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Article

The Role of Generative Artificial Intelligence Applications in Achieving Prosperity at Work: An Analytical Study of the Opinions of a Sample of Employees at Al-Furat Al-Awsat Technical University

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Abstract: The research mainly aims to measure and test the relationship between the correlation and impact of generative AI applications with their sub-dimensions in flourishing in work in its dimensions at the level of a sample of employees of at Al-Furat Al-Awsat Technical University, and the research population was selected and sampled based on the measured variables, where the applications of generative artificial intelligence were measured as an independent variable through six dimensions, namely, (Accuracy and quality of outputs , Content Generation and Crafting, Interaction and orders engineering, Multimedia Generation, data analysis and retrieval, Automate and simplify routine tasks) and prosperity at work was measured as a dependent variable through two dimensions, namely (learning and vitality). The research relied on the descriptive-analytical approach to reach its goals, as a questionnaire was used distributed to a sample of university employees, amounting to (150) employees, and the responses of the sample were analyzed using the statistical program (SPSS.25), and the research reached a set of conclusions, the most important of which is the existence of a positive and significant correlation between the use of artificial intelligence applications, achieving professional prosperity and job satisfaction, facilitating the management of complex tasks and raising creative efficiency. The most important recommendations Encourage employees and departments to intelligently employ digital tools to reduce the times of repetitive routine tasks and by giving them broader powers in choosing smart programs and solutions that contribute to raising the levels of (continuous learning) and acquiring modern skills.

Keywords: Artificial Intelligence, Generative Artificial Intelligence, Artificial Intelligence Applications, Prosperity at Work, Universities.

1. INTRODUCTION

The rapid development of digital technologies has brought significant changes to the nature of work, organisational processes, and employee behaviour. Among the most influential technological developments in recent years is artificial intelligence (AI), which has moved from being primarily a specialised technological tool to becoming an increasingly accessible component of everyday organisational activities. Artificial intelligence is now applied in areas such as information retrieval, decision support, communication, data analysis, automation, content production, customer service, education and research. The emergence of generative artificial intelligence (GenAI) represents a particularly important development because it extends the role of AI from analysing existing information to generating new content and assisting users in performing a wide range of cognitive and administrative tasks.

Generative artificial intelligence refers to AI systems capable of producing new content in response to user instructions or prompts. Such systems can generate textual, visual and multimedia materials, summarise and analyse information, retrieve and organise data, assist with problem-solving, translate content, develop ideas and automate repetitive activities. Unlike traditional information technologies, which generally require users to interact with predefined functions and databases, generative AI systems can engage in relatively flexible, conversational and context-sensitive interactions. This characteristic has created new possibilities for employees and organisations seeking to improve productivity, creativity, learning and work efficiency.

The increasing availability of generative AI applications has generated considerable interest in their potential contribution to organisational performance and employee experiences. Employees can use these technologies to draft documents, prepare reports, generate ideas, analyse information, summarise lengthy materials, produce presentations, retrieve relevant knowledge and reduce the time required to complete routine assignments. Consequently, generative AI may alter not only the technical processes through which work is performed but also the way employees learn, solve problems, interact with information and experience their work. This makes the study of GenAI particularly relevant from both technological and organisational perspectives.

The relevance of generative AI is especially evident in higher education institutions. Universities are knowledge-intensive organisations in which employees routinely engage in teaching, research, administration, information management, communication and problem-solving activities. Academic and administrative employees are therefore frequently required to process large amounts of information, prepare written materials, communicate with students and colleagues, analyse data, undertake research and perform repetitive administrative tasks. Generative AI applications may provide support for many of these activities by reducing the time required for routine work and increasing employees' access to information and digital assistance.

2. MATERIALS AND METHODS

First: The research problem

Generative AI represents a paradigm shift in modern applications, and this type of intelligence provides unlimited opportunities for creativity and innovation, in light of its increasing adoption in the work environment and the impact it may have on the vitality and learning of employees. In doing so, the basic question of the research is formulated as follows.

What effect of generative AI applications in promoting prosperity at work?

Second: Research Objectives

The research seeks to achieve the following objectives:

1) The extent to which employees practice artificial intelligence applications in the university work environment.
2) It measures the impact of AI applications on achieving career prosperity indicators.
3) To determine the level of application of generative artificial intelligence applications in the research university and the level of prosperity in its work, a statistical analysis is conducted.

