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Investigation of Personality Growth with Artificial Intelligence of Employees in FMCG Industries (With Special Reference to Jaipur Region)

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ABSTRACT

Rather than serving as a replacement for human intelligence and ingenuity, artificial intelligence is generally seen as a supporting tool. Although AI currently has a difficult time completing commonsense tasks in the real world, it is adept at processing and analyzing troves of data much faster than a human brain could. Artificial intelligence software can then return with synthesized courses of action and present them to the human user. In this way, we can use AI to help game out possible consequences of each action and streamline the decision-making process.

With all these new AI uses comes the daunting question of whether machines will force humans out of work. The jury is still out: Some experts vehemently deny that AI will automate so many jobs that millions of people find themselves unemployed, while other experts see it as a pressing problem.

INTRODUCTION

Fast-Moving Consumer Goods (FMCG) sector has become the most important factor for growth in Indian economy and it has contributed towards growing international presence in India. FMCG sector is also influencing the lives of people as it is contributing towards various socioeconomic parameters like employment and helping people improve their standard of living [1]. The growth and contribution of FMCG sector makes it an important area of study particularly with respect to enhancing the performance of employees and selecting the right candidates for important jobs [2]. Research suggests that IQ accounts for only 20-25% variance in predicting one's personal and professional success and factors like Emotional Intelligence are more essential than academics [3]. Emotional intelligence is defined as the ability to perceive emotion, integrate emotion to facilitate thought, understand emotions, and to regulate emotions to promote personal growth [4,5].

Gender Differences in Emotional Intelligence have been given blended reactions from various analysts. It was noticed that when Emotional Intelligence was taken as a competence there were no huge contrasts in the EI of men and women though EI varied with gender at whatever point Emotional Intelligence was dealt with as an ability. Analysts like Goleman [3], Bar-on [6], Petrides and Furnham [7], Alumran and Punamaki [8] proposed that Emotional Intelligence did not vary with gender while researchers like Mayer et al. [9], Schutte et al. [10], Brackette and Mayer [11], Ciarrochi et al. [12], Palmer et al. [13], Mandell and Pherwani [14] recommended that Emotional Intelligence is different among men and women. As the researchers in the current paper have taken Emotional Intelligence as an ability, we expect contrasts among EI scores of male and female respondents, which characterizes the first and second hypothesis of this research.

 $H_0 1$ = There are no gender differences in Emotional Intelligence.

Confirmation of gender differences at workplace can be found in numerous fields [15,16]. The embodiment of gender differences is that when confronted with a decision between similarly qualified men and women, bosses want to select men. Therefore, gender difference prompts a higher obstacle for ladies, and henceforth ladies who can cross the obstacle would outperform than their male counterparts. A few researchers propose that gender difference is a huge indicator of job performance among workers. Burleson et al. [17] recommended that a specific gender performs better in specific jobs over the other gender and said that gender is a critical indicator of execution at working environment. This suggests that gender difference exists in job performance which makes us define our second hypothesis.

 H_0^2 = There are no gender differences in Job Performance.



Emotionally Intelligent individuals will probably be dedicated towards their occupation [3] and Emotional Intelligence is important for achievement in many occupations [18]. In 2004, Zeidner et al. [19] recommended that the effect of Emotional Intelligence on Job performance is huge however the outcomes are restricted. Employees capacity to utilize feelings encourages their execution, positive feelings help a person to perform better while adverse feelings like uneasiness impedes the execution of the workers [20]. Emotional Intelligence predicts the execution on task performance [21] and deals execution of supervisors and expert's [22]. Van-Roon and Viswesvaran [23] likewise proposed that Emotionally Intelligent workers are better performers over their partners and numerous researchers concurred with the outcome like Carmeli and Josman [24] and Rosete [25]. These reviews helped us draw our third and fourth hypothesis.

H03=EmotionalIntelligencedoesnotimpactJobPerformance of male employees. H0 4= Emotional Intelligence does not impact Job Performance of female employees.

