Available online @ www.iaraindia.com
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O) Impact Factor: 5.650 (I2OR), 4.111 (COSMOS), 2.5 (JIF), 2.77 (NAAS)
Volume XVII, Issue 67, October – December 2026
Formally UGC Approved Journal (46622), © Author

ARTIFICIAL INTELLIGENCE ADOPTION, WORK-LIFE BALANCE AND ENTREPRENEURIAL INTENTION AMONG IT EMPLOYEES

B. BHARATHI
Research Scholar
Department of Commerce
Alagappa University, Karaikudi.

Dr. B. MENAKA
Assistant Professor
Department of Commerce
Alagappa University, Karaikudi.

V. AISHWARYA
Research Scholar
Department of Commerce
Alagappa University, Karaikudi.

ABSTRACT

This research aims to investigate the links between implementing artificial intelligence, acquiring digital skills, developing innovative skills, work-life balances, and being inclined towards entrepreneurship for IT employees. To meet this aim, the researchers surveyed the target audience of 252 employees. The study used percentage analysis, Pearson correlation, and independent samples t-test for analyzing the results. The results demonstrate that there is no link between the implementation of artificial intelligence, developing digital skills, or having innovative skills and the inclination towards entrepreneurship. Nonetheless, the study shows a positive relationship between work-life balance and entrepreneurial inclination ($r = 0.153$, $p = 0.015$). Besides, the research investigates whether men and women differ in the context of entrepreneurial inclination.

KEYWORDS: Artificial Intelligence, Digital Skills, Innovation Capability, Entrepreneurial intention, IT Employees, Work-life Balance

INTRODUCTION

Artificial Intelligence (AI) is transforming the IT sector by modifying organizations' processes, jobs, and innovation practices (Igna&Venturini, 2024; Zahra, Randerson, &Fayolle, 2013). AI usage can boost the digital skills, creativity, ability to identify opportunities, and entrepreneurial self-efficacy of the employees in IT (Liñán& Chen, 2009; Venkatesh et al., 2003). Moreover, work-life balance matters in the stressful world of the IT industry, as the workplace environment and workers' well-being may affect their entrepreneurial behavior (Adisa et al., 2019; Yang, Pu, & Guan, 2019). However, not much research has focused on IT professionals as potential entrepreneurs taking into account the impact of AI usage on work-life balance. Given that, the present studygoal to explore the role of AI adoption, information technology skills, innovation, work-life balance, and the intention to become an entrepreneur in case of IT professionals.

LITERATURE REVIEW

Bharathi, S. V. and Mala, E. P. (2016) states that workload, institutional support, flexible work options, family obligations, and job pressure are some of the main component determining work–life balance for women professionals in the field of IT. The author mentions the importance of having supportive policies from the employer.

Naveena Suresh and PoonamKakkad (2023) demonstrate that AI can help achieve work–life balance through workload management as well as by supporting teaching, administration, and communication activities. They state that proper and ethical implementation of AI can lead to improvements in employee well-being and flexibility.

Vishnu S. Nair (2026) examines AI adoption and work-life integration among employees of Infosys. It is stated that although AI helps reduce workloads for some employees, long working hours and client expectations restrict the integration of work and life, which proves the necessity of using AI in the management process.

Tahir, R. (2022) The research investigates work–life balance in entrepreneurs and concludes that entrepreneurship may provide flexibility and independence but may create strain and conflict of roles at the same time. The work–life balance is significantly influenced by individual expectations and practices of boundary management.

Veluthan, R., &Valarmathi, A. (2020) The research defines the workload, role conflict, pressure from the organization, flexibility in work arrangement, and influence of the family as the factors that determine the work-life balance of women employee of the IT sector. The researchers suggest some measures that can help to improve well-being and productivity in case organizations implement them.

