

Predictive Analytics as a Strategic Approach to Mitigating Employee Stress in Digital Transformation Environments

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ABSTRACT

The contemporary IT industry is experiencing unprecedented technological disruption, characterized by rapid digital transformation, AI integration, and increasingly complex work environments. Employees are encountering escalating psychological challenges, with workplace stress emerging as a critical concern that threatens organizational productivity, employee well-being, and sustainable workforce management. Potential stress triggers include continuous technological changes, high-pressure project deliverables, ambiguous role expectations, remote work dynamics, constant skill upgradation requirements, and the persistent uncertainty introduced by emerging technologies. These multifaceted challenges create a complex psychological landscape that traditional management approaches struggle to address effectively. The research objective is to develop a predictive analytics framework that enables proactive stress identification and intervention mechanisms. By mapping intricate interactions between technological demands and human psychological resilience, the study aims to provide a strategic approach for creating adaptive, employee-centric organizational environments in the digital age.

Keywords: Predictive Analytics, Employee Stress, Digital Transformation.

