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Role of AI Enabled Career Development Platforms on Employee Engagement in Organisations

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Abstract

Human resource management (HRM) is one of the many industries being revolutionized by the quick development of Artificial Intelligence (AI). Personalized employee development is one of AI's most revolutionary uses in HRM. Traditional employee training and development programs frequently use a one-size-fits-all approach, which might not take into account each person's unique learning preferences, professional goals, or performance gaps. Nevertheless, these approaches frequently lacked real-time flexibility and customisation. AI integration provides a data-driven, scalable answer to these constraints, empowering HR managers to make well-informed decisions around succession planning, skill development, and employee growth. AI-driven solutions, on the other hand, provide customized learning opportunities, flexible training programs, and data-driven insights, allowing businesses to increase employee engagement and productivity. AI technologies are widely used in numerous aspects of professional development. By addressing skill gaps and providing clear promotion possibilities, AI's ability to evaluate internal career data and recommend personalized development plans has been demonstrated to increase employee engagement, satisfaction, and retention. To achieve fairness and trust, however, successful implementation requires ethical use, transparency, and alignment with human oversight. This study examines the impact of AI-centred career development platforms on employee engagement and explores the elements of AI systems that most significantly influence employee growth and productivity. The findings aim to provide insights for HR managers and organisational leaders on leveraging AI for strategic talent management and workforce engagement.

Introduction

Artificial Intelligence (AI) is a strategic force that is changing human resource management in the digital age, especially in terms of employee engagement and career development. In modern organizations, employee engagement has become a crucial factor in determining corporate performance, creativity, and employee retention. Career development one of the important role in on-going engagement as businesses deal with the quick changes in technology and the changing demands of their workforce. Traditional career development programs are frequently criticized for being inflexible, manager-dependent, and reactive. As a result, businesses are using AI-powered career

development tools more frequently to provide employees with more customized, flexible, and data-driven experiences. AI-enabled career development platforms are intelligent systems that provide individualized career routes, customized learning opportunities, real-time feedback, and proactive engagement tools by analyzing employee skills, performance, goals, and behavior. In contrast to conventional career development frameworks, which frequently depend on manual evaluations and static plans, AI platforms offer dynamic support that changes in response to organizational requirements as well as personal goals, encouraging greater job satisfaction and deeper engagement.

AI-enabled career development solutions continuously evaluate employee skills, career goals, learning behaviour, and performance data using technologies like machine learning, predictive analytics, and natural language processing. Employees can see long-term growth potential within the company with the help of these tools, which offer individualized career recommendations, internal job matching, targeted learning pathways, and real-time feedback. For instance, AI technologies can streamline onboarding procedures, create customized development plans based on past performance data, and provide virtual assistants with round-the-clock access to career counseling and HR data. This high level of personalization makes workers feel acknowledged, respected, and invested in, all of which are essential for maintaining engagement and lowering turnover in cutthroat workplaces.

By placing workers in internal positions that complement their skills and development objectives, AI-driven technologies also facilitate career mobility within companies. Businesses that use these systems report greater rates of internal placement and training program participation, proving that AI can serve as a link between organizational opportunity and employee potential. Organizations can strengthen a culture of ongoing learning and performance enhancement by incorporating career development into routine operations, which will ultimately increase employee engagement and organizational resilience.

From an engagement perspective, AI-driven career platforms contribute to key engagement dimensions including meaningfulness of work, autonomy, competence development, and career optimism**.** Employees are more likely to exhibit greater levels of motivation, discretionary effort, and loyalty when they believe that their company actively promotes their career advancement using intelligent systems. By detecting skill gaps and suggesting pertinent upskilling options in line with both individual and organizational demands, AI-based platforms help promote cultures of continuous learning.

Additionally, AI-enabled systems enable internal talent mobility, which has been associated with decreased inclinations to leave and increased engagement. Organizations can retain talent while providing employees with a variety of professional opportunities without external job transfers by algorithmically matching individuals to internal positions and initiatives.

Despite these benefits, factors including algorithmic openness, ethical use of employee data, and trust in AI systems determine how well AI-enabled career development platforms increase engagement. According to research, AI can increase productivity and customisation, but in order to guarantee successful results, issues like privacy and perceived fairness must be handled proactively. Therefore, understanding the role of AI-enabled career development platforms in promoting employee engagement requires a balanced analysis of both technological capabilities and human-centered HR practices.

Artificial Intelligence: Concept and Organisational Relevance

Artificial intelligence refers to the ability of machines and computer systems to execute tasks that would normally require human intelligence, such as learning, reasoning, problem solving, pattern recognition, and decision making. Organizations use AI to increase efficiency, optimize processes, and improve customer and employee experiences. Artificial intelligence applications in human resource management include recruitment and selection, performance management, learning and development, workforce analytics, and career planning. The importance of AI in career development is especially essential, as career decisions have long-term consequences for both workers and businesses. AI systems may use a variety of data elements, including employee capabilities, performance history, learning behaviour, and labour market trends, to deliver personalized and predictive career advice. This shift marks a transition from reactive career management to proactive and strategic career development, positioning AI as a critical enabler of employee engagement and organizational agility.

