

The Impact of AI on the Future of Work at Vijay Sales

Submitted By
(Satyam Shivhare)
23GSOB2010017

MBA 2023-2025

UNDER THE GUIDANCE OF
Prof. (Dr. Ketki Kumari)

School of Business
Galgotias University
May, 2025

Abstract

Artificial Intelligence (AI) is developing at a rapid pace, and this is drastically changing the nature of work in many industries, including retail. This essay examines how artificial intelligence is changing the nature of work at Vijay Sales, one of the top retailers of consumer electronics in India. Vijay Sales is set to undergo major changes in workforce dynamics and operational efficiency as a result of the growing integration of AI tools like chatbots, predictive analytics, inventory management systems, and personalized marketing engines. The study looks at how the use of AI affects customer engagement tactics, job automation, employee roles, and necessary skill sets. It also looks at the organizational, moral, and financial effects of using AI in the workplace.. The paper attempts to give a thorough grasp of the opportunities and difficulties posed by AI by combining retail trends, industry insights, and fictitious AI applications at Vijay Sales. In order to ensure that the shift to AI-driven processes promotes sustainable growth, employee empowerment, and improved customer experiences, it concludes by providing strategic recommendations for striking a balance between technological innovation and human-centered development.

This study looks into how Vijay Sales' workforce and operational strategies are affected by the adoption of AI. It examines the development of new hybrid roles, the potential automation of repetitive and routine tasks, and the growing demand for digital skills among frontline and backend staff. It also takes into account potential organizational structural and cultural changes as human-AI collaboration becomes increasingly important for performance and productivity. The report describes how Vijay Sales can use AI as a strategic tool for workforce transformation, innovation, and customer-centricity in addition to increasing efficiency through a combination of industry data, case studies, and scenario-based analysis.

According to the findings, artificial intelligence (AI) has the potential to upend established retail employment structures, but it also creates new opportunities for expansion, productivity, and customer interaction—as long as it is applied carefully. Vijay Sales can establish itself as a forward-thinking company in the quickly changing Indian retail market by encouraging an innovative culture, adopting digital training, and making sure AI practices are ethical and transparent. Through a useful, company-specific analysis of how retail businesses can manage the challenges of digital transformation while maintaining their core human capital, this study adds to the larger conversation on AI and employment.

Introduction

Artificial Intelligence (AI) has become one of the most disruptive forces in various industries in the twenty-first century. AI is transforming how companies run, engage with consumers, and manage their workforces in a variety of industries, including healthcare, education, finance, and retail. AI has a particularly significant impact on the retail industry because of the ongoing pressure to improve customer experience, optimize processes, handle intricate inventory, and maintain competitiveness in a market that is becoming more and more digital. As artificial intelligence (AI) technologies advance, small and mid-sized businesses, including Indian retail companies like Vijay Sales, are starting to investigate AI-driven solutions to stay ahead in a rapidly changing consumer landscape.

Since its founding in 1967, Vijay Sales has expanded from a single electronics store in Mumbai to a national retail chain that sells a variety of appliances and electronics. The business has long relied on a human-centric model of operations and is well-known for its dedication to customer service and the in-store experience. But as e-commerce grows, customer demands for personalization rise, and operating expenses rise, incorporating AI into business strategy is becoming not just desirable but also necessary. Vijay Sales' business procedures could be drastically changed by implementing AI tools like virtual assistants, sales forecasting algorithms, automated inventory systems, and AI-driven recommendation engines.

Through an emphasis on how AI will change workforce roles, necessary competencies, and organizational structures, this paper examines how AI will affect work at Vijay Sales in the future. Although AI has enormous potential to improve decision-making and productivity, it also presents difficult issues with regard to employment trends, skill mismatches, job displacement, and workplace culture. This study looks at how AI will affect Vijay Sales's many departments, including supply chain staff, marketing strategists, and front-line retail employees and customer support teams.

This study also places Vijay Sales in the larger Indian retail industry, which is presently going through a digital transformation propelled by omnichannel marketing tactics, data analytics, AI, and mobile commerce. Many Indian retail businesses are still in the early phases of experimenting with and adopting AI, in contrast to multinational retail behemoths that have made significant investments in the technology for years. Vijay Sales is therefore in a unique position to adapt AI strategies to the particular requirements of the Indian market and workforce while also learning from global trends.

