

DECONSTRUCTION OF EMPLOYEE EXPERIENCE:

As mediated by technology



RESEARCH QUESTION

How, where and how much can technology facilitate and improve the work experience of employees ?

RESEARCH AIMS

Deconstructing EX using tools and concepts from Customer Experience (CX) studies

Examine EX using touchpoints - convergence areas between employer and employee

Explore the role of technology in facilitating the various touchpoints

Examine the dyadic relationship between the organisation and employee using EX as a vantage point

METHODOLOGY

Case study based approach - studying Hi-Tech organisations who have an EX roadmap

Mixed methods design - quantitative surveys and qualitative interviews

IMPLICATIONS FOR PRACTICE

My research would help HR practitioners design and implement a scalable Employee Experience strategy. It would assist in developing an employee-centric and service-oriented HRM with the aid of technology.

KEY AREAS

- Employee Experience
- Employee Engagement
- Internal Customers
- Service Oriented HR
- Technology & Strategic HRM



LinkedIn

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Researcher and technologist studying the role and applications of technology in strategic HRM. Current research projects include application of AI in HRD, role of HRM in identifying and mitigating information security threats, use of crowdsourced platforms to track shifts in employee preferences and global talent management.

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