Evolution of Career Development Practices in Modern Organisations

Career development is defined as a constant and lifetime process in which people acquire the skills, knowledge, and experiences required to

advance in their professional careers. Effective career development promotes talent retention, leadership growth, and long-term workforce sustainability. Modern businesses operate in volatile, unpredictable, complex, and ambiguous (VUCA) settings in which job positions grow quickly and skill needs alter on a regular basis. As a result, career development has changed away from linear growth and towards boundary less, and skills-based career models. Employees are increasingly taking responsibility for their own careers, with firms expected to offer enabling systems and resources. This transformation emphasizes the value of continual learning, internal mobility, and tailored career paths.

Many firms still use antiquated professional development programs that don't offer clarity, openness, or personalization in spite of these developments. Employee disengagement, unhappiness, and turnover are frequently the results of this mismatch between organizational procedures and employee expectations. By providing dynamic and data-driven career management solutions that match individual goals with organizational requirements, AI-enabled career development systems tackle these issues.

AI-Enabled Career Development Platforms: Features and Functionality

AI-enabled career development platforms are integrated digital tools created to help workers navigate their professional paths within companies. These platforms provide individualized career insights by analyzing employee data using AI technologies. Internal job and project matching, career path visualization, skill evaluation and mapping, individualized learning recommendations, mentorship suggestions, and ongoing performance feedback are examples of core characteristics. The capacity of AI-enabled platforms to improve employment prospects' accessibility and transparency is one of their main benefits. Employees experience less ambiguity and perceived unfairness in career advancement when they have real-time visibility into potential roles, necessary competencies, and development pathways. Additionally, AI-driven suggestions are updated often in response to organizational and employee developments, guaranteeing their applicability and relevance.

AI-enabled systems encourage employees to take charge of their own career development by providing them with self-service tools and practical career information. Employee engagement is greatly influenced by this empowerment since people are more inclined to put in effort and dedication when they feel in charge of their career development.

AI Enabled Career Development Program Applications and Their Uses

- **Gloat** – Uses AI to match employees with internal jobs, projects, mentorships, and learning opportunities based on skills and interests.
- **Eightfold AI** – Leverages deep learning to predict future roles, identify skill gaps, and recommend personalized career growth paths.
- **Fuel50** – Provides AI-driven internal mobility and career path recommendations tailored to employees' skills and aspirations.
- **Workday Talent Marketplace (with HiredScore AI)** – Uses AI to suggest internal career opportunities and training needs based on employee profiles.
- **Phenom People** – Offers an AI talent experience platform that identifies internal career paths and learning options to boost development and retention.
- **Reejig** – Employs AI to map workforce skills and recommend internal roles and mobility opportunities in real time.
- **ServiceNow frED** – Uses AI to map career paths, set goals, and identify skill gaps with tailored training suggestions.
- **Guild** – Combines AI career matching with structured learning and coaching programs aligned to business needs.
- **Maayu.ai** – Analyzes skills, aspirations, and experience to provide AI-generated career paths and internal job matching.

Employee Engagement: Concept and Organisational Outcomes

Employee engagement is a multifaceted concept that includes behavioral, cognitive, and emotional elements. Cognitively engaged employees show concentration and absorption, behaviorally engaged employees show proactive actions and discretionary effort, and emotionally involved employees feel a strong feeling of attachment and enthusiasm towards their work. Positive organizational results, such as higher productivity, creativity, customer happiness, and lower turnover, are linked to high levels of engagement.

By addressing these motivations through individualized growth opportunities, ongoing feedback, and career clarity, AI-enabled professional development systems improve engagement. These technologies support a

culture of ongoing learning and involvement by incorporating career development into regular workflows.

AI-Enabled Career Development Platforms and Employee Engagement

Motivational and social exchanges theories help explain how AI-enabled career development systems impact employee engagement. Personalized career advice and learning paths meet employees' demands for autonomy and competence, which boosts intrinsic motivation. Continuous feedback and performance insights bring clarity and recognition, which boosts psychological involvement.

Furthermore, AI-powered internal mobility platforms allow employees to explore a variety of career alternatives within the firm, which reduces career stagnation and turnover intents. AI-enabled platforms create trust and commitment, both of which are required for long-term involvement.

Ethical Considerations, Trust, and Responsible Use of AI

Despite the potential benefits, AI-powered career development platforms pose ethical questions about data privacy, algorithmic bias, and transparency. Career-related decisions have far-reaching consequences for employees' professional lives, making ethical AI use essential. AI-driven recommendations that lack transparency or which are seen as unfair may decrease employee trust and engagement.

Organizations must implement responsible AI frameworks that prioritize explainability, data security, and human oversight. Transparent communication about AI use and employee participation in system design can increase acceptance and confidence, resulting in positive engagement outcomes.