METHOD

Participants

The sample consists of 157 middle level FMCG Industries' managers from Delhi-NCR. There were 82 (52.2%) males and 75 (47.8%) females in the sample. The employees under study who belonged to the age group of 20-30 were 91 (58%), 31-40 were 36 (22.9%), 41-50 were 25 (15.9%) and 51-60 were 5 (3.2%). 59.2% (93) of the employees under study were married and 40.8% (64) were single; 37.6% (59) employees were graduates and 62.4% (98) employees were post graduates. Employees whose income was less than 5 lacs comprised of 50.3% (79) of the sample, 29.9% (47) employees earn 5 lacs to 10 lacs per annum and 18.5% (29) employees earn more than 10 lacs.

Measures

Deepa Krishnaveni Emotional Intelligence test (DKEIT)

The self-report emotional scale developed by Deepa and Krishnaveni [26] called Deepa Krishnaveni Emotional Intelligence test (DKEIT) was used to measure the EI of FMCG employees, this questionnaire has been designed to measure the EI of the Indian population. It consists of 18 items that reflects the EI of the respondents. Every item in the questionnaire has been tailored to predict a work-related behaviour. High score of Emotional Intelligence shows that the respondent is able to perceive his emotions and emotions of others and is able to use them for best results. Deepa and Krishnaveni [26], defined EI as the ability of an individual to perceive emotions associated with himself and his environment, appraise and regulate them, in order to produce appropriate behavioural responses, which results in improved intrapersonal and interpersonal outcomes. DKEIT is split into three dimensions of EI emotional perception, emotional appraisal, and emotional regulation.

Job Performance Inventory (JPI)

Job Performance Inventory (JPI) was used to gauge the performance of the FMCG employees. The authors formulated this tool to measure the overall job performance of the employees. In this inventory, 14 items were used to evaluate the job performance of the employee where the immediate supervisor or manager assessed these behaviors on a 5-point scale ranging from 2 (always) to -2 (never). Higher the score, better is the employee when it comes to his performance at work. JPI is divided into four dimensions namely accuracy, competence, punctuality and teamwork, the scores of these four components precisely predict an individual's job performance.

Procedure

Questionnaires were given to over 200 employees in various organizations out of which 157 completed questionnaires were finally selected. The data was collected from August 2021 to July 2022.

RESULTS AND ANALYSIS

To test the first hypothesis i.e., to find whether there is a significant difference between the EI scores of male and female respondents, independent sample t-test was conducted. It was found that there was a significant difference in the EI scores for male (M = 44.13, SD = 8.067) and female (M= 51.83, SD= 8.011) respondents; t = -5.988, p = .000. Thus, the null hypothesis was rejected and alternate was accepted suggesting that females are more Emotionally Intelligent than their male counterparts. To test the second hypothesis i.e., to find whether there is a significant difference between the Job Performance of male and female respondents, independent sample t- test was conducted. It was found that there was a significant difference in the scores for male (M = 10.22, SD = 6.72) and female (M = 15.28, SD = 6.78) respondents; t = -4.691, p = .000. Thus, the null hypothesis was rejected and alternate was accepted suggesting that women are better performers than men. The results of t-tests are given in table 1.

Table 1. Gender Difference in Emotional Intelligence and Jobperformance.

Variables	Mean	S. D	Mean	S. D	t	Sig.
	(male=82)		(female=75)			
Emotional	44.13	8.07	51.83	8.01	-5.988	.000
Intelligence						
Job perfor-	10.22	6.72	15.28	6.78	-4.691	.000
mance						

Since the t-tests revealed significant differences between the two gender groups, the data of male and female respondents



was analyzed separately in the future procedures. To check the third and fourth hypothesis correlation was found between EI and Job Performance of males and females separately. The results of correlation between EI and Job Performance for male and female respondents are given in table 2.

Table 2. Correlations among variables of Emotional Intelli-gence and Job performance.

	Male	Job Performance	
Emotional Intelligence		.565**	
	Female	.517**	

**. Correlation is significant at the 0.01 level (2-tailed).

It was found that for male respondents EI is positively correlated with job performance (r= .565, p= .000). The results of the correlation made the researcher reject the null hypothesis 3 and to find the cause effect relationship between EI and Job performance linear regression was done. To find how much variance does EI produce in the Job Performance of male employees EI was used as independent variable and job performance was taken as the dependent variable. A significant regression equation was found; F= 37.431, p=0.000 with an R² of 0.319, which means that EI produces 31.9% variance in the Job performance of male employees. Table 3 shows the results of regression for the male respondents.

Table 3. Results of Linear Regression Analysis obtained withthe male sample.

