the standardized regression coefficients of the independent variables have stabilized (Figure 2).

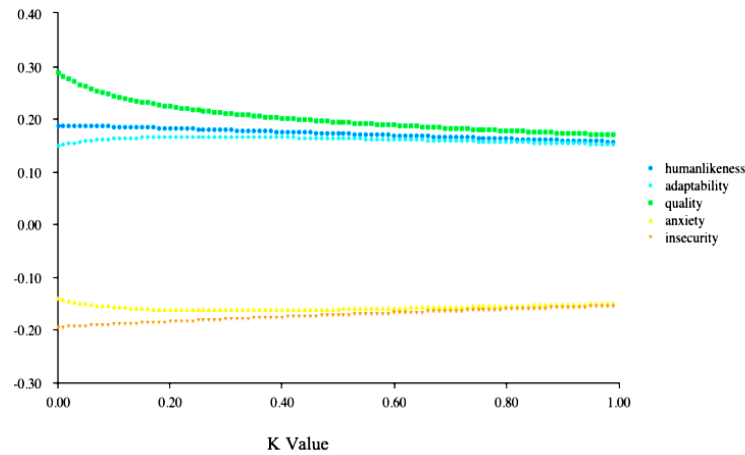


Figure 2: K Value

From Table 3 shows that the choice of the regularization parameter K was set to 0.010, yielding an R-squared value of 0.767 for the model. This indicates that these independent variables account for 76.74% of the variance in 'utility,' suggesting a substantial explanatory power.

Table 3 Lasso results

	regression coefficient
Constant	2.305** (6.709)
Human likeness	0.138** (2.986)
Adaptability	0.101* (2.178)
Quality	0.254** (5.146)
Anxiety	-0.093* (-1.968)
Insecurity	-0.145** (-3.147)
Sample Size	512
R ²	0.767
Adjust R ²	0.765
F Value	F (5,506) =333.842, p=0.000

DV: utility *p<0.05 **p<0.01 Inside the parentheses is the value of t

The model passed an F-test (F=333.842, p=0.000<0.05), confirming that at least one of the independent variables significantly influences 'utility.' The model equation derived from the Lasso regression is as follows:

$$\text{Utility} = 2.305 + 0.138 * \text{humanlikeness} + 0.101 * \text{adaptability} + 0.254 * \text{quality} - 0.093 * \text{anxiety} -$$

0.145*insecurity

The regression coefficients and their statistical significance are as follows:

Human likeness has a coefficient of 0.138 ($t=2.986$, $p=0.003<0.01$), indicating a significant positive impact on 'utility.'

Adaptability has a coefficient of 0.101 ($t=2.178$, $p=0.030<0.05$), indicating a significant positive impact on 'utility.'

Quality has a coefficient of 0.254 ($t=5.146$, $p=0.000<0.01$), indicating a significant positive impact on 'utility.'

Anxiety has a coefficient of -0.093 ($t=-1.968$, $p=0.050<0.05$), indicating a significant negative impact on 'utility.'

Insecurity has a coefficient of -0.145 ($t=-3.147$, $p=0.002<0.01$), indicating a significant negative impact on 'utility.'

In summary, the analysis reveals that 'human likeness,' 'adaptability,' and 'quality' have significant positive effects on 'utility,' while 'anxiety' and 'insecurity' have significant negative effects. These findings support the validity of Hypothesis 1 and Hypothesis 2, which posit that certain independent variables would have discernible positive or negative relationships with 'utility.'

The Lasso regression analysis, with its variable selection properties, has not only identified the key predictors of 'utility' but has also provided a parsimonious model that can be easily interpreted and generalized to other contexts. The significant coefficients and their signs offer valuable insights into the factors that enhance or detract from the perceived utility of AI in the workplace.

4.5 Intermediation

Table 4: Intermediation results

	utility	anxiety	insecurity	utility
Constant	-0.048 (-0.224)	5.636** (27.110)	5.614** (26.196)	1.893** (4.997)
Gender	0.022 (0.467)	-0.024 (-0.529)	0.074 (1.604)	0.033 (0.742)
Age	-0.008 (-0.339)	-0.006 (-0.252)	-0.015 (-0.610)	-0.012 (-0.515)
Education Level	0.051 (1.500)	0.024 (0.720)	-0.011 (-0.315)	0.052 (1.588)
Job Position	0.036 (0.575)	0.043 (0.723)	0.054 (0.876)	0.053 (0.882)
Human likeness	0.275** (6.435)	-0.330** (-7.961)	-0.247** (-5.783)	0.178** (4.001)
Adaptability	0.256** (5.969)	-0.278** (-6.705)	-0.324** (-7.557)	0.150** (3.364)
Quality	0.400** (8.772)	-0.319** (-7.221)	-0.336** (-7.370)	0.286** (6.000)
Anxiety				-0.142** (-3.138)
Insecurity				-0.203** (-4.621)
Sample Size	512	512	512	512
R ²	0.800	0.810	0.792	0.815
Adjust R ²	0.797	0.807	0.789	0.811
F Value	F (7,504) =288.455, p=0.000	F (7,504) =306.248, p=0.000	F (7,504) = 274.120, p=0.000	F (9,502) =244.948, p=0.000