Review of Literature

1. Zhisheng Chen, (2023) focussed on a framework for using artificial intelligence (AI) technology to address management and training issues. It was concluded that AI-based training turned companies knowledge organizations capable of meeting the demands of individualized training and enhancing the caliber of learning. The findings suggested that AI tools, such as knowledge management (KM), need analysis, training organization, and results feedback, can be used in the training process.

2. Sarah Bankins et al., (2024) examined how AI affect professions, pinpoint the main obstacles and facilitators of AI usage in this field, and show how AI use affects people's career abilities. In order to create a future where AI is an ally in creating sustainable careers, they aimed to promote AI development and deployment that encourages employment choices and experiences that are not only productive but also infused with fulfilment and health. Their interdisciplinary review demonstrated the increasing influence of AI across a range of career stages, emphasizing its role in influencing career choices through predictive capabilities, changing the skill sets required of workers, and causing workers' concerns about the future of career development in an AI-driven world.

3. Asawari Shahane & Chandan Kumar Roy (2024) investigated on how AI technologies, particularly machine learning (ML), natural language processing (NLP), and data analytics, might improve talent matching, assist the expansion of future workforces, and provide customized career routes. It was established that by providing individualized, data-driven insights and recommendations, AI has the ability to completely transform career development. However, resolving important issues like data privacy and algorithmic bias reduction would be necessary for it to be effective. Future research should concentrate on increasing AI systems' transparency and making sure they are built to be morally sound while benefiting both people and businesses.

4. Dr. N. Madhumithaa et al., (2025) explored how AI can transform employee development by looking into essential AI applications and the difficulties linked to incorporating AI in HRM. It was concluded that organizations adopting AI-driven personalized employee development will enhance their competitiveness by nurturing a workforce that is both skilled and in line with future industry requirements. With AI continuing to transform HRM practices, the emphasis should be on using technology to empower employees, facilitate career development, and cultivate a more dynamic and resilient workplace.

5. Saddaf Hussain & Dr. Namita Gupta (2025) examined case examples from top firms, offered a thorough analysis of current AI tools and frameworks, and assessed the difficulties and ethical issues related to integrating AI into human resource management. It was discovered that the growing availability of AI solutions also present chances for small and medium-sized businesses to make use of AI advantages that have been made possible only by larger corporations. It was determined that AI is a paradigm shift in how businesses develop personnel and make future plans, not just a technical advancement for HR. It was concluded that AI has the ability to unleash human

potential, propel organizational performance, and generate rewarding career paths in the changing workplace when applied carefully and morally.

Need For the Study

AI-enabled career development platforms are being adopted by organizations more frequently in order to assist employee retention and progress. The true impact of these platforms on employee engagement in actual work environments is not well understood. Employee engagement is significantly influenced by how they view internal mobility, learning opportunities, and career advancement. Organizations can assess the success of AI-based career development programs by comprehending this relationship. This study is therefore necessary to offer insights that can assist firms in creating more effective career development procedures and raising employee engagement.

Objectives of the Study

- To examine the effect of AI-centered career development platforms in promoting employee engagement.
- To study the role of AI based career growth in supporting employee motivation and satisfaction.
- To examine whether employee growth and productivity differ based on levels of exposure to key AI career platform elements.

Limitations of the Study

- The sample taken for the research was only 102.
- The study is limited to a specific group of employees and may not represent all organizations.
- The findings are based on employees' perceptions, which may vary from individual to individual.
- Rapid changes in AI technology may affect the relevance of the findings over time.

Research Methodology

This study is an empirical investigation on the Role of AI Enabled Career Development Platforms on Employee Engagement in Organizations. Data was gathered using both primary and secondary sources. The primary data was collected from employees using a well-designed, structured questionnaire. The sample size chosen for the study was 110, based on convenience sampling. Out of the 110 questionnaires circulated only 102 were eligible for the study. Secondary data was gathered from articles, research papers, books, journals, and online sources. The populations chosen for the study were the employees of different organizations. Percentage analysis, Chi-square test, One way ANOVA and Weighted average method were used to analyze the data.

Data Analysis & Interpretation

Analysis of demographic factors:

Table 1: Age

Particulars	Frequency	Percent	Valid Percent
less than 25	16	15.7	15.7
26–34 years	46	45.1	45.1
35–44 years	31	30.4	30.4
45 years and above	9	8.8	8.8
Total	**102**	**100.0**	**100.0**