Third: The importance of the research

The importance of the research stems from the importance of its variables, as the research seeks to enrich the scientific literature as two topics for continuous development in university

institutions , by linking modern variables, namely (generative artificial intelligence and prosperity at work). Thus, it provides insights on how to employ artificial intelligence applications to achieve prosperity in the work of educational institutions with modern developments in various fields and digital transformation, and this type of intelligence provides unlimited opportunities for creativity and innovation. Where smart systems can produce new content that exceeds tradition every time smart systems are requested in a variety of ways, which enhances the role of artificial intelligence in supporting innovation and solving problems in unprecedented ways.

Fourth: Research Hypotheses

Based on the research problem and to achieve its objectives in exploring the relationship between generative AI applications and job prosperity in universities, the following main hypothesis was adopted **(**there is a statistically and statistically significant correlation and effect between generative AI applications and job prosperity in universities) and the following hypotheses are derived from it:

1. There is a positive and important correlation between the generative artificial intelligence variable and the flourishing of work at the university research sample.
2. There is a positive and important effect of the variable of generative artificial intelligence applications in achieving prosperity in university work.

Fifth: Research Population and Sample

The sample population is represented by the employees of the Middle Euphrates University, and the size of the population reached (155), (155) questionnaires were distributed, and (150) questionnaires were retrieved, which were used in statistical analysis.

Sixth: Statistical Methods Used

1) Analysis of the honesty and stability of the research tool:

To measure the consistency of the response within the paragraphs of each questionnaire variable, the stability coefficient (Cronbach's alpha) was used, and as a proof of the reliability of the research tool and in order to be acceptable, the value must exceed**(0.70)** .

2) Descriptive Statistics:

Standard deviation and arithmetic mean were used to analyze the no answers, and this was intended to determine the level of compatibility with the research variables.

3) Statistical methods for testing hypotheses:

To measure the strength and direction of the relationship between (generative AI applications) and (prosperity in university work), the Pearson correlation coefficient was used, and to determine the extent to which the independent variable is able to explain the variance in the dependent variable, simple linear regression analysis was used to measure the impact of AI applications on academic achievement.

Section Two: The Theoretical Aspect of the Research

3. RESULT AND DISCUSSION

First: Generative Artificial Intelligence concept

Artificial intelligence is referred to as (AI), and it is defined as the ability of digital machines and computers to perform certain tasks similar to those performed by humans and require certain mental processes, and it also aims to reach intelligent systems and behave like humans in terms of learning and understanding, so that these systems provide their users with various services such as interaction, education, and others. It is also known as a branch of artificial intelligence that focuses on creating content by processing information and data that the machine has been trained on. This content includes text, images, videos, and sounds, and is generated using AI models that mimic human natural language and manipulate multimedia in innovative ways**.** Generative intelligence is a type of artificial intelligence that enables the production of new content based on previous data, such as creating learning models, designing educational content, or developing customized learning solutions[3]. pointed out that generative AI is a computer technology that aims to create systems capable of generating new content that adapts to the construction of the input data, while simulating human mental abilities such as analytical thinking, decision-making and past experiences and produce new solutions to complex problems[4].

Applications Artificial Intelligence Generative

Generative AI applications are smart models and applications that are used to create new

content, such as text, images, videos, and smart simulations based on data that has been trained on them, and these applications are not limited to iteration or imitation, but can generate creative outputs based on understanding patterns and learning from previous data.Generative AI applications automate the process of creating a large amount of digital content in a short time. One of the most prominent of these applications is GPT Chat, a language model that mimics the natural conversational language of humans, developed by AI Open to provide an AI-based conversational system that has stimulated creativity and innovation, especially in the field of education, because it provides an interactive experience to the learner and helps them engage in the educational process[5] .

Dimensions of Generative Artificial Intelligence:

