

Digital Transformation: The Effect of Artificial Intelligence on the Efficiency of Financial Administrative Workers in Peru in 2024

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Abstract : This study examines the influence of artificial intelligence (AI) on the work efficiency of administrative employees in the financial sector of Metropolitan Lima, Peru, during the year 2024. Focusing on the relationship between AI implementation and work efficiency, it addresses specific variables such as decision-making, motivation, and employee productivity. To accomplish the analysis between AI and work efficiency within the financial sector of Metropolitan Lima, it is necessary to evaluate how AI optimizes time in administrative tasks, examine how AI impacts the agility of the process of making decisions, and investigate the influence of AI on the satisfaction and motivation of employees. The research adopts a correlational and explanatory approach, designed to establish and understand the connections between AI and work efficiency. A survey design adapted from an OECD study is used, applying questionnaires to a representative sample of administrative workers in the financial sector who incorporate AI into their functions. The target population includes administrative workers in the financial sector of Metropolitan Lima, estimated at 73,097 employees based on data from the Censo Nacional de Empresas y Establecimientos and studies by the BCRP. The sample, selected through simple random sampling, comprises 246 workers.

Keywords : business management, artificial intelligence, decision making, labor efficiency, financial sector

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