Note: * $p<0.05$ ** $p<0.01$ Inside the parentheses is the value of t

To rigorously isolate the indirect pathway, we augmented the econometric specification with a

vector of demographic covariates (age, gender, education, tenure) and executed a four-step mediation protocol (Models 1–4 in Table 4): (1) total effect of the predictor on the outcome, (2) effect of the predictor on the mediator, (3) simultaneous entry of predictor and mediator to quantify the indirect effect, and (4) saturated model including all controls to verify the robustness of the attenuated direct effect. A total of four models were involved in the mediation effects analysis (Table 4).

Utility = $-0.048 + 0.022 \cdot \text{gender} - 0.008 \cdot \text{age} + 0.051 \cdot \text{education level} + 0.036 \cdot \text{job position} + 0.275 \cdot \text{humanlikeness} + 0.256 \cdot \text{adaptability} + 0.400 \cdot \text{quality}$

Anxiety = $5.636 - 0.024 \cdot \text{gender} - 0.006 \cdot \text{age} + 0.024 \cdot \text{education level} + 0.043 \cdot \text{job position} - 0.330 \cdot \text{humanlikeness} - 0.278 \cdot \text{adaptability} - 0.319 \cdot \text{quality}$

Insecurity = $5.614 + 0.074 \cdot \text{gender} - 0.015 \cdot \text{age} - 0.011 \cdot \text{education level} + 0.054 \cdot \text{job position} - 0.247 \cdot \text{humanlikeness} - 0.324 \cdot \text{adaptability} - 0.336 \cdot \text{quality}$

Utility = $1.893 + 0.033 \cdot \text{gender} - 0.012 \cdot \text{age} + 0.052 \cdot \text{education level} + 0.053 \cdot \text{job position} + 0.178 \cdot \text{humanlikeness} + 0.150 \cdot \text{adaptability} + 0.286 \cdot \text{quality} - 0.142 \cdot \text{anxiety} - 0.203 \cdot \text{insecurity}$

The results of the mediation test were validated using bootstrap method and the results showed that no zeros were included, therefore, the mediating role was validated and hypothesis 3 was established (Table 5).

Table 5: 95 % confidence interval for the effect value

Item	C Total effect	a	b	a*b intermediary	c' direct
humanlikeness=>anxiety=>utility	0.191 ~ 0.358	-0.411 ~ -0.248	-0.231 ~ -0.053	0.020 ~ 0.082	0.091 ~ 0.265
humanlikeness=>insecurity=>utility	0.191 ~ 0.358	-0.330 ~ -0.163	-0.289 ~ -0.117	0.025 ~ 0.084	0.091 ~ 0.265
adaptability=>anxiety=>utility	0.172 ~ 0.340	-0.360 ~ -0.197	-0.231 ~ -0.053	0.016 ~ 0.070	0.063 ~ 0.238
adaptability=>insecurity=>utility	0.172 ~ 0.340	-0.408 ~ -0.240	-0.289 ~ -0.117	0.037 ~ 0.102	0.063 ~ 0.238
quality=>anxiety=>utility	0.310 ~ 0.489	-0.405 ~ -0.232	-0.231 ~ -0.053	0.018 ~ 0.078	0.193 ~ 0.380
quality=>insecurity=>utility	0.310 ~ 0.489	-0.425 ~ -0.246	-0.289 ~ -0.117	0.037 ~ 0.099	0.193 ~ 0.380

Note: a*b is 95% bootstrap ci, bootstrap type: percentile bootstrap method

5. Conclusions

This study, employing rigorous quantitative research methods, has provided substantial evidence that aligns with the hypotheses regarding the determinants of personal utility in the context of AI use within organizational settings.

5.1 Positive influence of perceived attributes

The empirical data corroborate the first hypothesis, revealing that the human likeness, adaptability, and quality of AI technologies are positively associated with personal utility. This association suggests that AI systems designed with human-centric attributes are more likely to be embraced by employees, thereby enhancing their utility and satisfaction with AI interactions. This finding underscores the imperative for organizations to consider human-like qualities in AI design to foster greater acceptance and effectiveness.