1. Automate and simplify routine tasks: The recent economic literature on the impact of technology on the labor market has been shaped by the task-based OTUR framework, which shifts the analytical focus from broad occupational categories to the content of specific tasks consisting of multiple tasks [6]. The routine technological change (RBTC) hypothesis assumes that computing will automate routine cognitive and manual tasks — those that adhere to explicit procedural rules — while incorporating non-routine analytical and personal work that requires flexibility, judgment, and human interaction. Web Development Metrics of AI exposure using natural language processing to match O*NET job descriptions with AI patent summaries, and found that, unlike robotics and software automation—they essentially replaced routine and manual tasks. [7]. In areas previously considered resistant to automation, AI techniques have been demonstrated, including elements of unusual cognitive work such as information assessment, creativity generation, and reading comprehension Felton et al. expanded this analysis after the release of ChatGPT, creating function-level metrics for exposure to the capabilities of large language models. Their results suggest that low-wage jobs are less exposed to LLM skills than high-paying jobs, reflecting the [8].
2. Data analysis and retrieval: Modern AI algorithms have evolved over time, and are able to process data in its natural form, making it possible to extract unstructured data, such as raw text and images. Deep learning and reinforcement learning algorithms have evolved, with specific algorithms, such as bypass neural networks and repetitive neural networks, gaining critical importance for their ability to analyze images, audio, and even video [9]. Furthermore, the industry needs related to text and natural data extraction are meeting a growing need that many of these algorithms have relied heavily on key suppliers: (1) the abundance of data needed to train and operate the algorithms, and (2) highly sophisticated computing resources to deploy and operate the algorithms. Open AI's ChatGPT Launch Contributes Recently, it has significantly expanded the capabilities of chatbots by integrating deep learning and language models based on the Generative Pre-Training of Converters (GPT) architecture [10].
3. Multimedia Generation: Essentially, interactive AI is based on large-scale data training and deep learning techniques. It enables the creation of multimedia content – including text, video, and audio – adapted to different scenarios. From the perspective of technological evolution, AI-powered AI represents a radical shift from "analytical intelligence" to "creative intelligence", re-establishing collaboration between generative intelligence technology and humans and changing technical frameworks. While traditional AI focused on prediction and classification, AI focused on innovation and content creation. Generative AI represents a major shift in the world of technology [9]. AI at work has become an indispensable tool for innovation and accomplishment, helping to reduce time and effort. Contemporary organizational research highlights the urgent need to develop a methodology for learning AI on the job. Research has shown that a barrier to digital transformation is the lack of technology employees.[11]. Research across sectors shows that AI literacy gaps are impacting organizations' ability to innovate and their competitive advantage, highlighting the need for inclusive development[12] .
4. Interaction and orders engineering: An improved version of OpenAI's pre-trained generative transformation (GPT) series has developed this even more than before by highlighting the potential of model routing for 2017, Previously, intelligence focused on a sample of tasks that were limited to learning [13]. and with the advent of the improved version, tasks were no longer limited to learning, but were used to improve decision-making, create personalized user experiences, and complete operations efficiently [14] .Command routing engineering with

generative intelligence technology achieves many benefits and value for individuals in particular and organizations in general, as the right routing helps ensure that AI models are created for the required content. In addition, the right routing of AI models produces accurate and high-value content, and routing engineering enhances intelligence models by adding directives that work on unique explorations [15]. AI routing engineering is a practice that focuses on human language, and using discrete and unique scripts known as "codes" the user creates directives. This method differs from "flexible routing" techniques that focus on precise auto-routing. Text message engineering relies on manually creating and reviewing text messages, making it more compatible with human-based disciplines.[16] .

5. Content Generation and Crafting: In 1957, IBM released the first computer-generated piece of music titled "Illia Suite", and the result of these attempts pointed to a great future for artificial intelligence, which encouraged companies and governments to invest in it. There was a decline in the use of intelligence applications and in the first decade of the second millennium, and after the success of Alex Net in ImageNet classifications in 2012, the interest in intelligence returned, as it flourished and entered a new era and was called analytical artificial intelligence, where it included the creation of new content and not only the understanding of data, and this is what distinguishes it from traditional intelligence, and despite this, intelligence requires understanding the model in data such as (text instructions) that exist pre-existing before creating new content for it, based on that, analytical intelligence was considered the basis of modern generative intelligence, so one of the most important applications of analytical artificial intelligence was to generate content well and professionally, where in the category of classifying images, the content of labels is generated[17] . Because of the dimensions of the content of the low labels, image recognition is not classified as generative intelligence, because one of its tasks is to generate high-dimensional data such as images and text, and to reduce the need for more data in deep learning, this content is used as artificial data[18].
6. Accuracy and quality of outputs: Important information can be modeled naturally as text-formatted graphs (TAGs) by storing vast amounts of important information in text form such as social media posts, scientific research, and scientific site publications to biological records. [19]. One of the most important advantages and benefits of using machine learning is to reduce the costs and effort associated with maintaining and building shared knowledge bases, reduce the burden, and provide a more flexible cognitive approach. With the development of machine learning models and the integration of machine learning applications into other services such as content generation platforms, search engine, Google and Jealousy and Chatbots, it is very important to understand these applications because these tools are used in our day and beyond being a technical challenge[20], If the platform provides misleading, unrealistic and correct information that causes public harm because it directly affects the beliefs, behaviors and decisions of millions of people [21] .