Adisa, T. A., Gbadamosi, G., Mordi, T., &Mordi, C. (2019) This research studies work–life borders in entrepreneurs and reveals that long hours of working, overlapping of roles, and responsibilities for the business are the main difficulties. The researchers highlight the importance of workplace strategies, social support, and flexible approaches to boundary management in achieving balance in one's work and personal life.

RESEARCH GAP

Recent research shows that AI adoption can enhance innovation, opportunity recognition, and intention of entrepreneurial, particularly among pupils, entrepreneurs, and organizations. Thoughvery limited research examined how AI exposure in professional workplaces influences the entrepreneurial intentions of IT employees. Similarly, work–life balance has been linked to employee well-being, job satisfaction, and motivation, but its relationship with AI-driven work environments and entrepreneurial intention remains underexplored. Therefore, this paper highlighted the research gap by examining how AI adoption and work–life balance jointly influence entrepreneurial intention among IT employees, providing insights into employee-driven digital entrepreneurship.

OBJECTIVES

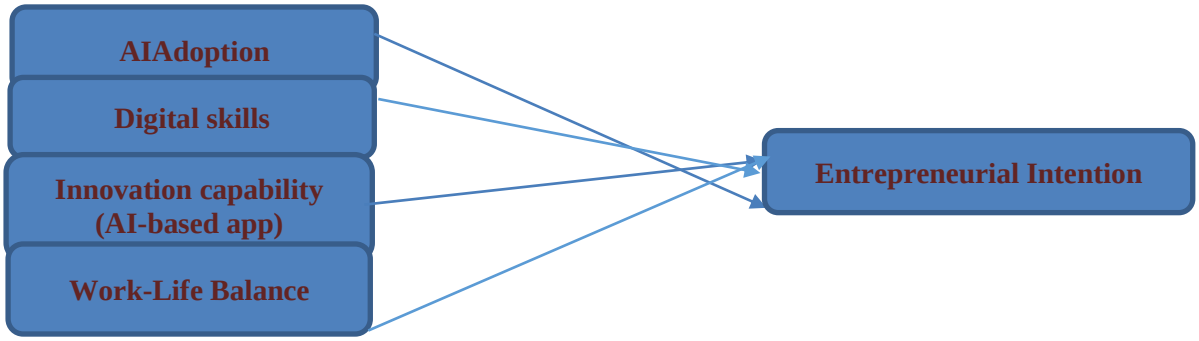
- To examine the relationship between artificial intelligence adoption, digital skills, innovation capability, work–life balance and entrepreneurial intentions among IT employees.
- To assess the problems faced by IT employees in AI adoption and their entrepreneurial intention.

THEORETICAL FRAMEWORK

The main focus of this paper is on the Theory of Planned Behavior (TPB) introduced by IcekAjzen (1991). According to this theory, the behavior of individuals is dependent upon the previously formed attitude towards the behavior itself, social norms, and the perception of behavioral control. The entrepreneurial intention is considered to play an important role in the subsequent entrepreneurial activity. In entrepreneurship the TPB is widely used to identify the reasons for individuals to aspire to establish their own ventures.In the context of IT employees, the acquaintance with AI technologies may have a definite impact on the attitude towards innovations and self-employment, increasing the level of confidence, opportunity discovery, and control over

entrepreneurial behavior. Work-life imbalance may lead to the changes in behavioral intentions due to its impact on motivation, psychological well-being, and the feasibility of entrepreneurship in the work life, proving relevance of TPB in terms of interpreting entrepreneurial intention in the technology-based life (Ajzen, 1991; Liñán& Chen, 2009).The research also leverages the Technology Acceptance Model (TAM) proposed by Davis (1989) which is used to explain the adoption of technology based on two parameters, usefulness, and ease of use of the technology. Using AI technology may enhance people's digital skills and creative thinking which supports their aspirations to become entrepreneurs. Moreover, based on the Person-Environment Fit Theory (Edwards, 1996), it can be assumed that the nature of the work environment corresponds with the individual's needs leading to a better job satisfaction, creativity, and proactive behaviour. Hence, tác and Person-Environment Fit Theory explain the process of AI adoption and its influence on work-life balance which leads to the enhancement of the entrepreneurial intention in IT workers (Davis, 1989; Edwards, 1996).