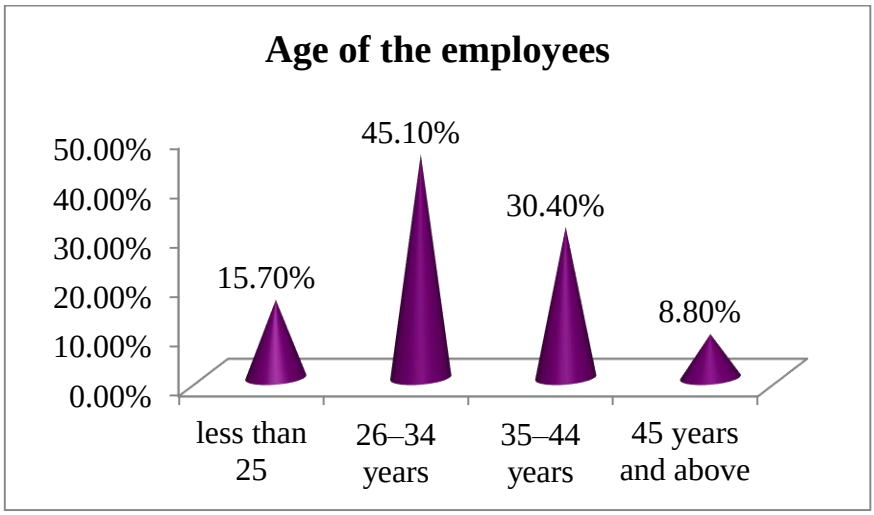

Chart 1: Age of the employees

Interpretation 1: The above table shows that majority of the respondents were from the age group of 26–34 years (45.10%).

Table 2: Gender

Particulars	Frequency	Percent	Valid Percent
Male	42	41.2	41.2
Female	60	58.8	58.8
Total	**102**	**100.0**	**100.0**

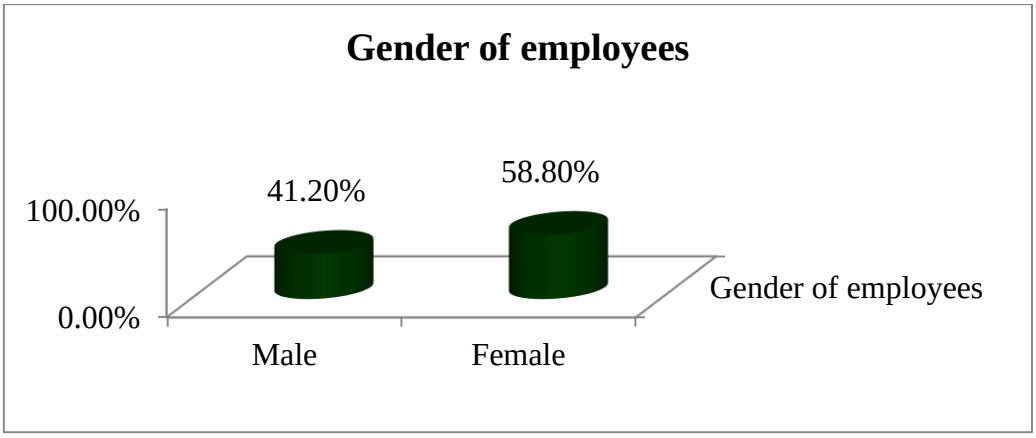

Chart 2: Gender of the employees

Interpretation 2: The above table shows that majority of them were female respondents (58.80%).

Table 3: Education

Particulars	Frequency	Percent	Valid Percent
Diploma	11	10.8	10.8
Graduate	50	49.0	49.0
Postgraduate	41	40.2	40.2
Total	**102**	**100.0**	**100.0**

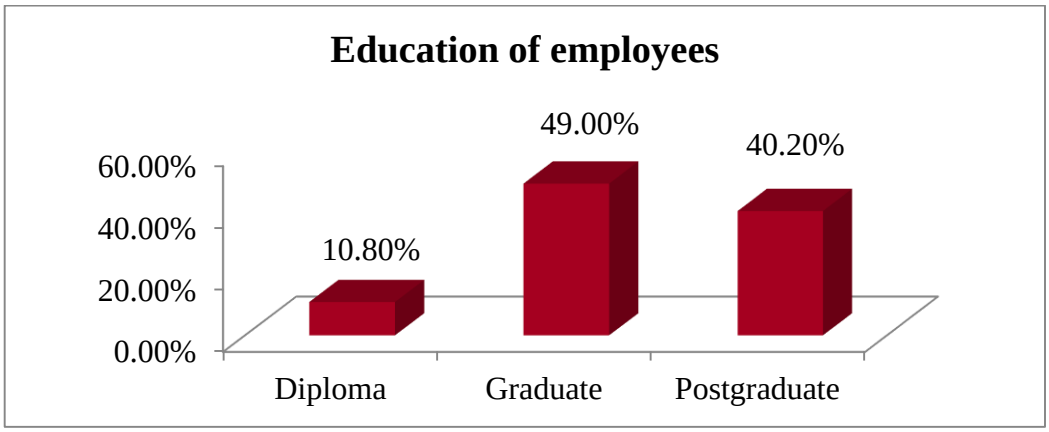

Chart 3: Education of the employees

Interpretation 3: The above table shows that majority of the respondents were Graduates (49.00%).

