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A STUDY ON AI STRATEGIC IMPLEMENTATION AND CHALLENGES FACED BY THE EMPLOYEES AT PERI ASSOCIATE CHENNAI

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Abstract - *This study focuses on Peri Associate, a Chennai-based company engaged in diverse business solutions, and investigates the strategic implementation of AI and the challenges faced by its employees during this transformation. The research explores key aspects such as employee preparedness, perception of AI-driven changes, resistance factors, and the company's initiatives in guiding strategic AI adoption. It further assesses how effectively the workforce is adapting to AI integration and what organizational practices are in place to support this transition. Both primary and secondary data were utilized to obtain comprehensive insights, and statistical tools such as percentage analysis, Chi-square test, Correlation, ANOVA, and Rank Test were employed to interpret responses gathered from 150 employees.*

***Key Words*:** Challenges, implementation of AI , Strategic framework.

1. INTRODUCTION

A strategic framework is a structured plan that outlines how an organization intends to achieve its long-term objectives. It comprises a vision, mission, core values, strategic goals, and the specific actions required to attain those goals. In the context of AI implementation, a strategic framework becomes the backbone of any successful integration, acting as a guide that ensures all technological initiatives are aligned with the company's overarching objectives. It facilitates coordination, resource allocation, performance evaluation, and continuous improvement. A strategic framework provides a roadmap for AI implementation that aligns technology with business objectives and human capabilities. It transforms abstract goals into actionable plans, mitigates risks, and maximizes returns on investment. Without such a framework, organizations may struggle with fragmented efforts, resource wastage, and employee dissatisfaction, ultimately undermining the potential benefits of AI..

2. NEED OF THE STUDY

The need for this study is the scarcity of company-specific research that delves into employee-oriented challenges of AI implementation especially within the context of medium-sized enterprises like Peri Associates in regional hubs such as Chennai. The various existing literature and strategic models focus on corporations or startups and how it has adapted to AI and how their employees handle technological transformation. The study Identifying the skill gaps, training needs, communication barriers and resistance patterns among employees can help create a roadmap for smoother transitions and inclusive growth.

3. OBJECTIVES OF THE STUDY

- To study the AI strategy implementation and challenges followed by the company.
- To examine the AI related training and development programs offered by the company
- To identify the challenges faced by the employees while influencing AI
- To analyze the AI execution and its difficulties faced by employees at Peri Associate Chennai.
- To find out the AI impact from employees

4. SCOPE OF THE STUDY

This study focuses on analyzing the strategic implementation of Artificial Intelligence (AI) at Peri Associates in Chennai and identifying the challenges faced by employees during the adoption process. It explores how AI integration impacts employee roles, adaptability, training needs and workplace dynamics. The study is limited to the employees of Peri Associates and aims to provide insights into the effectiveness of current strategies and suggest improvements for smoother AI-driven transitions.

5. HYPOTHESIS OF THE STUDY

H0: There is no significant relationship between AI-related training programs provided by the company and the employees' ability to effectively implement AI strategies.

H1 :There is a significant relationship between AI-related training programs provided by the company and the employees' ability to effectively implement AI strategies.

6. RESEARCH DESIGN

Research design is the overall strategy or blueprint that outlines how a research study will be conducted. It provides a structured framework for collecting, measuring, and analyzing data. In simple terms, it is the plan or structure that guides the entire research process from start to finish. The purpose of a research design is to ensure that the evidence obtained during the study enables the researcher to effectively address the research problem logically, clearly, and as economically as possible.

6.1 RESEARCH METHODOLOGY

This research adopts an analytical research design to examine the strategic implementation of Artificial Intelligence and the challenges faced by employees at Peri Associate, Chennai. The study uses both primary and secondary data. Primary data were collected through structured questionnaires distributed to employees across various departments namely finance, HR, Business development, Marketing.