CONCEPTUAL FRAMEWORK



METHODOLOGY

Research Design

The research article has worked a research design of quantitative which is descriptive and analytical in nature to understand the impact of artificial intelligence on the intention of entrepreneurial of employees in the IT sector and the impact of work-life balance. The quantitate method is used as it helps to measure the relation between the variables in question through statistical analysis.

Population of Study

The population for the present study is made up of IT employees in organizations that are related to the IT industry in the Madurai district. These participants have been chosen since they deal with digital technology and AI enabled work setting.

Sampling Technique and Sample Size

The research has made use of convenient sampling technique so that respondents can be easily accessed as well as found in the IT industry. The IT employees have been included in the research provided that they have experience dealing with AI or digital technology.

Data Collection

The primary data have been gathered using a standardized questionnaire that employs a five-point Likert scale and consists of questions concerning the opinion of interviewees on their degree of compliance with statements that fall under the positions of strongly disagreeing (1), disagreeing (2), nor being neutral (3), agreeing (4) and being strongly agreeing (5).

- Artificial Intelligence adoption
- Digital skills
- Innovation capability
- Work–life balance
- Entrepreneurial intention

Secondary data are obtained from academic journals, books, conference papers, and credible online databases to support theoretical and conceptual understanding.

HYPOTHESIS

- H_{01}:There is no significant relationship between work-life balance and entrepreneurial intention among IT employees.
- H_{02}: There is no significant relationship between problems faced in AI adoption and entrepreneurial intention among IT employees.

ANALYSIS AND DISCUSSION

The analysis showed that AI adoption, IT employees, work-life Balance and entrepreneurial intention

Table -1
Demographic Profile of respondents (N=252)

S.No	Characteristic	Distribution	Frequency	Percentage (%)
1	Gender	Male	132	52
		Female	120	48
2	Age	Below 25	73	29
		25-30	71	28
		31-35	53	21
		36-40	34	14
		Above 40	21	8
3	Educational Qualification	Undergraduate	70	28
		Postgraduate	143	57
		Professional Certification	33	13
		Doctorate	6	2
4	Job Position	Software Developer	91	36
		Analyst	65	26
		Team Lead	39	15
		Manager	37	15
		Other	20	8
5	Work Experience	Below 2 years	61	24
		2-5 years	73	29
		6-10 years	71	28
		Above 10 years	47	19
6	Experience using AI tools at work	Yes	239	95
		No	13	05

Source: Primary data

According to the demographic outcomes, the majority of survey participants are represented by male IT professionals (52%) against 48% by women. When it comes to age, the predominance of people who are under 25 (29%) is observed, after which comes the age group of 25–30 years (28%). In terms of education, most respondents are graduates (57%), while the second majority are undergraduates (28%).In terms of job positions, the largest number of survey participants are software developers (36%), then come analysts (26%). The results also show that the group with the most considerable work experience in the IT field is that of people who have worked for 2–5 years (29%) and people with 6–10 years of working experience (28%). In relation to the use of Artificial Intelligence techniques, 95% of respondents have worked on AI applications. Thus, the sample can be characterized as young, highly educated, and possessing knowledge of the use of AI in the workplace.