Second: The Concept of prosperity at work:

It was first used by Peter Benson1990 General Prosperity in the field [22].[23, 24] Prosperity is defined as the commonalities of cognitive, emotional, and physical energies that individuals bring to their role at work [25] . [26] Prosperity at work is said to be the shared sense of vitality and learning among workers, so thriving workers feel energized and empowered, while at the same time acquiring new things such as knowledge and skills (learning), and to achieve prosperity vitality and learning must be present at high levels. Explanation [27] He argues that prosperity is a state of mind that leads to a feeling of vitality and learning in individuals, i.e., improving abilities and self-confidence through the acquisition of knowledge and skills, while vitality represents a feeling of energy and enthusiasm[28] It also identifies a psychological state in which individuals experience a sense of energy and a sense of learning at work at the same time as a desirable and positive psychological state in which workers experience both feelings of vitality and learning and thriving workers feel that their current experiences and behaviors at work are intrinsically motivating them[29].

The importance of prosperity at work:

Many scientists, leaders, and managers have been interested in prosperity because of its positive effects, as some studies have shown that prosperity at work contributes to improving

performance, job satisfaction, physical well-being, and psychological flexibility .It was found that thriving workers achieve better results compared to workers who failed to thrive. In order for an organization to remain successful and competitive, it must quickly adapt to the dynamic environment and also allow its employees to thrive in the workplace because thriving workers are a source of competitive advantage, contribute significantly to organizational success, and learn self-sufficiently[30] .This is what he agreed with when he said that achieving prosperity in the work environment has benefits at the level of the organization in which they work and not only for the worker himself, as stress and fatigue levels decrease and health improves, which makes the mental state of workers good and this is reflected on their performance and the organization as a whole, as well as prosperity leads to greater proactive activity, a higher level of innovative work behavior, and more proactive activity and increase creativity, as it was observed that workers who feel active and energetic at work are more creative than those who do not feel thriving at work, as prosperity motivates individuals to engage in innovative work behavior[31] .

[32] : **The importance of prosperity at work is summarized in the following points**

1. Prosperity at work contributes to improved performance, job satisfaction, physical well-being, and psychological resilience, and reduces job turnover, which is reflected in increasing the productivity.
2. Thrive-based learning enables regrouping of competencies and greater problem-solving capacity as well as contributing to increased capacity to reform, sustain, build and face crises.
3. Lower health care costs are the most important and visible result of teamwork, so thriving organizations can save millions of dollars compared to non-thriving organizations to spend those costs on health care**.**

Dimensions of Prosperity at Work:

Prosperity at work is based on two interrelated foundations:

1. **Vitality:** One of the important elements for success at work, because of its ability to recover and learn from problems and obstacles, prosperity can occur with or without adversity, as it focuses on the positive psychological experience represented in increasing vitality for growth and progress at work. He explained Vitality is the feeling that encourages the individual and for the purpose of achieving their goal, people must work hard and hard and not work lazily and slowly. In this regard, It is one of the important elements in creative behavior, as it improves the psychological state of individuals and increases their creativity expands, and after being armed with this wide range of ideas and actions, employees. have a greater opportunity to come up with new ideas. Vitality also signifies one's sense of energy at work, as dynamic individuals increase the ability of the entire team to work, they are a source of inspiration for others, motivate them to achieve better, and spread the positive spirit that is an essential element of a healthy and prosperous work environment.
2. **Learning**: Learning is defined as the continuous development of individuals' experiences and perceptions and the development of talents and capabilities in their business [33]. According to my opinion [34].Learning is about acquiring new skills, experience, knowledge, and developing abilities and practicing them at work. He pointed out that workers who are looking for learning opportunities become more able to perform their tasks because they gain new skills experience He emphasizes Specifically, on-the-job learning expands employees' possibilities for participation and responsibility, benefiting their physical and mental health. In order to demonstrate a high degree of creativity and the ability to face the demands of work, it is necessary to develop the knowledge base of workers through learning [35] .Learning a key factor in improving performance and well-being, for talented employees who face intense competition in the workplace. and Helping others and providing support enhances the sense of learning and increases emotional and physiological energy. There are two types of learning: horizontal learning, which is represented by (developing competence)، i.e. increasing the technical knowledge necessary and strengthening experiences. and second learning is vertical learning, which is represented by (mindset shifting), i.e. improving the way of thinking, interpreting situations, developing high-risk relationships, navigating uncertain circumstances, and addressing complex problems**.**

Section Three: Presentation and Discussion of Research Results

First- Natural Distribution Test:

"**Table (1)** Through the table, the statistical values of the current variables (0.046-0.051) (generative artificial intelligence, prosperity at work) are shown, while the values (0. 300, 0.300) indicate the level of statistical significance respectively, which is higher than (0.05), from which we conclude that all the variables of the study fall within the limits of the moderate distribution.