6.2 SAMPLING METHOD

The Research study uses a purposive sampling method. The target response from the company is those directly involved in AI-related processes. Scheduled questionnaires have been prepared for the various departments of AI developers and their experience, knowledge, and update towards implementation of AI at Peri Associate.

SAMPLE SIZE

The research has selected 150 samples only.

6.3 METHODS OF DATA COLLECTION

- Primary data
- Secondary data

PRIMARY DATA

Primary goal is original and collected by the researcher freshly. In this study Primary data was collected through Survey. A Survey is a popular means of collecting Primary data.

SECONDARY DATA

Secondary data is the data, which is already available. It can be obtained through company records, internet and some data collected from the observation method by the researcher

6.4 STATISTICAL TOOLS EMPLOYED

The research study has been used with the help of SPSS . SPSS (Statistical Package for the Social Sciences)is primarily used for statistical analysis and data management. This software package helps researchers and analysts explore data, test hypotheses and make data-driven decisions. The various statistical tools applied for the study namely, Percentage analysis, Chi- square test, Anova, Rank Test and correlation analysis.

7. LIMITATIONS OF STUDY

- The confined study period is not enough for gathering details from the employees
- The employees have a lack of updates about AI implementation in the working hours.
- The company had high secure protocols, the researcher could not elicit the relevant information about AI implementation strategies.

8. REVIEW OF LITERATURE

Zhang et al. (2023) examined AI integration in healthcare, where frontline workers faced information overload from real-time AI recommendations. The constant influx of data added stress in already high-pressure environments. The study suggested AI moderation tools and employee-controlled customization features to manage AI inputs effectively.

Rai et al. (2023) investigated the lack of role clarity during AI transitions. Overlapping responsibilities, vague task ownership, and fluctuating authority structures created workplace conflicts. The researchers emphasized the importance of process mapping and collaborative job structuring sessions during AI implementation.

Tambe et al. (2020) emphasized the importance of "explainable AI" and its influence on employee confidence. Employees resisted integrating AI outputs into their workflows when they couldn't understand the logic behind machine recommendations. The study introduced the concept of AI transparency as a fundamental pillar of successful implementation and advocated for user-friendly AI systems that provided contextual explanations.

9. COMPANY PROFILE

A service industry provides invaluable abstract products or services, which complete the necessary tasks that benefit individuals, companies and entire communities. Unlike production areas, which focus on the production of physical objects, the service industry thrives on the dedication of individuals who focus on providing meaningful, matching experience. These services are known as the tertiary industry, and are heart beat for daily interactions between companies and consumers, who act as a bridge to improve life and improve professional success. This dynamic and essential field plays an important role in the economy, as all economic activities are inherent in the exchange of goods or services. While goods - such as innovative appliances, important resources such as gasoline and agricultural products, to meet the needs of tangible, services

are tasks or procedures that people want to fulfill their wishes and solve their problems.

Peri Associates is a premier consultancy firm based in Chennai, dedicated to providing top-tier financial and business consultancy services. With a steadfast commitment to excellence, the firm offers comprehensive solutions to businesses, entrepreneurs, and organizations seeking to enhance their financial stability, regulatory compliance, and strategic growth. Expertise spans across multiple domains, ensuring that clients receive tailored services that foster sustainable success.

At Peri Associates, financial and business consultancy is more than just providing advisory services is about empowering businesses to navigate the complexities of the corporate world with confidence and precision. The firm has built a reputation for delivering insightful and data-driven financial strategies that help businesses make informed decisions. Whether a company is looking to optimize its tax structure, streamline its accounting processes, or expand its operations, the team is committed to delivering customized solutions that drive measurable results.