Objective I – Relationship between AI Adoption, Digital Skills, Innovation Capability, Work-Life Balance and Entrepreneurial Intention

Table – 2
Correlation

		AI	DS	IC	EI	WLB
AI	Pearson Correlation	1	-.002	-.021	.078	.119
	Sig. (2 –tailed)		.976	.738	.215	.060
	N	252	252	252	252	252
DS	Pearson Correlation	-.002	1	.859**	.090	.204**
	Sig. (2 –tailed)	.976		.000	.155	.000
	N	252	252	252	252	252
IC	Pearson Correlation	-.021	.859**	1	.015	.229**
	Sig. (2 –tailed)	.738	.000		.814	.000
	N	252	252	252	252	252
EI	Pearson Correlation	.078	.090	.015	1	.153*
	Sig. (2 –tailed)	.215	.155	.814		.015
	N	252	252	252	252	252
WLB	Pearson Correlation	.119	.204**	.229**	.153*	1
	Sig. (2 –tailed)	.060	.001	.000	.015	
	N	252	252	252	252	252

Source: Primary data

The correlation study reveals that AI usage, digital proficiency, and capacity for innovation show no significant correlation with the intention of IT workers to become entrepreneurs ($p > 0.05$). On the contrary, the balance between personal and work life shows a good correlation with the intention to start a business ($r = 0.153$, $p = 0.015$). In general, one can conclude that a better balance between personal life and work is positively connected with entrepreneurial intention.

Objective II –Problems Faced in AI Adoption and Entrepreneurial intention among Male and Female IT Employees

Table – 3
Independent Sample t-test

Entrepreneurial Intention Item	t-value	df	Sig.(2-tailed)	Decision
I intend to start my own business in the future.	0.408	250	0.684	Not Significant
I seriously think about becoming an entrepreneur.	0.436	250	0.664	Not Significant
I am willing to take risks to start a business.	0.426	250	0.671	Not Significant
I actively search for business opportunities.	0.334	250	0.739	Not Significant
I plan to become self-employed in the future.	0.123	250	0.902	Not Significant

Source: Primary data

In order to determine whether the entrepreneurial intentions differ among male workers and female workers in the sector of Information Technology, the Independent Samples t-test statistical approach was applied for the data evaluation. The statistical analysis yielded the results that revealed that the p-values of all five entrepreneurial intention elements from the list were higher than the critical level of 0.05 (EI1=0.684, EI2=0.663, EI3=0.671, EI4=0.739, EI5=0.902). Thus, no significant divergence on the field of the entrepreneurial intentions was found as for the male and female employees. Therefore, the theory that men and women from the field of IT have the same entrepreneurial intentions has been supported by the investigation results.

DISCUSSION

The research suggests that there is not a strong relationship between the use of AI, digital capabilities, and possibility of innovation when it comes to entrepreneurial goals among IT specialists. On the other hand, there is a significant positive relationship between work-life balance and other entrepreneurial goals ($r=0.153$, $p=0.015$), thus it can be said that people with good work-life balance will likely consider entrepreneurship as their business opportunities. The study also shows that the digital competence strongly correlates with innovation capacities ($r=0.859$, $p<0.01$).

SUGGESTIONS

- The availability of flexible working options will enable employees to achieve a satisfactory work-life balance.
- AI training and digital skills acquisition programs will enable the employees to improve their IT skills.
- Employees should be encouraged to be involved in innovative and entrepreneurial activities.
- Mentoring, training workshops, and help in establishing businesses should be provided to anyone who wants to start an entrepreneurial career.
- AI implementation should be focused on reducing the employees' work burden.

CONCLUSION

The study findings establish the fact that a positive association exists between work-life balance and entrepreneurs' motivation of information technology specialists. However, the results indicate that there is no conclusive link between the use of advanced technology as well as the skills of IT specialists and their ability to innovate thus indicating that establishing a favourable working environment may be crucial for IT workers' business ambitions.

FUTURE IMPLICATIONS

Future research could help the finding of new possible ways of introducing the aspect of AI, technological skills, and work-life balance in several IT companies and sectors. Besides, long-term studies may shed some light on whether or not the changes in the AI environment produce impact on the entrepreneurial intentions of the people over time. The research may explore such topics as AI and employment uncertainties, organizational support and efficiency in work, etc. Finally, it would be intriguing to research the differences in entrepreneurship among men and women, and the impact of professional experience of different specialists on their entrepreneurial intentions.

