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BMGT 364

# Unit 1 Case Analysis Assessment

Kensho is faced with the challenging task of creating innovative software to cut costs, but the downside is that human jobs will be replaced. Employees of Kensho must have certain personalities to effectively perform their jobs. Employees who score high on the Conscientiousness trait model will be effective at their jobs. Conscientious workers tend to focus more on the tasks presented to them. They will attempt to achieve their goals without letting obstacles irritate them. In contrary, employees with high extraversion and low openness wouldn’t be the best fit to work at Kensho. Extraverted people show more empathy towards people, therefor wouldn’t be comfortable with depriving jobs from the middle-class. Kensho is presenting a model that will vastly change the economy, employees with low openness may not be comfortable with this change. It is highly important for employees to match these personalities in order to have a good fit in the Kensho work environment.



Employees may not just lose their jobs from automation, they may also lose their motivation. Self-Efficacy can drastically be affected by robot performing jobs better than humans. Human workers would feel that they are replaceable and that it’s only a matter of time before they are replaced by robots, because they cannot perform their job as efficiently. A second way that motivation will be affected is shown when looking at the Need for Achievement theory. The nAch theory shows how humans need to succeed. When human Employees are made aware of how robots could replace them while performing their job at a higher level, they will begin to feel inferior and incomparable.

Both theories show how human workers can lose inspiration from automation, now let’s look at how managers can increase the motivation. In order to restore self-efficacy, managers must simply use verbal encouragement. Studies have shown that when a superior conveys to an employee that they will succeed at their task, employees perform more efficiently. When managers attempt to restore motivation for employees who fall under the nAch, they must look at how to show employees that they are succeeding at their tasks. An uncomplicated way to complete this is by providing employees with feedback on their work, and to offer rewards when they successfully complete their tasks. These examples are ways in which employee motivation can be maintained.