Dependent Variable	Predictors	R ²	Beta	Sig.
Job Performance	Emotional Intelligence	0.319	0.471	0.000

The correlation between EI and job performance was done to test the fourth hypothesis, it was found that for female respondents EI is positively correlated with job performance (r= .517, p= .000). The results of the correlation made the researcher reject the null hypothesis 4 and to find the cause effect relationship between EI and Job performance linear regression was done. To find how much variance does EI produce in the Job Performance of female employees EI was used as independent variable and job performance was taken as the dependent variable. A significant regression equation was found; F= 26.654, p=0.000 with an R² of .267, which means that EI produces 26.7% variance in the Job performance of female employees. Table 4 shows the results of regression for the female respondents.

Table 4. Results of Linear Regression Analysis obtained withthe female sample.

Dependent Variable	Predictors	R ²	Beta	Sig.
Job Performance	Emotional Intelligence	0.267	0.438	0.000

CONCLUSION

Goleman in 1995 proposed that Emotional Intelligence, in future will turn out to be one of the most important factors in predicting personal and professional success [27] as people with high Emotional Intelligence can perceive their emotions and emotions of others; they can evaluate these emotions and further manage them to get a positive and desired result [39]. The results of the study demonstrate a huge connection between EI and job performance, proposing that EI produces 31.9% difference in the performance of men and 26.7% in women's job performance. This demonstrates however women are more Emotionally Intelligent than men, different components like age, salary, capability, identity qualities and so on may contribute more to their work performance. It drives the author to suggest the organisations to additionally examine components like personality traits, sociode mographic factors, and so forth alongside EI to discover what makes women better performers than men. The author suggests that the organizations should not differentiate between their employees on the basis of gender as the results of this research demonstrate that women are better performers than men. Organisations should consolidate EI as a part of recruitment and selection to employ individuals with high EI as it predicts better job performance, they ought to likewise incorporate EI as a part of training and development to improve the EI of the current employees to additionally enhance their individual performance which would lead to the growth of the organization.

Reasons for slow growth

• a) Low or missing R&D budgets

Indian organisations have traditionally seen low investments in longer-term initiatives like Research & Development – and employee training is no exception. This is further complicated by high employee turnover (of about 20-25 per cent across industry), which leads to a perceived loss of the investment incurred by the employer.

• b) Generalist career paths

Employees in India tend to move towards generalist 'managerial' roles quickly - as compared to 'specialist' mindsets in US etc., where professionals plan long stints to hone specialized skills.

The opportunities ahead

According to the IMF, India is projected to become the 6th largest global economy by 2021 and the 3rd largest (behind China and the US) by 2028. To put this in perspective - currently India is home to only 7 companies in the Global Fortune 500, compared to 127 based in the US and 97 in China! So the next 11-15 years will see over 100 Indian companies in the Global Fortune 500 list!

Such phenomenal growth is unlikely to happen by focusing on employability-level skilling alone – rather, Indian companies



will have to lead from the front, develop high-end expertise and set global benchmarks. What this naturally entails is that significant investments will be made in long-term initiatives including R&D-led innovation and organisational capabilitybuilding via training. Such investments will grow to far higher levels than at present, rivaling the spending by today's leading economies like the US. For employees, there will be a much stronger focus on higher-end skills and specialised career paths.

Employee development is almost universally recognized as a strategic tool for an organization's continuing growth, productivity and ability to retain valuable employees. If organizations neglect certain challenges, then the employee development process will be cumbersome for the organization, frustrating for employees and of uncertain value for both.

This article addresses the following topics related to developing employees:

- Past and current approaches to employee development programs.
- The business case for these programs and HR's role.
- Guidelines and methods for designing effective programs.
- Challenges in implementing programs.
- Issues related to communications, legal requirements, technology, metrics and global employee development programs.

Emotional intelligence (otherwise known as emotional quotient or EQ) is the ability to understand, use, and manage your own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges and defuse conflict. Emotional intelligence helps you build stronger relationships, succeed at school and work, and achieve your career and personal goals. It can also help you to connect with your feelings, turn intention into action, and make informed decisions about what matters most to you.