5.2 Negative impact of AI-related anxiety and insecurity

The study supports the second hypothesis, indicating that AI-related anxiety and job insecurity negatively affect personal utility. Employees who experience anxiety due to AI integration or feel insecure about their job stability are less likely to derive utility from AI technologies. This underscores the critical need for organizations to proactively address employee concerns and to cultivate an environment of security to mitigate the adverse effects of AI integration.

5.3 Mediating role of AI use anxiety and job insecurity

The mediation analysis confirms the third hypothesis, demonstrating that AI use anxiety and job insecurity mediate the relationship between the perceived attributes of AI and personal utility. This mediation suggests that negative psychological responses to AI can diminish the positive impact of favorable AI perceptions on personal utility, highlighting the complex interplay between technology and human psychology in the workplace.

5.4 Implications

The study's findings offer significant implications for both management practice and academic research. For practitioners, the results emphasize the importance of integrating human-centric principles into AI design and implementation, as well as addressing the psychological impacts of AI integration to optimize its benefits. For researchers, this study lays the groundwork for further exploration of the intricate dynamics between AI attributes and employee psychological responses, inviting investigation into potential moderators and boundary conditions of these effects.

Organizations should view AI not merely as a technological advancement but as a strategic asset that requires careful integration aligned with human factors and organizational goals. The study underscores the importance of maintaining a human-centric approach in the management of AI integration, ensuring that technological progress does not compromise employee psychological well-being. Management should be prepared to continuously adapt AI strategies in response to emerging insights from ongoing research and the evolving needs of the workforce.

6. Recommendations

The study's findings necessitate a strategic approach to the integration and management of AI within organizations. The following recommendations are structured to guide both practitioners and researchers in optimizing AI's impact on personal utility and organizational outcomes.

6.1 Organizational strategy for AI integration

To facilitate the seamless integration of artificial intelligence (AI) into sociotechnical systems, organizations are advised to instantiate a human-centric design paradigm that prioritizes anthropomorphic and function-semantic attributes aligned with employees' cognitive schemas and task identities, thereby amplifying perceived usefulness and user experience. Concurrently, a strategic communication architecture—grounded in transparency, bidirectional feedback loops, and issue-based framing—should be deployed to pre-emptively neutralize algorithm aversion and cultivate psychological ownership among stakeholders. Finally, an organizational culture must be engineered through normative alignment, symbolic management, and capability-building practices that reify human–AI collaboration as complementary rather than substitutive, ensuring the co-evolution of algorithmic and human agency within the workplace ecosystem.

6.2 Employee development and support

To mitigate algorithm-induced occupational stress and accelerate human–AI symbiosis, organizations should institutionalize evidence-based upskilling architectures that combine micro-learning modules, immersive simulations, and adaptive feedback to cultivate AI-augmented expertise while attenuating technostress. Complementarily, a multilevel psychosocial support infrastructure—integrating proactive resilience training, confidential counselling pathways, and real-time affective

monitoring—must be implemented to buffer identity threat, emotional exhaustion, and perceived job insecurity arising from AI encroachment. Finally, bidirectional human-in-the-loop governance channels (e.g., user-driven anomaly reporting, participatory design sprints, and continuous algorithmic auditing) should be formalized to convert employee experiential knowledge into iterative system refinements, thereby ensuring dynamic alignment between evolving user requirements and AI affordances.

6.3 Research and innovation

Future inquiry should deploy multi-wave, multilevel panel designs that temporally disentangle the lagged, reciprocal, and curvilinear trajectories linking AI affordances to both subjective utility (perceived usefulness, autonomous motivation) and job satisfaction (cognitive, affective, and evaluative components). Interdisciplinary consortia—synthesizing organizational-behavior, work-psychology, human-factors, and computer-science expertise—are needed to integrate psychophysiological markers (e.g., cardiovascular reactivity, EEG-based workload indices) with system log data, thereby explicating the micro-mechanisms through which algorithmic visibility, transparency, and adaptivity translate into intra-individual variability in well-being and performance. Scholars should further leverage mixed-methods and machine-learning moderation analytics (e.g., hierarchical kernel regularization, Bayesian profile-interaction modelling) to uncover boundary conditions—such as growth mindset, AI literacy, task interdependence, and socio-demographic fault lines—that attenuate or amplify the magnitude and sign of the AI attribute → personal utility linkage, yielding a granular, context-sensitive topology of human–AI integration dynamics.

