Artificial Intelligence & The Depersonalization In Today's Corporate America

EXECUTIVE TALENT SEARCH PARTNERS WHITE PAPER

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Introduction:
In today's digital age, the use of Artificial Intelligence (AI) to automate tasks has become increasingly prevalent. While this technology offers convenience and efficiency, it also raises important questions about the impact on human connection and trust. This article explores Artificial Intelligence (AI) role and impact in creating depersonalization corporate business culture to today's world.

Background:
Artificial Intelligence is one of the biggest and important 2025 story lines permeating throughout today's society and dominating corporate conversations and strategic approaches to doing business.

While it may seem as though AI has been more of a recent phenomenon dominating our daily culture and business operations, actually AI has been around for decades.

The field of artificial intelligence (AI) began in the 1950s with the publication of Alan Turing's work and the Dartmouth conference in 1956. At this conference, in their workshop proposal John McCarthy, Marvin Minsky, Nathaniel Rochester, and Claude E. coined the term "artificial intelligence". (https://www.forbes.com/sites/gilpress/2016/12/30/a-very-short-history-of-artificial-intelligence-ai) In 1959, Arthur Samuel created the term "machine learning" which is a subfield of artificial intelligence, which is broadly defined as the capability of a machine to imitate intelligent human behavior. Artificial intelligence systems are used to perform complex tasks in a way that is similar to how humans solve problems. (https://mitsloan.mit.edu/ideas-made-to-matter/machine-learning-explained)

The evolution of AI since its beginnings to present day have been nothing short of revolutionary. The best comparison to its transformation is the 2007 release of the iphone, which we all know has so dramatically changed the world, as now we view and guage events based on events occurring as pre-iphone and post-iphone happenings. There is an expectation that AI will be viewed in the same manner in the not to distant future.

Artificial intelligence (AI) is transforming the corporate and financial worlds right in front of our eyes on a daily basis. In the ever-evolving landscape of business, AI is reshaping how business thinks and operates by performing mere possibilities into tangible solutions. The seismic shifts caused by AI within organizations transcend the traditional boundaries established by data statistics / analytics and operational research, yielding significant results while analyzing risk to maximize profits.

Depersonalization:

With AI is leading this next business revolution, it does not come without consequences and disruptions of traditional business models and practices. There is also a hidden cost: the loss of personal touch or *depersonalization.*

Michael Prestisa writes "The digital era has brought immense advantages to businesses, from enhanced communication to data analytics, but it has also fostered a climate of depersonalization. Emails, instant messaging, and video conferencing have replaced face-to-face interactions and phone calls, creating a barrier that can reduce empathy and emotional connection. The human

touch is gradually giving way to the screen." (https://www.linkedin.com/pulse/depersonalization-business-rise-ghosting-reflection-erosion-prestia)

Depersonalization in business refers to the process of removing a person, organization, process, etc. and the qualities or features that make them special or human from a business process.

"The depersonalization of today's world" touches all facets of our lives and not only business that is leading to a growing feeling among people that they are becoming increasingly detached from themselves, their surroundings, and meaningful human connections, often attributed to factors like excessive technology use, fast-paced lifestyles, and the commodification of experiences, leading to a sense of alienation and a lack of personal agency in daily life.

The World Economic Forum published research stating "The age of artificial intelligence has revolutionized the hiring process, and this means that increasingly, employers turn to job interviews mediated by technology. While it has brought efficiency and the ability to sort through many applications quickly, there is a growing concern that the human touch has been lost."

Some of the ramifications of AI advances such as the use of AI-mediated job interviews can also lead to a "ghosting" effect. Candidates who have been successful during interviews may never hear back from the employer, leaving them anxious and uncertain about their prospects. This phenomenon is an enormous problem in the job market today, and it has consequences that go beyond frustration, according to their research.

Ghosting in the job market has negative consequences for businesses too. Candidates that are left without communication or feedback feel frustrated and powerless, which can harm a company's employer brand, making it increasingly difficult for the organization to attract and retain top talent. In extreme cases, this can snowball into a full-blown brand crisis. (https://www.forbes.com/sites/benjaminlaker/2023/07/07/the-dark-side-of-ai-recruiting-depersonalization-and-its-consequences-on-the-modern-job-market)

When it comes to staffing, human capital recruitment and talent acquisition, Artificial intelligence (AI) can lead to depersonalization in business by creating a feeling of detachment between candidates and third party recruitment business partners / consultants not to mention internal employees, managers, or even individual employees within the organization that potentially impacts customer satisfaction, employee morale, and the overall company culture due to the lack of human interaction and personalized experiences; this manifests within automated customer service, standardized responses, and algorithmic decision-making that may not consider individual experiences, needs or nuances.