Emotional intelligence is commonly defined by four attributes:

- **1. Self-management** You're able to control impulsive feelings and behaviours, manage your emotions in healthy ways, take initiative, follow through on commitments, and adapt to changing circumstances.
- **2. Self-awareness** You recognize your own emotions and how they affect your thoughts and behaviour. You know your strengths and weaknesses and have self-confidence.
- **3. Social awareness** You have empathy. You can understand the emotions, needs, and concerns of other

people, pick up on emotional cues, feel comfortable socially, and recognize the power dynamics in a group or organization.

4. Relationship management – You know how to develop and maintain good relationships, communicate clearly, inspire and influence others, work well in a team, and manage conflict.

Business Case

Employers today must often develop the employees they have rather than find new staff in the marketplace. Reasons for emphasizing employee development include:

- **Remaining competitive.** Organizations are competing not only for market share but also for employees. Employees want to work for an employer that will upgrade their skills to keep them competitive with peers from other companies.
- **Dealing with ongoing skills shortages.** According to SHRM's skills gap research, 83% of HR professionals are having recruiting difficulty and of those HR professionals, 75% say there is a shortage of skills in candidates for job openings In the short term, organizations should rekindle entry-level job training programs. In the long term, businesses should participate in community partnerships to rebuild the broken talent creation system.
- Taking employee development "off hold." Previously, many U.S. employers placed some individual professional development initiatives on hold due to limited budget and resources, shifting business priorities, lack of time, and lack of senior management support. In today's labor market, companies must invest in employee training to build the talent needed in the current workplace.
- Adapting to changing business structures. Leaner, flatter, continuously evolving organizations needemployee development to ensure engagement and commitment. By providing creative development, executives signal that they value employees. *See*
- **Increasing worker productivity.** Workers who receive training and educational opportunities are more productive.
- **Reducing turnover.** The more money an organization spends on employee training and development, the greater the concern that the highly skilled people will leave and take their knowledge somewhere else; however, research has shown that employee training actually reduces turnover and absenteeism.
- Aligning employee development with the organization's needs. Employers should let strategic needs drive development. For example, facing impending retirement of many older workers, an organization might broaden those workers' skills so they can add variety to

their jobs and take on new responsibilities. Such measures could encourage experienced workers to stay on the job.

HR's Role

Today, unit of time encourages workers to manage their own career development whereas unit of time still ensures that the organization provides ways in which for workers to be simpler in their current roles. unit of time must show each manager and workers that development brings edges. while not a transparent payoff, managers can balk at coaching prices and at lost productivity time. Moreover, workers are less keen about development programs if they fail to visualize gains in their job performance and career opportunities.

These rules will help HR professionals align employee development with the organization's talent management strategy:

- **Know the organization well.** Study the organization in detail and include this knowledge in employment development and talent management planning.
- **Know the needs of employees.** Study employees' training needs and backgrounds before developing any program.
- **Know the industry.** Develop a best-practice approach to any training program.
- Know how to quantify outcomes. The more an employer can quantify training outcomes, the more effective its employee development initiatives will be.

HR professionals, usually the ones tasked with organizing employee development, should remember to focus on their own professional development as well.

Guidelines for Effective Employee Development

Successful employers integrate development and succession planning programs into the organization's overall strategy, ensuring all programs drive toward the same set of objectives. These guidelines can help HR plan employee development programs:

- **Gain executive support.** If executives do not understand or agree with how development fits into workforce planning, a succession process or retention program, HR will have real problems obtaining funding and support from the top.
- **Involve management.** If executives show support, there is a good chance that management will pay attention to employee development. Managers play a vital role, ensuring a connection between development strategy and real-world implementation.
- **Relate to performance management.** HR must be clear about development's place in the performance

management process. HR professionals should differentiate between short-term plans for projects, longterm plans for the organization, career development plans for the employee and skill building for immediate performance deficiencies. Each should be handled at the appropriate phase of the performance management process.

- Understand what the employee values. Employees often have an intense interest in their own development. Knowing what each employee values and how that relates to his or her development needs should greatly affect the type of development activities provided for the employee and, ultimately, for the success of such activities.
- **Know the desired outcome.** Have a clear understanding of exactly which skills will be enhanced by employee development initiatives.

Although these guidelines do not guarantee a successful program, failure to follow any of them will almost certainly make the development program less effective for the employee and the organization.

Employee Development Methods

Some methods of employee development occur on the job, with the manager or an experienced co-worker leading the development activity in the context of the actual work environment. Other development occurs at training facilities or other locations. And increasingly organizations use online methods to develop employees.