Table 4: Department

Particulars	Frequency	Percent	Valid Percent
HR	9	8.8	8.8
IT	11	10.8	10.8
Marketing	29	28.4	28.4
Sales	22	21.6	21.6
Operations	20	19.6	19.6
Others	11	10.8	10.8
Total	**102**	**100.0**	**100.0**

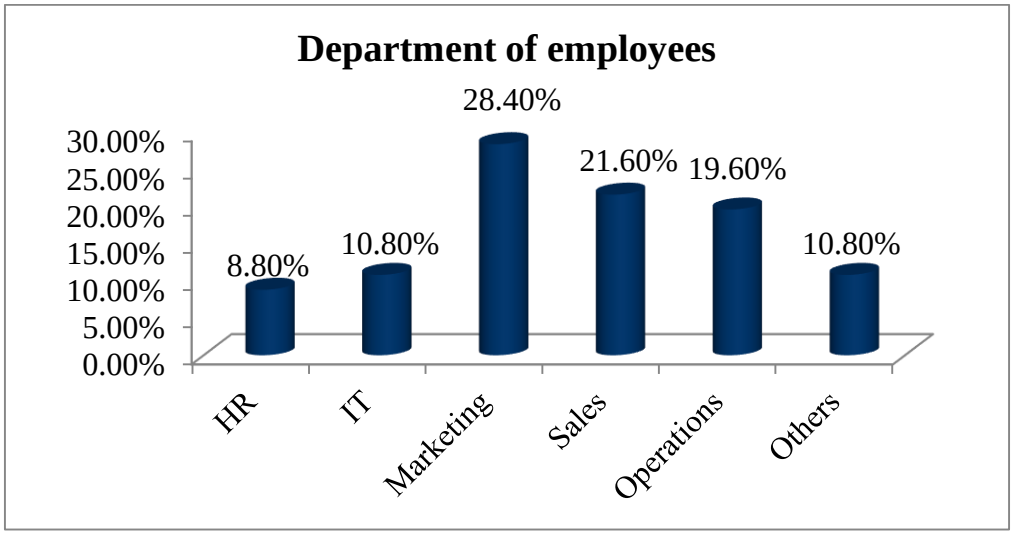

Chart 4: Department of the employees

Interpretation 4: The above table shows that majority of the respondents were from Marketing Department (28.40%).

Table 5: Experience

Particulars	Frequency	Percent	Valid Percent
less than 2 years	18	17.6	17.6
2–5 years	29	28.4	28.4
6–10 years	40	39.2	39.2
More than 10 years	15	14.7	14.7
Total	**102**	**100.0**	**100.0**

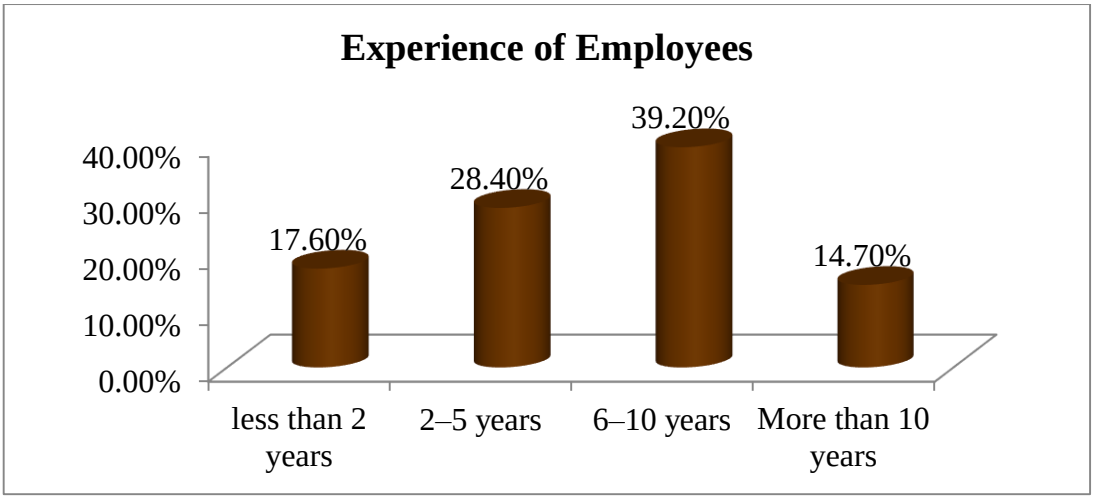

Chart 5: Experience of the employees

Interpretation 5: The above table shows that majority of the respondents had 6-10 years of experience (39.20%).

Table 5: Frequency of using AI tools

Particulars	Frequency	Percent	Valid Percent
Daily	16	15.7	15.7
Weekly	23	22.5	22.5
Monthly	36	35.3	35.3
Rarely	25	24.5	24.5
Never	2	2.0	2.0
Total	**102**	**100.0**	**100.0**

