

Impact of AI on Work-Life Balance, Job Security and Job Satisfaction

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Abstract- Artificial intelligence has affected all aspects of our life from education to our jobs, entertainment and our health. This study has been done by considering four attributes - work-life balance, job satisfaction, job security, and artificial intelligence. In this study, we will qualitatively explore the impact of artificial intelligence on work-life balance, job satisfaction and job security. On the one hand, artificial intelligence helps in creating work-life balance by reducing work load. On the other hand, it has created concern about job security among employees working in various industries. In this study, we have found that people have mixed responses on how AI affected the job market. There are some people who think that AI will enhance job opportunities in the future while others consider it a threat for future job conditions.

Keywords: Work-Life Balance, Artificial Intelligence, Job Satisfaction, Job Security, Self-Growth.

I. INTRODUCTION

Artificial Intelligence

It is a technology that enables a machine or computer to think, learn and make decisions on the basis of its learning (Norvig, P. 2021). Before AI, machines or computers only used to follow instructions but with the arrival of AI, machines can also understand data, find patterns among them and can learn from its past mistakes (Norvig, P. 2021). AI has reduced human workload by taking over routine tasks which enable humans to focus on creative work. It has affected each and every sector of the economy such as education, health, trade and commerce, entertainment (McKinsey & Company 2017)

Work life balance

Work life means achieving a state of equilibrium where we effectively manage our professional responsibilities as well as our personal life commitments towards our family and friends without compromising with our mental and emotional health (Greenhaus, J. H.). It doesn't mean dividing our time equally among our professional and personal responsibilities but fulfilling them in such a way that we feel a sense of satisfaction (Greenhaus, J. H.). It also means to create harmony in our personal and professional life so that we can achieve our professional goals while spending

quality time with our family and friends along with pursuing our hobbies (Clark, S. C. 2000).

There are two important aspects of work life balance: Time management and Role management. Every individual play multiple role in his life. He may be an employee or parent or spouse or a friend or a son/daughter. And to play all these roles, he has to manage his time effectively otherwise it not only affects his professional life but also personal life. If he is working in an organisation which demands his most of his time and energy, his personal life will get affected which indirectly affects his work (6 Kahn, R. L., Wolfe).

Job Satisfaction

Job satisfaction occurs when employees enjoy their work and have positive attitude towards that organization. When employees are satisfied with their job then they are motivated to perform their duty effectively (Locke, E. A.1976). They become loyal and more committed towards that organization. This led to high productivity of that organization (Robbins, S. P., & Judge, T. A. 2017).

Job Insecurity

Job Insecurity means feeling of uncertainty about future job conditions. It is not just a fear of losing job, but it also includes fear of reduced working hours, reduced income, change in job roles which can make employees irrelevant (Greenhalgh, L., & Rosenblatt, Z. 1984). Due to job insecurity, employees are feeling

demotivated, their productivity has reduced and they are less committed for their organizations (De Witte, H. 1999). This has increased employee turnover because many employees are looking for more stable job. Job insecurity has not just affected employees personal and professional life but it also affected organization performance (Ashford, S. J., Lee, C., & Bobko, P. 1989).

II. LITERATURE REVIEW

Work Life Balance

Work-life balance means finding a healthy mix between work and personal life. In today's fast-paced world, it covers managing time, stress, technology, and self-care (Ramakrishnan, 2019). During lockdowns, remote work blurred boundaries, making it tough for people to disconnect from their jobs (Ramakrishnan, 2019). Technology, meant to simplify, often adds pressure with constant connectivity and high expectations. The digital age brings challenges like information overload, tight deadlines, and 24/7 customer demands (Jonas, 1983). To improve this, organizations should prioritize employee well-being and manage workloads effectively (Verma & Gupta, 2019).

About 25 years ago, management experts often raised concern about mass job loss due to advancement in technology but at the same time it was also accepted that technology would improve people's lifestyle by taking their routine tasks and giving more time for leisure and entertainment. (Ramakrishnan, 2019) Just opposite to our expectations, technology will reduce our workload and give us more free time. Today due to advancement in technology, work has become more stressful and demanding. Now, because of technology, people are connected with their job all the time through emails, messages and online meetings. This feels like we are in a pressure cooker where instead of enjoying our life we are feeling more tired, stressed and mentally exhausted (Jones, 1983).

This work life imbalance not only affects employees but also organisational productivity and efficiency. Hence, organisations need to take steps to ensure

that their employees do not feel overburdened and are able to maintain a proper work-life balance. (Verma & Gupta, 2019) Work-life balance is crucial for both men and women, as work demands and responsibilities grow (Yester, 2019). Technology can exacerbate the issue, making it hard to balance work and family life. International bodies recognize work-life imbalance as a serious mental and social issue (Milczarek, 2007).