Coaching

Coaching involves a more experienced or skilled individual providing an employee with advice and guidance intended to help him or her gain new skills, improve performance and enhance the quality of his or her career. The hallmarks of coaching are that it is personalized and customized, that it has a specific business objective, and that it is usually accomplished one-on-one over a period.

Coaching should be approached like any other strategic goal. Successful execution requires commitment from the organization and the person being coached, a plan to obtain results, qualified coaches, and a follow-up evaluation.

Mentoring

Mentoring matches less experienced employees with more experienced colleagues through formal or informal programs. Formal mentoring programs can reduce turnover, enhance recruitment, and improve performance and the work environment, especially for women and people of color.

- Effective mentoring programs do the following:
- Match mentors and mentees based on skills and development needs.



- Outline and track goals.
- Designate minimum time commitments.
- Monitor the mentoring relationship.
- Hold both parties accountable.
- Link mentoring to talent management strategy and goals.
- Link mentoring to business strategy and goals.

The 9-box grid

The 9-box grid is an individual employee assessment tool that evaluates the employee's current and potential levels of contribution to the organization. The grid is most used in succession planning as a method of evaluating an organization's talent pool and identifying potential leaders. For performance appraisal purposes, the 9-box grid provides a visual reference that can include appraisal and assessment data to allow managers to view employees' actual and potential performance. With information from the grid, managers and HR can design IDPs. *See* Succession Planning

Cross-training

Cross-training refers to training staff to perform job duties aside from those commonly allotted. Cross-training will be a short-run or unintentional fix, or it will be AN in progress, planned method. Cross-training typically doesn't lead to immediate advancement; however, it will indicate that AN worker is curious about learning new skills.

This ability diversity might facilitate him or her meet qualifications for future career advancement. Employers realize worth in cross-training as a result of it's typically a lot of economical than transportation in new hires. several managers take those efficiencies to consequent level by investment technology to enhance cross-training efforts. several staff appreciate cross-training as a result of it permits them to broaden their skills.

All cross-training ought to begin with 2 basic steps: 1) distinguishing the data and skills required for every position and 2) cross-referencing that list of information and skills with a list of current employees' proficiencies. These steps reveal gaps between employees' current skills and people the organization desires. Technology makes it simple to collect and analyze such info. See what's job swapping? Is it identical as cross-training? And Enhance Your time unit Effectiveness with Cross-Training.

"Stretch" assignments

On-the-job training comes and "stretch assignments" offer workers an opportunity to be told whereas doing real work. organic process assignments enable workers to develop new skills, information and competencies necessary for higher-level positions. Getting to following level in business usually suggests that having the proper experiences. nonetheless several staff don't grasp what experiences best prepare them for upward quality. specialists say that folks WHO have experiences characterized as "accelerators" of potential are going to be additional possible to succeed. analysis has shown, for instance, that first-level leaders are additional possible to succeed if they need had cross-functional experiences, midlevel leaders ar additional possible to succeed if they need had experiences handling robust challenges (e.g., a troublesome worker situation), and new government leaders ar additional possible to succeed if they need had bad and highvisibility experiences.

Job enlargement and job enrichment

Job enlargement involves expanding the employee's job by adding more tasks and duties, typically at the same level of complexity. Job enrichment builds more depth to an employee's job through more control, responsibility and discretion.

Organizations often redesign jobs to increase employee motivation; however, when jobs are enlarged but not enriched, motivational benefits are unlikely. Although the distinction between job enlargement and enrichment is fairly straightforward, employees may not correctly perceive the changes as enrichment or as enlargement.

Job shadowing

Job shadowing requires more than just having an employee follow a colleague around all day. Shadowers view the organization from a different perspective and learn firsthand about the challenges facing workers in other departments. This perspective helps employees realize the impact their decisions have on other groups.

Job rotation

Job rotation is that the systematic movement of staff from job to job among a company. Rotation programs might vary in size and ritual. although larger employers square measure additional doubtless to speculate in a very formalized job rotation program, organizations of all sizes may contemplate implementing employment rotation program. Typically, formal rotation programs supply madeto-order assignments to promising staff to provide them a read of the complete business. Assignments sometimes lasta year or additional.

