

# APPLICATION OF ARTIFICIAL INTELLIGENCE IN INCREASING EMPLOYEE INTEGRITY

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## ABSTRACT

Employee integrity is a key factor in creating a healthy and productive work culture. Artificial intelligence (AI) has the potential to support efforts to improve employee integrity through various applications, such as behavior monitoring, data analysis, and action recommendations. This research aims to explore the application of artificial intelligence in improving employee integrity in an organizational context. This research methodology includes literature analysis to understand the concepts of integrity, AI, and the relationship between the two using a qualitative approach and descriptive analysis. The research results show that the application of artificial intelligence (AI) in human resource management (HR) is able to help the employee recruitment process, increase the efficiency of employee training, analyze employee data, manage work schedules, and increase company productivity. The role of AI in improving employee integrity is in terms of monitoring behavior, data analysis, use of predictive algorithms, sentiment analysis, automatic reporting and action recommendations.

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## 1. INTRODUCTION

Employee integrity is a key factor in establishing a healthy and productive work culture in every organization. When integrity is applied consistently in daily activities, this creates a strong foundation for ethical values and professionalism within the organization (Rahayu, 2017). Integrity at work is a culture that must be implemented by all employees if they want to have a brilliant career. This is not only about performing work tasks well, but also about maintaining honesty, morality, and strong principles in every interaction in the work environment (Melasari, 2017)

The relationship between integrity and a successful career is very close. The reason is, by having this, we will be more productive and always motivated when working (Wardani et al, 2016). Someone who has high integrity at work will usually face every task and challenge with the determination to always maintain quality and honesty (Aribowo et al, 2020). It's not just about how a person treats work, but also how he interacts with coworkers, superiors, and clients. When integrity is the foundation of every action, a person's career will tend to develop rapidly (Jannatun et al, 2021). That is why someone who has high integrity at work will usually be more successful because they have strong principles in maintaining their productivity. Over time, this integrity will also create a good reputation for the individual, which in turn can open the doors to greater career opportunities.

However, in the increasingly connected and complex modern era, the challenges of monitoring and managing employee integrity are becoming increasingly complex. Information technology has changed the way we work and interact in the work environment (Santoso et al, 2020). Employees now have greater access to various types of information and communicate with colleagues, customers and business partners through various digital platforms. In situations like this, maintaining and monitoring employee integrity with traditional methods can become more difficult, especially when it comes to identifying suspicious or unethical behavior in very large volumes of data (Indah & Mahyuni, 2021).

This is the point where artificial intelligence (AI) technology emerges as a promising option. The application of artificial intelligence in the context of employee integrity management represents an innovative step that can provide solutions for organizations (Mikelsten et al, 2022). AI has the capacity to quickly and accurately analyze data, identify inappropriate behavioral patterns, and provide valuable insights to organizational stakeholders. The presence of artificial intelligence with various increasingly sophisticated and creative innovations has a very significant impact on every line of human life. Artificial intelligence is able to answer current needs, but on the other hand, artificial intelligence is also a threat to humans (Pakpahan, 2021). resources because there are many jobs that are usually done by humans, but

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with various advancements in the field of artificial intelligence, human jobs are slowly being replaced. According to Setiawan (2017), the rapid development of information and communication technology offers solutions for effective and efficient organizational management.

. According to Amrizal & Aini. (2013) Artificial intelligence is artificial intelligence that behaves like humans. In the sense that artificial intelligence is able to imitate human intelligence in completing various tasks or jobs, artificial intelligence is even able to replace humans in certain jobs. The development of artificial intelligence is able to provide very innovative breakthroughs following current conditions. Google search is the most widely used artificial intelligence today, including virtual assistants that can provide two-way communication as well as deepface on smartphones and social media Facebook which is used to identify facial images uploaded on social media. intelligence in self-driving cars (Manunggal et al, 2022). Artificial intelligence is also used in various sectors of life, including business, economics and health which is able to answer current needs, in the field of artificial intelligence it is used to detect the Corona Covid 19 Virus, measure people's body temperature, detect crowds and safe distances, detect masks and coughing, as well as tracking and tracing people (Farwati et al, 20230).

In the context of these issues, we identified the need to understand the extent to which the application of AI can influence and improve employee integrity. Changes in employee behavior, reporting of non-compliance, and the risk of fraud increase the importance of this research. Therefore, the main research question is to what extent the application of artificial intelligence can influence and improve employee integrity in organizations. This research aims to investigate the potential of artificial intelligence in supporting efforts to improve employee integrity in organizations. We will evaluate whether AI technology can be used for behavior monitoring, data analysis, and providing action recommendations that can strengthen employee integrity. The results of this research are expected to provide practical and theoretical benefits. Practically, the findings of this research can help organizations improve the integrity of their employees, which in turn can improve organizational performance and reputation. Theoretically, this research will provide further insight into the role of AI technology in the context of employee integrity management.