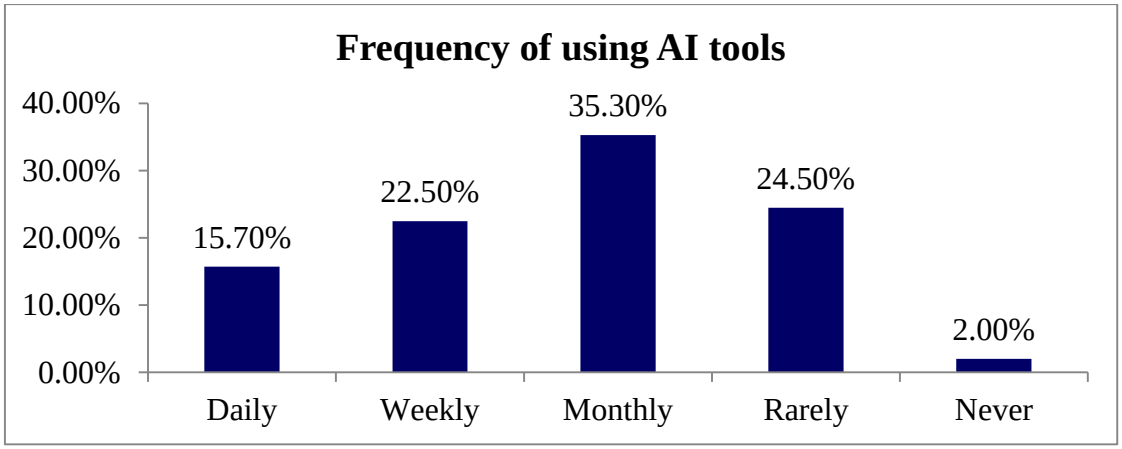

Chart 5: Frequency of using AI tools

Interpretation 6: The above table shows that majority of the respondents are using AI tools on a monthly basis (35.30%).

Chi-Square test: To determine if there exists a significant association between gender and influence of AI-based career development opportunities.

H0 : There is no significant association between gender and influence of AI-based career development opportunities

H1 : There is significant association between gender and influence of AI-based career development opportunities

Table 7: Gender vs influence of AI-based career development opportunities

Particulars	To what extent AI-based career development increases your involvement at work?					Total
	Very significantly	Significantly	Moderately	Slightly	Not at all	

Gender	**Male**	12	13	12	4	1	42
	Female	7	13	27	13	0	60
Total		19	26	39	17	1	102

Chi-Square Tests			
Particulars	**Value**	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	9.984[a]	4	**.041**
Likelihood Ratio	10.462	4	.033
Linear-by-Linear Association	6.164	1	.013
N of Valid Cases	102		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .41.			

Interpretation 7: The above table represents the association between gender and influence of AI-based career development opportunities among the employees. Here the p value (0.041) is lesser than the significant value of 0.05 at 5% level, hence the null hypothesis is rejected and it is concluded that there is significant association between gender and the extent to which AI-based career development opportunities increases the involvement at work.

Chi-Square test: To determine if there exists a significant association between age and the primary motivational outcome of AI-based career growth support

H0 : There is no significant association between age and the primary motivational outcome of AI-based career growth support

H1 : There is significant association between age and the primary motivational outcome of AI-based career growth support

Table 8: Age vs the most influential motivational outcome of AI-based career growth support

Particulars		**What is the primary motivational outcome of AI-based career growth support?**				**Total**
		Increased motivation	**Improved job satisfaction**	**Both motivation and satisfaction**	**No noticeable change**	
Age	**less than 25**	3	6	5	2	16
	26–34 years	15	12	18	1	46
	35–44 years	5	6	18	2	31
	45 years and above	1	3	2	3	9
Total		**24**	**27**	**43**	**8**	**102**

Chi-Square Tests			
Particulars	**Value**	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	17.690[a]	9	**.039**
Likelihood Ratio	15.093	9	.088
Linear-by-Linear Association	3.003	1	.083
N of Valid Cases	102		
a. 9 cells (56.2%) have expected count less than 5. The minimum expected count is .71.			

Interpretation 8: The above table represents the age and the primary motivational outcome of AI-based career growth support among the employees. Here the p value (0.039) is lesser than the significant value of 0.05 at 5% level; hence the null hypothesis is rejected and it is concluded that there is significant association

between age and the primary motivational outcome of AI-based career growth support.

Chi-Square test: To determine whether there exists any significant association between age and the best outcome reflecting impact of AI career platforms on performance

H0 : There is no significant association between age and the best outcome reflecting impact of AI career platforms on performance

H1 : There is significant association between age and the best outcome reflecting impact of AI career platforms on performance

Table 9: Age vs the best outcome reflecting the impact of AI career platforms on performance

Particulars		Which outcome best reflects the impact of AI career platforms on your performance?			Total
		Skill improvement	Higher productivity	Career advancement readiness	
Age	less than 25	7	5	4	16
	26–34 years	17	25	4	46
	35–44 years	8	11	12	31
	45 years and above	2	2	5	9
Total		34	43	25	102

Chi-Square Tests			
Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.596[a]	6	**.016**
Likelihood Ratio	15.973	6	.014
Linear-by-Linear Association	6.075	1	.014
N of Valid Cases	102		
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.21.			

Interpretation 9: The above table represents the age and the best outcome reflecting impact of AI career platforms on employee performance. Here the p value (0.016) is lesser than the significant value 0.05 at 5% level. Hence the null hypothesis is rejected and it is concluded that there is a significant association between age and the outcome that reflects the best impact of AI career platforms on your performance.

Objective 1: To examine the effect of AI-centered career development platforms in promoting employee engagement.

