



**International Conference on Interdisciplinary Research in Science,  
Management, Engineering and Humanities (ICIRSMEH - 2025)  
26<sup>th</sup> October, 2025, Bhubaneswar, Odisha, India.**

**CERTIFICATE NO : ICIRSMEH /2025/C1025725**

**Impact of Digital Transformation in HR Policies on Employee  
Engagement and Workplace Culture**

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**ABSTRACT**

This research focuses on the impact of digital transformation in HR policies on employee engagement, workplace culture, and performance outcomes. As organizations integrate digital tools such as AI-based recruitment, performance tracking systems, and employee engagement platforms, HR practices are undergoing significant changes. The study aims to evaluate how these technologically driven policies affect employee interaction, transparency, and efficiency. Data will be collected through structured questionnaires and analyzed using statistical techniques. The results are expected to show that digital HR policies enhance communication, streamline processes, and improve employee engagement levels. However, challenges such as resistance to change and lack of digital literacy may also emerge. The study will provide insights into how organizations can effectively leverage technology in HR practices to build a collaborative work culture and achieve sustainable performance improvements.