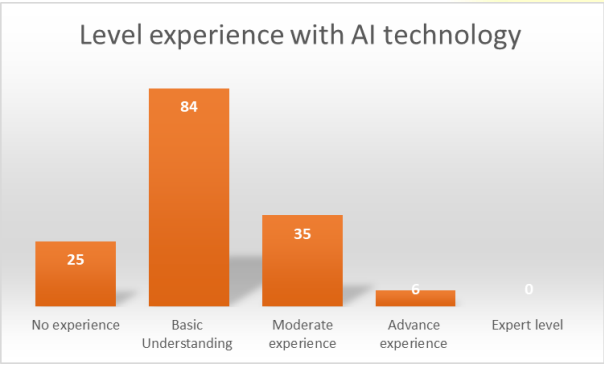
DATA ANALYTICS AND INTERPRETATION

PERCENTAGE ANALYSIS

LEVEL EXPERIENCE WITH AI TECHNOLOGY CATEGORY

Level experience with AI technology	No. of. Respondents	Percentage to Total
No experience	25	17
Basic Understanding	84	56
Moderate experience	35	23
Advance experience	6	4
Expert level	0	0
Total	**150**	**100**

The majority of respondents (84 out of 150, accounting for 56%) possess only a basic understanding of AI technology, indicating limited practical exposure. Only a small fraction (6 respondents or 4%) have advanced expertise, and notably, none are at the expert level.



CORRELATION

CORRELATION WITH LEVEL OF EXPERIENCE WITH AI AND PROBLEM ARISING USING AI IMPLEMENTATION IN THE COMPANY

Problem arising using ai implementation	Level of experience with ai	Problem arising using ai implementation
Pearson correlation	1	–0.462
Sign (1 tailed)	0.00	
N	150	150
Pearson correlation	–0.462	1
Sign (1 tailed)		0.00
N	150	150

The correlation coefficient is –0.462, indicating a moderate negative correlation between experience level and problems faced. p-value = 0.000 shows this is statistically significant.

10. FINDINGS

- It is observed that 60% of respondents believe they need more AI-related skills, revealing a strong demand for upskilling and targeted training programs in the workforce.
- It is found that 56% of the respondents possess only a basic understanding of AI technology, while 17% reported no experience at all, suggesting a significant knowledge gap in AI exposure among employees.
- It is observed that the majority of employees (80%) prefer the physical work mode, indicating a strong inclination toward traditional in-office operations over online (10%) or hybrid (10%) models.
- It is revealed that a weak negative correlation ($r = -0.276$, $p = 0.001$) exists between employee experience and resistance to adopt AI, highlighting that more experienced employees show less resistance to AI adoption.
- It is found that department and AI results to clients are moderately positively correlated ($r = 0.482$, $p < 0.001$), indicating that the department type influences how employees perceive AI-driven improvements in client outcomes.
- It is found that 50% of employees reported receiving training in AI strategy implementation

11. SUGGESTIONS

- Training programs and mentorship initiatives should be designed to cater to younger employees to maximize their engagement and development.

- Exploration of HR's involvement in training and AI-related development could enhance overall employee engagement.
- Given that AI experience reduces resistance to adoption, encouraging employees to build AI expertise could improve acceptance of AI tools across the organization.
- The organization could implement mentorship or peer programs where more experienced employees help those with less AI exposure, reducing resistance across the board

12. CONCLUSION

The study on AI strategy implementation and the challenges faced by employees at PEI Associates, Chennai, highlights both the advancements achieved and the hurdles that continue to impede full-scale integration of artificial intelligence within the organization. While certain departments especially those involved in data analytics and process optimization have begun to adopt AI strategies and have reported measurable gains in productivity and operational effectiveness, the implementation remains inconsistent across other divisions and employee categories. Research findings reveal that discrepancies in AI understanding and application are influenced by factors such as job designation, years of experience, and compensation levels.

Disclosure: The authors affirm that all data, case studies, or references to organizations (including but not limited to PERI ASSOCIATE, CHENNAI) used in this manuscript have been included with the full knowledge and formal consent of the concerned entity. The journal and its editorial board bear no responsibility for any legal or ethical issues arising from the unauthorized use of proprietary or confidential information. The authors assume full responsibility for the authenticity and legitimacy of the content submitted.

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