H0 : There is no significant difference between experience and Employee Engagement with the influence of AI platforms.

HI : There is significant difference between experience and Employee Engagement with the influence of AI platforms.

Table 10: One-Way ANOVA

Engagement in work		Sum of Squares	df	Mean Square	F	Sig.
I actively use AI-enabled platforms to explore career opportunities	Between Groups	10.301	3	3.434	2.097	**.106**
	Within Groups	160.493	98	1.638		
	Total	170.794	101			
AI platforms help in understanding on how work contributes to organizational goals	Between Groups	2.355	3	.785	.581	**.629**
	Within Groups	132.351	98	1.351		
	Total	134.706	101			
AI tools makes more engaged with work	Between Groups	37.765	3	12.588	8.333	**.000**
	Within Groups	148.049	98	1.511		
	Total	185.814	101			
AI-enabled career development increases	Between Groups	23.752	3	7.917	4.817	**.004**
	Within Groups	161.071	98	1.644		

commitment towards the organization	Total	184.824	101			
AI platforms make career planning easier and clearer	Between Groups	13.610	3	4.537	3.591	**.016**
	Within Groups	123.801	98	1.263		
	Total	137.412	101			

Interpretation 10: Using a one-way ANOVA, the accompanying data demonstrates a substantial difference between employee engagement in work and experience. The null hypothesis is accepted for the two features because the p value for the different work engagement and the active use of AI-enabled platforms to explore career opportunities (0.106) and use of AI platforms in understanding contribution to organizational goals (0.629) is greater than the significant value (0.05) at the 5% significant level. All the remaining features exhibit a significant difference since their p values are less than 0.05 at the 5% level of significance.

Objective 2: To study the role of AI based career growth in supporting employee motivation and satisfaction.

H0 : There is no significant difference in employee motivation and satisfaction towards AI-based career growth across different departments.

HI : There is significant difference in employee motivation and satisfaction towards AI-based career growth across different departments.

Table 11: One-Way ANOVA

Motivation & Satisfaction		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
AI recommendations encourage learning new skills	Between Groups	7.300	5	1.460	1.892	**.103**
	Within Groups	74.072	96	.772		
	Total	81.373	101			
AI career tools improve confidence in achieving career goals	Between Groups	30.752	5	6.150	3.297	**.009**
	Within Groups	179.091	96	1.866		
	Total	209.843	101			
AI platforms at work increases job satisfaction	Between Groups	13.679	5	2.736	2.129	**.068**
	Within Groups	123.341	96	1.285		
	Total	137.020	101			
AI-based learning and growth suggestions make more inclined towards work	Between Groups	23.282	5	4.656	2.893	**.018**
	Within Groups	154.531	96	1.610		
	Total	177.814	101			
AI-supported career guidance increases chances of getting higher prospects	Between Groups	15.361	5	3.072	1.889	**.103**
	Within Groups	156.129	96	1.626		
	Total	171.490	101			

Interpretation 11: Using a one-way ANOVA, the accompanying data demonstrates a substantial difference in employee motivation and satisfaction towards AI-based career growth across different departments. The null hypothesis is accepted for the three features because the p value for the motivation & satisfaction in work — AI recommendations encourage learning new skills (0.103), AI platforms at work increases job satisfaction (0.068) and AI-supported career guidance increases chances of getting higher prospects (0.103) is greater than the significant value (0.05) at the 5% significant level. All the remaining features exhibit a significant difference since their p values are less than 0.05 at 5% level of significance.

Objective 3: To examine whether employee growth and productivity differ based on levels of exposure to key AI career platform elements.

H0 : There is no significant difference between Experience levels in identifying the most influential features of AI-based career platforms on employee growth & productivity.

HI : There is significant difference between Experience levels in identifying the most influential features of AI-based career platforms on employee growth & productivity.

Table 12: One-Way ANOVA

AI enabled methods & Employee Productivity		Sum of Squares	df	Mean Square	F	Sig.
Personalized career paths suggested by AI are useful for growth opportunities	Between Groups	7.154	3	2.385	1.877	**.138**
	Within Groups	124.493	98	1.270		
	Total	131.647	101			
Feedback provided by AI platforms helps improve performance	Between Groups	23.393	3	7.798	3.916	**.011**
	Within Groups	195.126	98	1.991		
	Total	218.520	101			
AI recommendations for projects or roles increase efficiency	Between Groups	8.582	3	2.861	2.140	**.100**
	Within Groups	130.996	98	1.337		
	Total	139.578	101			
AI platforms help in identifying gaps in skills and knowledge of individuals	Between Groups	13.168	3	4.389	3.052	**.032**
	Within Groups	140.921	98	1.438		
	Total	154.088	101			

Interpretation 12: Using a one-way ANOVA, the accompanying data demonstrates a substantial difference between Experience levels in identifying the most influential features of AI-based career platforms on employee growth & productivity. The null hypothesis is accepted for the two features because the p value for AI enabled methods & Employee Productivity in work and personalized career paths suggested by AI are useful for growth opportunities (0.138) and AI recommendations for projects or roles increase efficiency (0.100) is greater than the significant value (0.05) at the 5% significant level. All the remaining features exhibit a significant difference since their p values are less than 0.05 at the 5% level of significance.