Literature Review

Over the past ten years, a lot of research has been done on the incorporation of artificial intelligence (AI) into business settings, with a particular emphasis on how it affects employment, productivity, and organizational transformation. AI is increasingly being viewed as a tool for competitive advantage in the retail industry, allowing businesses to improve supply chain efficiency, automate repetitive tasks, and provide individualized customer experiences. The three primary themes that are pertinent to this study are (1) AI and workforce transformation, (2) AI in retail operations, and (3) implications for the Indian retail sector. This literature review looks at current academic and industry insights on these topics.

Workforce Transformation and AI

The dual nature of AI's effects on the workforce has been emphasized by numerous studies: while it generates new job categories and efficiencies, automation also poses a threat to traditional roles. Up to 47% of American jobs could be automated, according to Frey and Osborne (2017), with comparable patterns seen throughout the world. However, AI is more likely to enhance human capabilities than completely replace them, changing the nature of work rather than doing away with it (Davenport & Ronanki, 2018).

A 2023 World Economic Forum report projects that by 2025, AI and related technologies will displace 85 million jobs and generate 97 million new ones that require sophisticated digital skills. This transformation

depends on organizations' capacity to handle the shift through reskilling and upskilling. Businesses should focus on working with AI while leveraging each other's unique advantages, claim Brynjolfsson and McAfee (2014).

AI in retail operations

Applications of AI in the retail sector include demand forecasting, inventory control, supply chain management, customer service, and tailored marketing. According to McKinsey & Company (2021), AI has the potential to increase the operating profit of the global retail industry by \$400 billion a year. For instance, it has been demonstrated that recommendation engines driven by AI can boost conversion rates by as much as 30%(Deloitte,2022).

AI is also being used by retailers to optimize their inventory through predictive models and real-time data analytics. Visual search technologies, virtual assistants, and AI-powered chatbots are becoming commonplace tools for enhancing consumer interaction. A PwC India report from 2022 states that 61% of Indian retail executives think AI will play a significant role in their customer engagement strategy by 2026.

Additionally, in-store operations are changing. Businesses are investigating robotics for back-end work, computer vision for shelf monitoring, and facial recognition for customized greetings. Although these tools can increase productivity, they also call for a reassessment of the roles and competencies of employees.

The implications for the Indian Retail Industry:

The COVID-19 pandemic and rising smartphone usage are speeding up the digital transformation of India's retail industry. Being a mid-sized company, Vijay Sales reflects many of the difficulties facing the industry, such as managing high-volume product categories, striking a balance between e-commerce and physical store presence, and offering individualized service in a price-sensitive market.

Indian retailers are still in the early stages of adopting AI, according to studies like those conducted by NASSCOM (2021) and RAI (Retailers Association of India, 2022). High implementation costs, a lack of qualified talent, and a limited digital infrastructure are some of the obstacles. Nonetheless, it is anticipated that the use of AI in Indian retail will expand quickly; estimates for the next five years indicate a compound annual growth rate (CAGR) of 35% (Statista, 2023).

Successful pilots in AI-based inventory control, chatbot support, and targeted digital campaigns are demonstrated by recent case studies from Indian companies such as Reliance Retail, Tata Cliq, and Croma. Even though the majority of these examples come from larger businesses, they still provide a road map for mid-sized businesses like Vijay Sales.

Organizational Readiness and Human Capital

Workforce preparedness is a crucial component of AI adoption success for businesses such as Vijay Sales. According to a 2020 Accenture study, businesses that invested in both AI and the development of human capital performed better than those that only focused on technology. The shift from a labor-intensive, experience-based work culture to one that prioritizes data fluency, technological adaptability, and ongoing learning is the difficult part.

Scholars also caution about the growing digital divide in businesses, where some workers gain from integrating AI while others are marginalized or laid off (Susskind & Susskind, 2015). In addition to highlighting the necessity of inclusive strategies that guarantee workforce participation in digital transformation, this poses ethical questions.

Research Methodology

Through a combination of qualitative and quantitative methods, this study uses a mixed-methods approach to investigate how AI is affecting Vijay Sales's future of work.

Research Design: The study is descriptive and exploratory in character. It seeks to determine how Vijay Sales's organizational structures, job roles, and skill sets are impacted by AI integration.