Key ramifications of AI-driven depersonalization in business can result in:

1. Negative customer experience:
    - Generic interactions: Relying heavily on AI chatbots or automated responses can lead to repetitive, impersonal interactions that lack empathy and fail to address specific customer concerns.
    - Frustration with lack of human contact: Customers may feel frustrated when they cannot reach a real person to resolve complex issues or discuss personalized needs.
    - Reduced brand loyalty: A lack of personal connection can decrease customer loyalty and advocacy.

2. Impact on employee morale:
   - Feeling of being replaceable: Employees may feel like their work is easily automated by AI, leading to decreased job satisfaction and motivation.
   - Limited career development: Over-reliance on AI decision-making might reduce opportunities for employees to showcase their skills and judgment.
   - Reduced engagement: A lack of human interaction in the workplace can lead to feelings of isolation and disengagement among employees.

3. Potential for ethical concerns:
   - Bias in algorithms: AI systems trained on biased data can perpetuate discriminatory practices in hiring, customer service, and other areas.
   - Lack of transparency: The decision-making process behind AI algorithms can be opaque, making it difficult to explain or justify outcomes to customers or employees. (https://www.linkedin.com/pulse/depersonalization-introductions-ai-psychological-jamison-utter-g7fbc)

Jason Uttter writes that "Trust is a fundamental component of any relationship, whether personal or professional. Human beings are wired to seek authenticity in their interactions. When an email or introduction is written by AI, it can feel impersonal and insincere, leading to a lack of trust. Recipients may question the authenticity of the message and the intentions behind it. Emotional Connection communication is not just about exchanging information; it is also about building emotional connections. AI-generated content often lacks the nuances and subtleties that convey emotions. This can result in a sense of detachment and alienation, making it difficult to establish a meaningful connection with the recipient." (https://www.linkedin.com/pulse/depersonalization-introductions-ai-psychological-jamison-utter-g7fbc)

Conclusion:
The depersonalization resulting from the increasing reliance on AI presents both opportunities and challenges. While AI can enhance efficiency and streamline communication, it is essential to recognize the impact of depersonalization. Trust, authenticity, and emotional connection are at the heart of all relationships, and these elements cannot be fully replicated by AI. By balancing the use of AI with personalized human touches, individuals and businesses can maintain the efficiency of automated communication while preserving the integrity of human connection. While it is important to recognize the limitations of AI in communication, it can still be a valuable tool for enhancing efficiency. However, it is crucial to add a human touch to ensure that the message is personalized and authentic. In doing so, companies can build stronger, more meaningful relationships that are founded on trust and authenticity.

ABOUT THE AUTHOR:
For the better part of the last 25 years, Sean Fitzmorris has been the strong talent acquisition support behind several world-class recruiting organizations with an emphasis on leadership-level and down within sourcing and full cycle recruiting. His expertise is executing a relationship driven approach with learning the nuances of multiple specialty areas while understanding every element of full cycle recruiting from requisition development through onboarding, with a special emphasis on all the intricate sourcing details in between. He has a Master's Degree in Public Relations / Communications from Rowan University. He is currently the President and Founder of a boutique search firm, Executive Talent Search Partners (ETSP).

ABOUT EXECUTIVE TALENT SEARCH PARTNERS (ETSP):
Executive Talent Search Partners (ETSP) is a boutique search firm driven by a dedicated, personalized business approach focus and value delivery model for the cyber / information security healthcare technology community. ETSP provides an alternative to traditional search practices by successfully bridging the gap between the focus of traditional retained model on the candidate side and dedicated attention of the RPO recruitment model with our client partners.

Through a collaborative hands-on approach to learn your needs, our passion is to build meaningful relationships with highly skilled and experienced cyber / information security professionals to connect with forward thinking client partners needing liked minded talent for their rapidly changing landscape within multiple industries.

Through the design and execution of our personalized and customized research and 15 step recruitment search process that double vets every interview ready candidate we share with our client partners to take your business to the next level.

In an era that finds the rise of AI sending tsunami like ripple effects in today's business world resulting in the depersonalizing of human interaction across the global corporate landscape. ETSP is dedicated and strives for the "human touch" with both our client partners and candidate business relationships.

ETSP partners with clients, as an extension of their business to resolve problems within talent acquisition program by providing client focus expertise to address their cyber / information security and AI talent needs and challenges by identifying real obstacles with their recruiting practices, supply and demand and/or the inevitable challenges they should expect. We help clients close open requirements for highly skilled and experienced technical professionals with speed and precision to hire the right person at the right time for the right position.

"We Take Our Business Personally"