

An Evaluation of Employee Perceptions of Digital Tools and Job Security

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Digital tools enable employees to work more efficiently, collaborate with each other easily, and access information and data from anywhere by automating repetitive tasks, reducing errors, and speeding up the information processing. This study focuses on the biscuit manufacturing industry in Sri Lanka since the Sri Lankan biscuit manufacturing companies adopt digital tools to enhance operational effectiveness, minimize wastage and augment the competitive edge impacting the job security of operational level employees who will be replaced with automation technologies, robotic technologies, or other digital tools. Hence, the purpose of this study is to evaluate the impact of digital tools on job security of operational level employees in the biscuit manufacturing companies in Sri Lanka. Hence, it is expected to ensure that the benefits of digitalization are balanced with the welfare of operational level employees. The research is designed as a quantitative study with Automation Technologies, Robotic Technologies, and Other Digital Tools as the independent variables and Job Security as the dependent variable. A sample of 341 participants from the five biscuit manufacturing companies is selected through the quota sampling technique. Data collection is performed through a questionnaire survey. Pearson's correlation analysis and multiple regression analysis are used to analyse the responses and determine the relationships among variables. The questionnaire is checked for validity and reliability. The findings reveal that Automation Technologies, Robotic Technologies, and Other Digital Tools have a significant positive impact on Job Security. Therefore, all the Sri Lankan companies must start utilizing digital tools in their factories to enhance operational effectiveness, minimize wastage and augment the competitive edge since these tools can further improve employee satisfaction and retention.

Keywords: Digitalization, Automation technologies, Robotic technologies, Digital tools, Job security