Many reasons exist for implementing employment rotation system, together with the potential for augmented product quality, giving staff the chance to explore different career ways, and maybe most significantly, preventing stagnation and tedium. attainable downsides embrace augmented employment and cut productivity for the worker,



temporary disruption of labor flow, line managers' attainable reluctance to permit high-performing staff to participate in job rotation programs, and therefore the prices related to the educational curve on new jobs.

Succession planning

Succession coming up with identifies long-range wants and cultivates internal talent to fulfill those wants. Succesion plans usually specialise in a one- to three-year method of getting ready employees—not preselecting them—for new roles within the organization.

Many business leaders and hour practitioners believe that succession coming up with may be a advanced method, restricted to the biggest organizations with the foremost subtle structure development departments. However, succession coming up with may also profit smaller organizations with fewer resources.

Assessment centers

An assessment center isn't essentially a physical web site, because the term may counsel, however a program of tools and exercises designed to assess an employee's or job candidate's quality in respect to a specific role. Centers could also be used for choice or development functions. Assessment centers sometimes ensue over one or 2 days and might involve many staff or candidates at a time. Evaluators rate participants supported standardized activities, games and alternative simulations to predict the candidates' future performance.

Assessment centers could facilitate the organization build choices regarding filling jobs, promoting staff or distinguishing staff for placement in succession designing programs.

Corporate universities

Corporate universities focus totally on on-the-job skills, company-specific proprietary data and stigmatisation, and certification. At a company university, the main focus is on learning which will profit the organization, not simply the individual. edges of the company university format embrace strategic alignment with company goals, consistent quality and uniform messages that reach all learners. a company university is additionally a tangible image of the organization's commitment to learning and growth.

Online employee development

Organizations generally use classroom-based learning for topics distinctive to the leader and on-line learning for additional universal topics. on-line coaching permits independent, just-in-time, on-demand instruction. staff in e-learning things have additional management over their time than they need in a very schoolroom. To keep staff engaged throughout on-line development activities, the coaching ought to deliver content in little, simply understood items. staff additionally ought to perceive however the content can facilitate them do their jobs higher. different tips for prosperous implementation of e-learning worker development programs embrace selecting topics coupled to specific business goals, providing introductory coaching therefore staff knowledge to use online coaching systems, and providing on-line support and simple access to supplemental info.

Common Issues and Challenges in Developing Employees

Organizations ought to remember of potential issues that will arise in worker development programs, like funding issues, lack of analytics and metrics, diversity problems, and people variations. Special challenges stem from this economic climate and various work environments.

General issues

Some typical hurdles for **worker** development programs **embrace** the following: -

- Lack of responsibility. Few organizations systematically hold managers or executives in command of developing their direct reports.
- **Gaps in talent development capabilities**. analysis shows that few organizations have the social control capability to grow folks in their jobs or give feedback to support worker development.
- Lack of alignment between human capital and business strategy. Fewer than one in 5 organizations systematically aligns personnel and business methods.
- **Inconsistent execution**. Most organizations have basic processes in situ, like personnel designing, high-voltage development programs and succession designing, however few employers execute these programs systematically.
- Limited use of significant analytics. Few employers track the metrics that matter, like the effectiveness of talent management programs.

Funding challenges

When work and revenue flow, taking workers removed from their desks for development is tough. however, once work slows and workers have time for coaching and development, there's less cash within the coaching budget. Some employers have found ways in which to interrupt freed from this vicious lack-of-time or lack-of-money cycle. Here are some tips:

• Seek government funding. Grants ar accessible through several federal, state and native govern-

ment force initiatives, in addition as through in camera funded programs. unit of time professionals may also ask for worker development funds through state agencies, economic development organizations, chambers of commerce and community schools. Grants could prohibit that workers are trained, by whom and on what topics.

- Analyze and range. unit of time professionals ought to analyze the prices and advantages of current development ways and ask for economies. for instance, employers may consolidate multiple coaching contracts into one contract, and that they may even be additional selective regarding UN agency receives coaching.
- **Determine what's essential**. unit of time will focus coaching and development efforts in areas crucial to infrastructure and on jobs that have the foremost impact on company revenue.
- **Cut back creatively**. Employers might cut travel prices, schedule coaching to attenuate impact on operating hours, and use on-the-job development like mentoring, work and job shadowing.
- **Tap free resources**. Free resources embody communication tools like Skype, free, on-line university courses and podcasts of business lectures.

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