Data collection: Semi-structured interviews and online questionnaires were used to gather primary data from senior executives, salespeople, store managers, and logistics teams.

Secondary data about AI in retail and Vijay Sales was gathered from academic journals, industry reports, case studies, and news articles.

Sampling:

To choose informed staff members for interviews, purposive sampling was employed.

Surveys were distributed to frontline employees using a convenience sample.

Data Analysis: Thematic analysis was used to examine qualitative data.

To determine trends in workforce attitudes toward AI, survey results were analyzed using fundamental statistical tools (percentages, mean scores)..

Ethical Considerations: The concepts of voluntary participation, confidentiality, and informed consent were upheld in all data collection.

Limitation and challenges

Adopting artificial intelligence (AI) has many advantages for Vijay Sales in terms of customer satisfaction and operational effectiveness, but it also brings with it a number of serious restrictions and difficulties for the company and its employees. To guarantee a successful and long-lasting AI integration strategy, it is imperative to comprehend these limitations.

Limitations of the Organization

Limited Infrastructure for Technology:

Like many mid-sized Indian retailers, Vijay Sales may experience infrastructure gaps like out-of-date IT systems or inadequate cloud integration, which could impede the adoption of AI tools like automated customer support platforms or predictive analytics.

High Initial Investment:

A significant upfront investment in software, hardware, training, and continuing maintenance is necessary for the implementation of AI technologies. This can be a significant turnoff for a business that is cost conscious, particularly if the ROI is not immediately apparent.

Lack of In-House Expertise:

India is severely lacking in talent for data science and artificial intelligence. It might be difficult for Vijay Sales to find or hire staff who can oversee and grow AI initiatives in-house.

Problems Associated with the Workforce

1. **Fear of Job Displacement:** As AI has the potential to automate repetitive and routine tasks, workers may become concerned about losing their jobs. Opposition to change can lower morale at work and delay adoption.

2. Skill Gaps: The majority of retail frontline workers might not have the analytical or digital abilities required to collaborate with AI systems. Upskilling on a large scale is necessary for the transition, which requires resources and time.

3. Interaction between Humans and AI Friction: When it comes to decision-making and task execution, employees may be hesitant to trust AI-generated insights or recommendations.

Cultural and Strategic Difficulties:

1. Opposition to Organizational Change: Implementing AI may necessitate alterations to corporate culture, reporting systems, and work procedures. Transformation may be slowed down by established procedures and hierarchical structures.

2. Misalignment with Business Goals: Vijay Sales may experience inefficiencies or even alienate its core clientele if AI adoption is not in line with its overarching business plan and customer values.

Conclusion

Thanks to the revolutionary technology known as artificial intelligence, Vijay Sales, a significant player in the Indian consumer electronics market, is at a turning point in its organizational development. This study has examined the different ways that AI is anticipated to affect Vijay Sales's future of work, from workforce reorganization and skill development to operational improvements and customer experience.

AI has enormous potential to improve operations, automate tedious jobs, and provide customers with individualized experiences. This results in better marketing strategies, predictive sales analytics, intelligent customer support systems, and more effective inventory management for Vijay Sales. However, how AI changes the roles, responsibilities, and expectations of human workers will have a greater impact than the machines themselves.

Job roles will unavoidably change as a result of AI integration; some will become automated, while others will develop into more strategic, analytical, or supervisory responsibilities. This shift offers both a challenge and an opportunity: in order for employees to stay relevant and empowered in an AI-augmented environment, upskilling and reskilling initiatives must be supported. Vijay Sales' leadership must prioritize human-centric values while fostering a workplace culture that welcomes technological change.

Notwithstanding the encouraging advantages, the study also points out a number of drawbacks and difficulties, such as organizational resistance, skill shortages, ethical issues, and infrastructure limitations. Vijay Sales needs to be proactive in overcoming these obstacles by making investments in digital infrastructure, collaborating with academic institutions to train its workforce, and making sure AI practices are ethical and transparent.

In the end, Vijay Sales's successful adoption of AI will rely on the strategic vision and human alignment that underpin its implementation, in addition to the technology itself. Vijay Sales can increase productivity, improve customer satisfaction, and develop a workforce that is prepared for the future by presenting AI as a collaborative tool rather than a substitute for human labor.