REFERENCES

1. Adisa, T. A., Gbadamosi, G., Mordi, T., &Mordi, C. (2019). In search of perfect boundaries? Entrepreneurs' work–life balance. Personnel Review, 48(6), 1634–1651. https://doi.org/10.1108/PR-06-2018-0197
2. Adisa, T. A., Gbadamosi, G., Mordi, T., &Mordi, C. (2019). In search of perfect boundaries? Entrepreneurs' work–life balance. Personnel Review, 48(6), 1634–1651. https://doi.org/10.1108/PR-06-2018-0197
3. Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211.
4. Akela, S. (2025). Work-life balance and its impact on employee turnover intentions. Journal of East-West Thought.
5. Bharathi, S. V., & Mala, E. P. (2016). A study on the determinants of work–life balance of women employees in information technology companies in India. Global Business Review, 17(3), 665–683. https://doi.org/10.1177/0972150916630847
6. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319–340.
7. Edwards, J. R. (1996). An examination of competing versions of the person–environment fit approach to stress. Academy of Management Journal, 39(2), 292–339.

8. Igna, G., &Venturini, F. (2024). Artificial intelligence and entrepreneurship: A systematic literature review. International Journal of Service Science, Management, Engineering, and Technology.
9. ITPro. (2026). AI isn't making work easier — it's intensifying it: Researchers say teams face unsustainable workloads and burnout.
10. Liñán, F., & Chen, Y.-W. (2009). Development and cross-cultural application of a specific instrument to measure entrepreneurial intentions. Entrepreneurship Theory and Practice, 33(3), 593–617.
11. Naveena Suresh., & Dr. PoonamKakkad (2023).Artificial intelligence and work life balance of faculties – An attempt to review the optimistic angles. published in the International Journal for Multidisciplinary Research (IJFMR), Volume 5, Issue 6 (2023). https://doi.org/10.36948/ijfmr.2023.v05i06.7891
12. Subathra S (2017), Women Empowerment And Entrepreneurship Through TAHDCO In Tiruchirappalli District, Research Explorer, 5(14), 67-72.
13. Tahir, R. (2022). Work–life balance: Is an entrepreneurial career the solution?Journal of Entrepreneurship in Emerging Economies, 16(4), 845–867. https://doi.org/10.1108/JEEE-03-2022-0077
14. Utama, I. D., Inayati, T., Setiawan, M., Mohd, Z., &Lusia, E. (2025). Shaping future entrepreneurs: Education, intention, and the adoption of AI. International Review of Management and Marketing.
15. Veluthan, R., &Valarmathi, A. (2020). Constituent factors and implications of work-life balance on female employees: A study on the Indian IT industry. International Journal of Management and Humanities, 4(5), 68–72. https://doi.org/10.35940/ijmh.E0521.014520
16. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. MIS Quarterly, 27(3), 425–478.
17. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. MIS Quarterly, 27(3), 425–478.
18. Vishnu S Nair (2026) Artificial Intelligence and Work-life Integration: Developing an AI-Enabled Framework for Infosys International Journal of Scientific Research in Engineering and Management (IJSREM), Volume 10, Issue 2, https://doi.org/10.55041/IJSREM49969.
19. Xie, Y., & Wang, S. (2025). Generative artificial intelligence in entrepreneurship education enhances entrepreneurial intention through self-efficacy and university support. Scientific Reports, 15, 24079.
20. Yang, J., Pu, B., & Guan, Z. (2019). Entrepreneurial leadership and turnover intention of employees: The role of affective commitment and person–job fit. International Journal of Environmental Research and Public Health, 16(13), 2380.
21. Zahra, S. A., Randerson, K., &Fayolle, A. (2013). The evolution and contributions of corporate entrepreneurship research. Management, 16(4), 357–378.
22. Zellweger, T., Sieger, P., & Halter, F. (2011). Should I stay or should I go? Career choice intentions of students with family business background. Journal of Business Venturing, 26(5), 521–536.