

People Analytics – Pathway to Organisational Enlightenment or Ethical Minefield? (1119)

Speakers:

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While most organisations have already entered the digital era, recent innovations in data analytics are beginning to herald a tipping point for major transformational change. This workshop focuses on “People Analytics” (PA) – an area of innovation and practice aimed at capturing and analysing data about employees, teams and the workforce, to increase organisational intelligence, responsiveness and efficiency. It uses techniques such as data mining, visualisation, predictive analytics and machine learning to inform HR practices, such as hiring, monitoring, measuring or tracking personnel, and strategic objectives, such as reorganising services, enabling smarter outsourcing, tailoring remuneration and predicting future capacity needs.

While these innovations promise many benefits for organisations, they are also giving rise to significant ethical challenges associated with privacy, fairness and employee rights. With public awareness of data risks rising and privacy regulations becoming more stringent – particularly with launch of the new European General Data Protection Directive – the misuse of these new capabilities could lead to significant financial and reputational damage for organisations. Building ethical awareness and finding new ways of balancing business value and social responsibility are therefore imperative. As such, this interactive workshop aims to bring together multi-disciplinary researchers and practitioners engaged in the study, use or evaluation of PA and related innovations, to share perspectives and experiences on PA initiatives and related ethical and trust issues, and to consider their implications for stakeholders, society and the future of work.