Artificial Intelligence

Artificial intelligence is one of the most transformative technologies of the modern era which has not just affected the job sector but also affected our life and our society (McKinsey Global Institute 2017). AI has entered every field of humans, be it learning or playing chess, solving mathematical problems, writing poetry, finding our routes on google map, diagnosing a disease (McKinsey Global Institute). Many of us know the application of AI in various fields but few of us know what AI really is. Artificial intelligence is based on human intelligence. We have developed a technology that enables a machine to think, learn, make decisions or solve problems that require human intelligence (Russell, S., & Norvig). AI technology includes machine learning, deep learning and natural language processing. Through these technologies machines can learn from their past experiences, recognise patterns in data and prepare reports that enable us to make good decisions (Russell, S., & Norvig).

AI has entered every sector of the economy i.e. finance, transportation, trade and commerce, healthcare, education and entertainment (PwC. (2018). Sizing the prize: What's the real value of AI for your business?) Although AI has enhanced productivity and efficiency of various organisations. It has also raised ethical concerns. In super intelligence, Nick Bostrom has highlighted potential threats of AI. It can surpass human intelligence. Hence, we need to be careful in its usage (McKinsey & Company). There is a global competition going among major countries about the development and application of AI in various fields as it can play an important role in the economic growth of a country (PwC. 2017).

Though AI can take routine tasks and boost organisational efficiency, it also creates societal concern about job displacement. Hence, we need to use technology wisely so that it works for humans, not against humans (World Economic Forum. 2020)

Job Insecurity

Rapid adoption of AI based technology has created job security concern for employees working in various industries (Nam 2019). Job insecurity means feeling powerlessness in maintaining future job situation (Greenhalgh and Rosenblatt 1984, p.438). it happens when a employee feel potential threat to their future job condition, (Davy et al. 1977) but it also seen that people have both positive and negative attitude due to implementation of AI. Some people believe it will create more jobs while other think that it will take their job (Chao and Kozlowski 1986). AI will take routine task and allow people to focus on creating work and fulfil client's needs in innovative way (Plastino and Purdy 2018).

Employees who are employed in creative field or research and development activities, they do not feel threaten by AI because they think AI cannot perform creative or emotional task (Ili and Lichtenthaler 2017). On the other side employees working in retail

and insurance business feel threaten by AI introduction in their industry (Aggrawal et al. 2017; Davenport and Ronanki 2018; Ivanov 2017). Although due to implementation of AI in various fields, employees whose are low level jobs or routine task, they becoming unemployed (Hirst 2014), but the organizations like Organization for Economic Co-operation and Development, World Economic Forum support minimum job loss if AI will create new jobs (Lichtenthaler 2018)

Job Satisfaction

Job satisfaction means feeling happy and content with one's work (Loke, 1976). It reflects an employee's positive attitude towards their job (Robins & Coulter, 1996). Employee's job satisfaction can be measured by considering their attitude towards their job and the organization in which they are working (Robbins and Coulter 1996). When employees feel job insecurity due to possible changes in their future job roles or lay off, they start questioning their value in that organization which affects their self-esteem and job satisfaction (Reinardy 2012). When employees are exposed to new technology, they find it difficult to adjust with them, this affects their job satisfaction (Axtel et al. 2002).

Table 1: Literature Survey

Paper (Author-Year)	Methodology Used	Key Findings	Research Gap	Scope for Recent Work
Greenhaus & Beutell (1985)	Conceptual/Theoretical Model	Defined work-life balance and role conflict between work & family.	No focus on technology or AI impact.	Study how AI reduces role conflict and improves balance in modern workplaces.
McKinsey & Company (2023)	Industry Report / Data Analysis	AI helps automate routine tasks, improving efficiency & time management.	Lacks primary empirical employee-level data.	Conduct employee-based surveys to measure real impact of AI on WLB.
McKinsey Global Institute (2018)	Secondary Data Analysis / Reports	AI improves personal productivity via reminders, finance, and smart homes.	Limited psychological or behavioral analysis.	Explore mental health impact of AI-enabled personal management tools.
Bhimasen N. K. et al. (2023)	Empirical/Survey-based Study	AI tools help in personal financial tracking and expense control.	Focus only on financial management, not holistic life balance.	Integrate financial AI tools with overall work-life satisfaction studies.
Locke (1976)	Theoretical Framework	Job satisfaction is linked to a positive emotional state and attitude at work.	Does not consider technological factors like AI.	Study how AI changes emotional satisfaction at the workplace.

Robbins & Judge (2017)	Conceptual + Empirical Insights	Job satisfaction leads to higher productivity, loyalty, and commitment.	Limited focus on AI-driven work environments.	Examine AI's role in enhancing employee engagement and productivity.
Herzberg et al. (1959)	Empirical Study (Two-Factor Theory)	Motivators and hygiene factors influence job satisfaction.	Outdated context; no inclusion of automation or AI.	Re-evaluate Herzberg theory in AI-enabled workplaces.
World Economic Forum (2020)	Global Report / Trend Analysis	AI has both positive and negative impacts on satisfaction.	Broad analysis, lacks micro-level data.	Conduct sector-specific studies on AI impact on employees.
McKinsey Global Institute (2017)	Economic & Workforce Analysis	Automation increases fear of job loss and stress.	Focus more on macro trends than individual psychology.	Study reskilling and adaptability strategies for employees.
Greenhalgh & Rosenblatt (1984)	Conceptual Model	Defined job insecurity as uncertainty about future conditions.	No link with modern AI-driven disruptions.	Examine AI as a major determinant of job insecurity.
De Witte (1999)	Empirical Study	Job insecurity reduces motivation and commitment.	Limited to traditional industries.	Explore AI-driven job insecurity in the digital economy.
Ashford, Lee & Bobko (1989)	Survey-based Empirical Study	Job insecurity impacts performance and turnover.	No technological context.	Analyze strategies to manage AI-related insecurity.
Sverke, Hellgren & Näswall (2002)	Meta-analysis	Job insecurity leads to turnover and low productivity.	Pre-AI era analysis.	Update meta-analysis including AI effects.