## 2. METHOD

The research method chosen for this research is a qualitative method. The choice of this qualitative method was carried out with the aim of responding to the research problem formulation that was described previously. In the context of qualitative methods, researchers can explore them in depth to explore the meaning contained in the problem phenomenon being studied. This method allows researchers to explain, describe and understand in more depth the problem phenomenon being observed (Creswell, 2013). Specifically, this research uses qualitative methods with a descriptive research strategy. A descriptive approach was chosen for the reasons given by Taylor et al (2015). First, the descriptive approach allows researchers to communicate research results through data, and the theory is illustrated by the data found in this research. Second, the descriptive approach allows researchers to describe phenomena in detail and in depth, so that the resulting data is able to reflect the actual reality of events and cannot be described only with numbers or quantitative data. During the research process, the data collected will be analyzed using a model developed by Miles, Huberman, & Saldana (2014). This model describes an interactive cycle that moves between four stages, namely data collection, data reduction, data presentation, and drawing and verifying conclusions. The data reduction stage is important because it involves decision making in presenting the data to be verified. The aim is to produce data that has been reduced and complies with standard procedures, so that the data can be used to formulate accurate arguments.

## 3. RESULTS AND DISCUSSION

### Artificial Intelligence in Human Resource Management

Along with technological developments, the role of Artificial Intelligence (AI) in managing Human Resources (HR) is increasingly becoming a main focus. AI has brought concrete benefits in various aspects of the HR field. Although some see AI as a potential threat to jobs in HR, the reality is that AI as it continues to develop could be an ally that frees up time for HR leaders, practitioners and managers to focus more attention on strategic HR issues (Benu et al, 2020). A survey conducted by Gartner in 2020 revealed that only 17% of organizations are using AI-based solutions in their HR functions. However, projections for 2022 show that this figure is expected to increase to 30% (Gartner, 2020). This reflects an increasing understanding of the value of AI in the eyes of HR leaders, for reasons such as cost savings,

improvements in decision-making processes, and enhanced data-driven employee experiences (Laili, 2016).

A survey conducted by IBM also provides insight that 66% of CEOs believe that AI has the potential to provide significant value to the HR field. AI has been applied to address various HR issues, which in turn frees up more time for human workers to focus on work that has higher added value. In other words, AI not only makes routine tasks easier, but also helps direct the role of humans in HR towards more strategic and important things. Following are some of the roles of AI in human resource management.

a. Assisting in the employee recruitment process

AI has opened up new opportunities in processing thousands of job applications quickly and efficiently. Through sophisticated algorithms, AI can search and analyze data from various job search platforms, candidate databases, and professional social media to identify potential candidates who match the company's criteria. This not only saves time, but also helps in minimizing bias in employee selection, as AI can assess candidates based on objective data. Additionally, AI can also conduct initial interviews with prospective employees via chatbots or other communication platforms, gathering further information about their experience and capabilities. This allows the HR team to focus on more in-depth interviews with more suitable candidates, thereby speeding up and improving the overall recruitment process. Thus, AI becomes a valuable ally in searching and selecting potential employee candidates, making a positive contribution to the efficiency and effectiveness of human resource management.

b. Increase the efficiency and effectiveness of employee training

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c. Analyzing Employee Data

AI also plays an important role in analyzing employee data. In modern organizations that collect large amounts of data related to employee performance, the use of AI in analyzing data becomes invaluable. AI can help in parsing data from various sources, including performance data, customer feedback, and other data, to identify relevant patterns. This allows HR to better understand what influences employee performance, as well as to identify factors that may require further attention. Additionally, AI can also be used to analyze employee satisfaction and engagement through surveys and feedback data. With sentiment analysis algorithms, AI can help in evaluating employee satisfaction levels and identifying areas that need improvement. This helps HR in taking better actions to improve employee experience and retain valuable talent. In addition, AI can also be used to forecast future human resource needs based on historical data trends. This allows HR to plan recruitment and training better, avoiding shortages or excesses of human resources that can impact organizational performance.

d. Management of employee work schedules

Managing heroes' work schedules is becoming increasingly important in facing the demands and complexity of carrying out heroes' duties. AI also has a significant role to play in this regard. AI can be used to optimize heroes' work schedules, considering that they often have to deal with emergency situations, tasks that require quick reactions, and irregular work schedules. First, AI can predict emergency situations or the need for emergency services based on historical data. By understanding recurring patterns of emergency events and needs, AI can help in planning heroes' work schedules accordingly. This ensures availability of the right heroes at the right time to address emergency situations. Second, AI can be used to optimize human resource allocation. AI can analyze hero performance data, work schedule preferences, and other factors to design efficient and fair schedules. This helps in avoiding fatigue and overwork, which can affect the hero's performance. Third, AI can also provide flexibility in work schedules. Heroes often need to be on call at any time, and AI can help in better managing shift schedules. It also allows heroes to organize their work schedule according to their individual preferences. Fourth, AI can monitor hero well-being through collected data, including fatigue and stress levels.

e. Increase employee productivity

The application of Artificial Intelligence (AI) technology can significantly increase employee productivity in various ways. AI can help in automating time-consuming routine tasks, such as data processing, administration, and schedule management, which in turn allows employees to focus on more strategic and creative tasks. Additionally, AI can also provide in-depth data analysis, enabling smarter and more timely decisions. By providing better insight into individual performance, AI can help in identifying opportunities for improvement, more appropriate training and more targeted career development. In this way, AI becomes a valuable tool in increasing employee productivity, ensuring that they can work more efficiently and effectively in achieving organizational goals.

