

# GLEANING THE MODERATING ROLE OF WORK-LIFE BALANCE IN THE NEXUS BETWEEN AI-DRIVEN HR INNOVATIONS AND PUBLIC UNIVERSITY EMPLOYEES' MENTAL WELL-BEING.

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## Abstract

The evolving digital technology landscape is significantly transforming organizational processes. The meteoric incorporation of artificial intelligence (AI) into the human resource (HR) management is for instance, changing how people work, introducing algorithmic innovations that make work easier. However, given the mental stress experienced by employees in universities who have to sometimes balance administrative duties with teaching and research; and basing on previous studies that have demonstrated the moderating potential of work-life balance, this research examined the direct influence of AI-driven HR innovations on employee mental well-being under the moderation of work-life balance. This research was anchored on the Job Demands Resources Theory that underpins employee well-being and performance; and the Technology Acceptance Model (TAM) which explores the acceptance and usage of technology. A sample of 262 university teaching staff were purposively drawn from public universities in Eldoret on the premise that they held both the teaching, research and administrative responsibilities. The study employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) framework for its suitability as a predictive model, allowing for the prediction of the influence of AI-driven HR innovations on mental well-being while concurrently showing the moderating role of work-life balance. The study revealed a positive and significant influence of AI-driven HR innovations on employee well-being. Similarly, the study determined that work-life balance moderates the relationship between AI-driven HR innovations and employee mental well-being. These findings underscore the importance of emerging technologies as strategies that can ease employee job stress and burnout, without underrating the central role of work-life balance. Through these findings, HR stakeholders alongside university administrators should seek to maximize the well-being of employees by putting in place AI-driven interventions, while offering ample opportunities for them to balance their work and living.

Key words: Gleaning, Moderating, Work-life balance, AI-Driven innovations, Mental well-being

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