

WORKER PERCEPTIONS AND ACCEPTANCE OF AI TECHNOLOGIES IN TRADITIONAL INDUSTRIES IN TAMIL NADU

Dr. T. Sivakumar

*Assistant Professor, Department of Commerce (A&F), Mar Gregorios College of Arts & Science, Mogappair West,
Chennai, India*

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ABSTRACT

The purpose of this study is to investigate how employees feel, think and accept the use of artificial intelligence (AI) technology in conventional sectors like manufacturing, textiles, agriculture and logistics. It aims to comprehend how employees view AI's effects on productivity, workplace dynamics, skill needs and job security. Workers from a variety of conventional industries participated in both qualitative and quantitative interviews as part of a mixed-methods approach. In order to ensure a diversified sample in terms of age education and work type the study concentrated on areas experiencing early-stage AI adoption. Perceived utility usability and intention to use AI technologies were evaluated using the Technology Acceptance Model as a theoretical framework. Thematic coding for qualitative insights and statistical methods for quantitative replies were used to study the data. The findings show that employees have differing opinions. Many workers voiced concerns about job displacement skill gaps and lack of training even while younger and better educated workers indicated greater support of AI. Employees that experienced AI-assisted procedures reported increased productivity but they also felt cut off from the decision-making process. In order to promote positive engagement with AI the study emphasizes the significance of open communication inclusive training programs and participatory implementation methods.

KEYWORDS: *MSMED Act Provisions.*