Table 13: Overall Perception of the employees. (S.A- Strongly Agree, A- Agree, N- Neutral, D- Disagree, S.D- Strongly Disagree, WAT- Weighted Average Total, WM- Weighted Mean)

Overall Perception	S.A	A	N	D	S.D	WAT	WM
AI-enabled career development platforms positively impact my career growth	37	20	28	15	02	381	**3.73**
AI platforms help me feel recognized and valued at work	23	32	17	23	07	347	**3.40**
I would recommend AI career tools to colleagues for better engagement	30	33	24	11	04	380	**3.72**

Interpretation 6: Table 13 reveals the overall perception of the employees at the work. The majority of the respondents strongly agree with the statement that AI-enabled career development platforms positively impact my career growth (WM 3.73) followed by the factor that I would recommend AI career tools to colleagues for better engagement (WM 3.72) lastly AI platforms help me feel recognized and valued at work (WM 3.40).

Major Findings

- Majority of the respondents were from the age group of 26–34 years (45.10%).
- Majority of the respondents were female (58.80%).
- Majority of the respondents were Graduates (49.00%).
- Majority of the respondents were from Marketing Department (28.40%).
- Majority of the respondents had 6-10 years of experience (39.20%).
- Majority of the respondents are using AI tools on a monthly basis (35.30%).
- There is significant association between gender and influence of AI-based career development opportunities (0.041).
- There is significant association between age and the primary motivational outcome of AI-based career growth support (0.039).
- There is significant association significant association between age and the best outcome reflecting impact of AI career platforms on performance (0.016).
- At the 5% level of significance, the null hypothesis was rejected, showing a significant difference between employee experience and engagement factors such as AI tools improving work engagement, AI-enabled career development

enhancing organizational commitment, and AI platforms simplifying and clarifying career planning.

- At the 5% level of significance, the null hypothesis was accepted, indicating no significant difference between employee experience and engagement factors such as the active use of AI-enabled platforms for career exploration and understanding how individual work contributes to organizational goals.
- At the 5% level of significance, the null hypothesis was rejected, indicating a difference in employee motivation and satisfaction towards AI-based career growth across different departments for factors such as AI career tools boosting confidence in achieving career goals and AI-based learning and growth suggestions increasing work inclination.
- At the 5% level of significance, the null hypothesis was accepted, showing no significant difference in employee motivation and satisfaction towards AI-based career growth across different departments for factors such as AI-driven skill development recommendations, increased job satisfaction through AI platforms, and improved career prospects via AI-supported guidance.
- At the 5% level of significance, the null hypothesis was rejected, indicating a substantial difference between Experience levels in identifying the most influential features of AI-based career platforms on employee growth & productivity factors such as AI feedback improving performance and AI platforms identifying individual skill and knowledge gaps.
- At the 5% level of significance, the null hypothesis was accepted, showing no substantial difference between Experience levels in identifying the most influential features of AI-based career platforms on employee growth & productivity such as the usefulness of AI-suggested personalized career paths and AI-driven project or role recommendations in enhancing efficiency.
- The majority of the respondents strongly agree with the statement that AI-enabled career development platforms positively impact my career growth (WM 3.73).

Suggestions

- Organizations should implement AI-enabled career development platforms with a clear strategy to ensure alignment with employee career goals and organizational objectives.
- Adequate training and orientation programs should be provided to help employees effectively use AI-based career development tools.
- Transparency in AI-driven career recommendations should be maintained to build employee trust and acceptance.
- Regular evaluation of AI-enabled platforms should be conducted to ensure accuracy, fairness, and relevance of career suggestions.
- Employee feedback should be actively incorporated to improve the effectiveness of AI-based career development practices.
- Strong data security and privacy measures should be adopted to protect employee information used by AI systems.
- Human supervision should be retained in AI-assisted career decisions to avoid over-dependence on automated systems.
- Organizations should integrate AI-enabled career development initiatives with learning and performance management systems to enhance overall employee engagement.

Conclusion

AI-enabled career development platforms have a huge impact on employee engagement in modern firms. These platforms promote personalized career development by matching employee talents, interests, and goals to organizational demands. AI-powered solutions make employees feel appreciated and motivated by providing ongoing learning opportunities and clear career paths. Increased transparency in career advancement builds trust and commitment among employees. AI-driven insights also promote internal mobility and skill development. Ethical and responsible usage of AI boosts employee trust in such technologies. While AI can help, human input is still required when making professional decisions. The integration of AI into career development techniques improves the overall employee experience. The findings indicate that career development remains a key driver of engagement in the digital workplace. Organizations that effectively integrate AI into career development practices can achieve higher engagement levels. Such integration supports long-term talent retention and workforce sustainability. Overall, AI-enabled career development platforms represent a strategic approach to fostering engaged and future-ready employees.

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