

THE IMPACT OF AI-DRIVEN LEARNING PLATFORMS ON EMPLOYEE SKILL DEVELOPMENT

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ABSTRACT

This study systematically examines the impact of AI-driven learning platforms on employee skill development, particularly focusing on skill acquisition, retention, and application. To gather insights, a survey was conducted among employees in various industries in order to assess their perceptions of the effectiveness, usefulness, and ease of use of these AI-driven platforms for learning and professional development. The results clearly revealed that respondents perceive these platforms to have a highly positive impact, especially in enhancing skill acquisition (mean score: 3.47). In addition, retention and application were also found to show strong favorable results (overall means: 3.06 and 3.07, respectively). The perceived usefulness of the platforms achieved an overall mean of 3.11, while the ease of use scored 3.07, thus indicating general agreement on the platforms' accessibility and value in promoting learning. However, despite the positive feedback, some respondents noted areas for improvement, particularly in terms of personalizing learning experiences and simplifying the user interface. Therefore, based on these findings, the study recommends enhancing the platforms' personalization features, incorporating more interactive content, and improving the user interface for better navigation. It also highlights the need for continuous support and feedback mechanisms to reinforce skill retention and application. Ultimately, this research provides valuable insights for organizations looking to optimize AI-driven learning platforms as a means of boosting employee skill development, thereby driving greater organizational performance.

Keywords: AI-driven Learning Platforms, Employee Skill Development, Skill Acquisition and Retention, Employee Engagement, Employee Training