III. RESEARCH OBJECTIVE

1. To explore the role of AI improving work life balance of employees working in various industries
2. To examine the impact of AI on employee's job satisfaction
3. To identify the challenges created by AI in job market which has raised concern about employee's job security

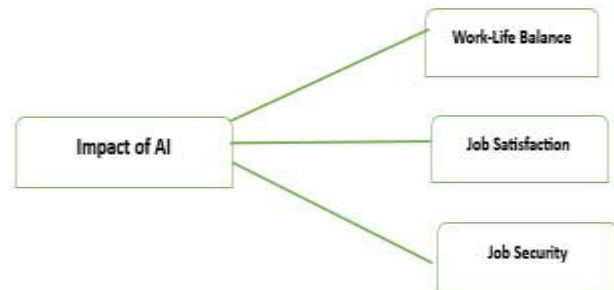


Fig 1: Reference Model

IV. RESEARCH METHODOLOGY

This study employs a qualitative approach through a comprehensive literature review to explore AI impact on work-life balance, job satisfaction and job security. In this study we have explored how AI can help in creating work-life balance. We have analysed the impact of AI on job satisfaction of employees working in various industries. We have also covered how AI has created job security concern for employees.

V. DISCUSSION

In this study, we have found that AI helps employees in creating work- life balance by reducing their work load. With the help of AI employees can perform their routine task with less effort and time and they will have more time to spend with their family and friends. AI makes jobs less stressful and employees do not feel overburdened which is very important for employee's mental health. When employees have good work-life balance, they are more productive, creative and help in achievement of organisational

goals. In this study, we have found although AI can perform more repetitive task more efficiently than humans which will create threat for low level jobs. But still AI is not advance enough to make complex decisions which require emotional intelligence and personal interaction. Hence, humans will continue to play an important role in organisation.

Although technology has influenced all types of jobs, but high-level jobs like managers has not affected as much as low level job. But in future these jobs will also face job security concern, and to remain employable they have to upskill themselves specially communication and relationship building skills. AI often called black box because many people are using it for various purpose in their everyday life but they don't know how it works. In this study, we have found that technology is not going to replace people, but humans and technology will work together. Hence, employer will hire those employees who know how to work with technology.

And those people who have emotional intelligence and know how to maintain good relationship in organisation, they always remain valuable for organisation, because AI is advanced enough to handle emotions. Study has found that people have to learn new skills if they want to feel secure about their future job condition and to increase their job condition and to increase their job satisfaction. The study has also shown that AI is helping people who work better by taking boring, repetitive tasks and allowing them to focus on more meaningful, productive task. It has reduced their workload and help in maintaining work-life balance. Although AI is smart enough to understand our basic emotions but it is not advanced enough to understand to truly understand human feelings. Certain human qualities like emotions, creativity, instincts, personal relationships, complex decision making, still remain relevant.

The study also suggest that organisation should communicate employees about how AI work and train them so that instead of worrying about their future job situation, they become confident for their career advancement. Although AI will remain enhance efficient but it is going to reduce some jobs,

hence employees have to change their mindset, they have to see all AI as an opportunity not as a threat. If they want to secure their future they have to keep learning. The study also highlights the social problems created by AI like, unemployment and inequality. AI is going to take over low level jobs. And the employees doing these low-level jobs are generally poor who cannot afford AI learning program or courses which will enhance inequality in the harmony.

VI. FUTURE SCOPE

The future scope of this research paper lies in transitioning from qualitative literature reviews to empirical, data-driven investigations that address the rapidly evolving relationship between human labor and Artificial Intelligence. While this study establishes a foundational understanding of how AI affects work-life balance, job security, and satisfaction, subsequent research should prioritize longitudinal studies to observe these impacts over extended periods. As the paper notes that AI response is "mixed," future work could quantify these attitudes across diverse demographics such as age, gender, and socio-economic status to determine if certain groups are adapting more successfully than others. Specifically, the study highlights a growing inequality gap where lower-level workers may lack the resources to upskill; future research could focus on the efficacy of government-led versus private-sector retraining programs in mitigating this systemic risk.

Furthermore, there is significant potential to explore the sector-specific nuances mentioned in the paper. While creative and research-oriented fields currently feel more secure because AI cannot yet master emotional intelligence or complex decision-making, the paper warns that high-level roles may eventually face similar pressures. Future studies should investigate the "tipping point" for these roles, specifically analyzing which human-centric skills like relationship building and instincts remain most resilient against generative AI advancements.

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