**The role of Artificial Intelligence in increasing employee integrity**

The ability of artificial intelligence tools to contribute to human resource management has taken it to the next level. This helps employees to get information in seconds that is relevant to their decision making in real time. Companies often have difficulty tracking the progress of their processes and documents. Artificial intelligence can go further than that as it can be used to improve the integrity of its employees. The following is the role of artificial intelligence in improving the integrity of an organization's employees

a. Behavior Monitoring

The use of artificial intelligence (AI) in monitoring employee behavior in the work environment has a crucial role in maintaining integrity and compliance with company policies. AI can continuously monitor computer activity and security systems, identifying actions that are unethical or violate company policies, such as unauthorized use, illegal access to sensitive data, or other actions that could harm the organization. AI's ability to parse data quickly and accurately enables earlier detection of potential integrity violations, providing opportunities for preventative action or further investigation. Thus, the use of AI in monitoring employee behavior helps create a work environment that is more controlled, safe and complies with company policies.

b. Data analysis

The use of artificial intelligence (AI) in analyzing data originating from various sources, such as computer usage, internet activity, and recorded conversations, is a very effective tool in detecting suspicious behavioral patterns in the work environment. AI has the ability to process large and complex volumes of data quickly, thereby identifying unusual changes or activity that may indicate potential integrity violations. With earlier detection of suspicious behavior, organizations can take preventive action more quickly, whether that's through alerting HR management or by directing investigative resources in the right direction. This not only helps in maintaining compliance with company policies, but also protects the integrity of the organization as a whole.

c. Use of Predictive Algorithms

The application of artificial intelligence (AI) in the development of predictive algorithms has great potential in identifying employees who have a high risk of violating integrity. By collecting and analyzing employee behavioral data from various sources, AI can build predictive models that allow management to identify individuals who may be likely to violate policies or commit unethical actions in the future. This provides an opportunity for HR management to take preventive action, such as providing additional training, closer supervision, or directing special attention to employees identified as high risk. With this proactive approach, organizations can reduce potential integrity violations, maintain a strong ethical culture, and implement corrective actions before problems become more serious .

d. Sentiment Analysis.

The use of artificial intelligence (AI) to analyze employee feedback and surveys has great potential in measuring the level of employee satisfaction, engagement and integrity within an organization. Through sophisticated sentiment analysis, AI can extract meaning from employee responses and detect sentiment patterns that may be related to levels of satisfaction and integrity. This data provides valuable insight to HR management and company leaders about how the culture of integrity within the organization can be improved. Management can identify areas that need more attention, respond proactively to problems that may arise, and design more appropriate initiatives to improve employee integrity and satisfaction. In other words, AI helps organizations to more deeply understand the views and feelings of their employees, helping to create a more ethical work culture and meet employee expectations.



e. Automatic Reporting

Artificial intelligence (AI) can serve as an important tool in facilitating the reporting of integrity violations or unethical behavior through secure and anonymous reporting channels. By using a specially designed AI platform, employees can easily and fearlessly report any integrity issues they encounter. The security and anonymity guaranteed by AI creates an environment that supports transparency and honesty in organizations. This is especially important because employees who feel comfortable reporting integrity issues have the potential to uncover violations that may have been overlooked previously. Thus, the use of AI in this reporting channel helps in maintaining a strong culture of integrity, protects employees' right to voice, and enables organizations to address violations quickly and effectively.

f. Recommended Action.

The use of artificial intelligence (AI) in analyzing data plays an important role in providing recommendations for action to HR management or company leadership regarding potential integrity issues. By processing collected data quickly and efficiently, AI can identify patterns of behavior or situations that have potential integrity issues. Based on this analysis, AI can provide recommendations focused on how to solve the problem. These recommendations may include corrective action, process improvements, additional training, or even legal action if necessary. This allows HR management or company leadership to make better and more timely decisions in dealing with integrity issues, which in turn can minimize their negative impacts and maintain organizational integrity. Thus, AI helps in increasing management responsibility and effectiveness in maintaining a strong culture of integrity.

#### 4. CONCLUSION

Artificial intelligence (AI) has a crucial role in improving employee integrity and strengthening a culture of integrity in organizations. AI is used for a variety of purposes, including monitoring employee behavior, data analysis, developing predictive algorithms, analyzing employee feedback sentiment, facilitating reporting of integrity violations, and providing recommendations for action. Through advanced monitoring and analysis, AI can detect suspicious behavior, provide opportunities for preventative action, and help identify employees at high risk of integrity violations. Additionally, AI helps organizations to understand employee satisfaction, engagement and integrity levels, which can be the basis for improvements in integrity culture. By providing a safe and anonymous reporting channel, AI also creates an environment where employees feel comfortable reporting integrity issues. Action recommendations provided by AI help HR management or company leaders make better and faster decisions in dealing with integrity issues. Overall, AI is an important tool in maintaining and improving employee integrity and supporting a strong culture of integrity in organizations.

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