GENERATIVE AI-POWERED ORGANIZATIONAL LEARNING CULTURES IN SRI LANKA AND EMPLOYEES' PERCEPTIONS

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Abstract: This study examines the integration of Generative Artificial Intelligence (GAI) into Sri Lankan organizational learning. While GAI offers the potential for personalized and effective learning, its adoption is still nascent. A quantitative research approach was adopted, utilizing purposive sampling to select 100 respondents who actively employed GAI for their further learning. Employee perceptions, influenced by factors like prior artificial intelligence exposure and organizational support, are crucial for successful implementation. The research confirms GAI's positive impact on learning efficiency and effectiveness, emphasizing the importance of organizational support, technology, and employee readiness for its successful integration.

Keywords: Employees' Perceptions, Generative Artificial Intelligence, Organizational Learning Cultures, Sri Lanka, Technology Adoption.