6.4 Continuous assessment and adaptation

Organizations must institutionalize a closed-loop governance architecture that orchestrates quarterly or event-triggered AI health audits combining system-centric KPIs (accuracy, drift, latency) with human-centric metrics (utility erosion slope, satisfaction volatility, trust decay) extracted from anonymized surveys, digital trace sentiment, and psychometric pop-ups. Insights should feed a modular AI strategy playbook that embeds agile sprint cycles and employee-driven co-creation labs, ensuring algorithmic configurations remain elastic to emergent vocational identities and affective feedback. R&D units should be incentivized—via internal venture funds and peer-reviewed innovation challenges—to prototype psychologically attuned AI modules (explainable recommender engines, empathy-aware chatbots, adaptive workload balancers) whose design specifications are co-validated against the latest evidence base in occupational well-being, thereby sustaining a socio-technical equilibrium that dynamically optimizes both organizational effectiveness and workforce flourishing.

7. Limitations and future research

This study, while significantly advancing the body of knowledge on AI integration in the workplace, recognizes its inherent limitations. The cross-sectional nature of the research design limits our ability to draw definitive causal conclusions. Additionally, the findings may not be fully generalizable beyond the specific context and demographics of the sample studied. It is imperative for future research to adopt longitudinal methodologies to capture the dynamic evolution of AI integration and its effects over time. Moreover, incorporating diverse and representative samples across various industries and cultural settings will enhance the external validity of the findings.

Acknowledgements

This research was funded by the Xinjiang Education Science Planning Project, China (PEN2024015).

References

- [1] A Haleem, M Javaid, M Qadri, P R Singh, R Suman. (2022). Artificial Intelligence (AI) applications for marketing: A literature-based study. *International Journal of Intelligent Networks*, 119-132.
- [2] A Hillen. (2024). Exploring artificial intelligence tool use in a nonprofit workplace. *Journal of Business and Technical Communication*, (3), 213-224.
- [3] A Mounadel, H Ech-Cheikh, S L Elhaq, ARachid, M Sadik, B Abdellaoui. (2023). Application of artificial intelligence techniques in municipal solid waste management: A systematic literature review. *Environmental Technology Reviews*, (1), 316-336.
- [4] C Longoni and L Cian. (2022). Artificial intelligence in utilitarian vs. hedonic contexts: The “word-of-machine” effect. *Journal of Marketing*, (1), 91-108.
- [5] G Z Karimova, and V P Goby. (2020). The adaptation of anthropomorphism and archetypes for marketing artificial intelligence. *Journal of Consumer Marketing*, (2), 229-238.
- [6] J Bulchand-Gidumal, E W Secina, P O'Connor, D Buhalis. (2023) Artificial intelligence's impact on hospitality and tourism marketing: Exploring key themes and addressing challenges. *Current Issues in Tourism*, 27(14): 2345-2362.
- [7] J H Rhie. (2019). Imagination into reality - Artificial Intelligence (AI) marketing changes. *Journal of the Korea Society of Computer and Information*, (12), 183-189.
- [8] J Park, S E Woo, J Kim, (2024). Attitudes towards artificial intelligence at work: Scale development and validation. *Journal of Occupational and Organizational Psychology*, 00, 1–32.
- [9] J Verma, L Sandys, A Matthews, S Goel. (2024). Readiness of artificial intelligence technology for managing energy demands from renewable sources. *Engineering Applications of Artificial Intelligence*, 108831.
- [10] K Moodley. (2023). Artificial intelligence (AI) or augmented intelligence? how big data and AI are transforming healthcare: Challenges and opportunities. *South African medical journal*, (1), 22-26.
- [11] L J Chen, M Q Jiang, F Jia, G Q Liu. (2022). Artificial intelligence adoption in business-to-business marketing: Toward a conceptual framework. *The Journal of Business & Industrial Marketing*, (5), 1025-1044.
- [12] M A Hossain, R Agnihotri, M R I Rushan, M S Rahman, S F Sumi. (2022). Marketing analytics capability, artificial intelligence adoption, and firms' competitive advantage: Evidence from the manufacturing industry. *Industrial Marketing Management*, 240-255.
- [13] M Moradi and M Dass. (2022). Applications of artificial intelligence in B2B marketing: Challenges and future directions. *Industrial Marketing Management*, 300-314.
- [14] P K Kopalle, M Gangwar, A Kaplan, D Ramachandran, W Reinartz, A Rindfleisch. (2022). Examining Artificial Intelligence (AI) technologies in marketing via a global lens: Current trends and future research opportunities. *International Journal of Research in Marketing* (2), 522-540.
- [15] R A Febriani, M Sholahuddin, R Kuswati, Soepatini. (2022). Do artificial intelligence and digital marketing impact purchase intention mediated by perceived value? *Journal of Business and Management Studies*, (4), 184-196.
- [16] S Deets, C Baulch, A Obright, D Card. (2024). Content analysis, construct validity, and artificial intelligence: Implications for technical and professional communication and graduate research preparation. *Journal of Business and Technical Communication*, (3), 303-315.