Table 1: Kolmogorov-Smirnov test for research variables

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Generative Artificial Intelligence	.046	150	.300*	.996	150	.948
prosperity at work	.051	150	.300*	.985	150	.115

) SPSS V.25 Source: Program Outputs (

Second: Exploratory Factor Analysis

1. Exploratory Factor Analysis of the generative AI Variable

" Table (2) showed that the size of the research sample reached (0.842), which is acceptable and greater than the value of (0.50), which means that the research sample is consistent with the value of the exploratory analytical test, and this scale included (29) elements that were divided into (6) dimensions to be tested and to ensure their suitability to measure artificial intelligence applications, while the Barrelette test had a significance level of a value of the Chi-Square (0.000), which is less than (0.05), which indicates that there is a significant significance for the relationships between the periods of the variable.

Table 2: Statistical Value (KMO) and Bartlett's Test for the generative AI Scale

Kaiser Meyer Scale for Sufficient Sample Size	.842
Bartlett Test	1432.615
Degrees of Freedom	406
Morale level	.000

Source) SPSS V.25 Source: Program Outputs(

Table (3) shows that the results of factor analysis for the (6) paragraphs of the Generative Artificial Intelligence scale recorded high percentages of saturation rates exceeding (0.30), which is the specified percentage.

Table 3: Saturation Ratios for Generative Artificial Intelligence Paragraphs

Scale paragraphs		**Saturation Ratios**					
		The first dimension	**The second dimension**	**The third dimension**	**The Fourth Dimension**	**The Fifth Dimension**	The Sixth Dimension
Automate and simplify routine tasks	AS1	.872					
	AS2	.754					
	AS3	.691					
	AS4	.658					
Data analysis and retrieval	DA1		.768				
	DA2		.751				
	DA3		.542				
	DA4		.465				
Multimedia Generation	MG1			.871			
	MG2			.773			
	MG3			.602			
	MG4			.561			
	MG5			.448			
Interaction and orders	IOE1				.759		
	IOE2				.564		

engineering	IOE3	.512			
	IOE4	.471			
	IOE5	.430			
Content Generation and Crafting	CGC1		.859		
	CGC2		.689		
	CGC3		.638		
	CGC4		.525		
	CGC5		.446		
Accuracy and quality of outputs	AQ1			.845	
	AQ2			.792	
	AQ3			.631	
	AQ4			.580	
	AQ5			.527	
	AQ6			.452	

) SPSS V.25 Source: Program Outputs (

Third: Confirmatory Factor Analysis

1. Confirmatory factor analysis of the Generative Artificial Intelligence variable

"**Table 4:** Results of the Confirmatory Factor Analysis of the Generative Artificial Intelligence Variable " **Generative AI**

Tracks			**Recognition Standard**	**Recognition Non-normative**	**Error Standard**	**Percentage Critical**	**Lineage Morale**
Automate and simplify routine tasks	--->	AS1	.775	1.547	.325	4.763	***
Automate and simplify routine tasks	--->	AS2	.769	1.302	.274	4.749	***
Automate and simplify routine tasks	--->	AS3	.527	1.000			
Automate and simplify routine tasks	--->	AS4	.530	.795	.206	3.860	.003
Data analysis and retrieval	--->	DA4	.623	1.000			
Data analysis and retrieval	--->	DA3	.618	1.136	.175	6.488	***
Data analysis and retrieval	--->	DA2	.852	1.471	.234	6.284	***
Data analysis and retrieval	--->	DA1	.625	1.066	.209	5.091	***
Multimedia Generation	--->	MG5	.582	.853	.129	6.582	***
Multimedia Generation	--->	MG4	.653	1.000			
Multimedia Generation	--->	MG3	.700	.886	.150	5.906	***
Multimedia Generation	--->	MG2	.897	1.153	.164	7.038	***
Multimedia Generation	--->	MG1	.667	.838	.147	5.703	***
Interaction and	--->	IOE1	.621	1.025	.188	5.441	***

orders engineering							
Interaction and orders engineering	--->	IOE 2	.526	.808	.174	4.639	***
Interaction and orders engineering	--->	IOE 3	.728	1.000			
Interaction and orders engineering	--->	IOE 4	.562	.747	.153	4.866	***
Interaction and orders engineering	--->	IOE 5	.702	1.007	.166	6.064	***
Content Generation and Crafting	--->	CGC 5	.671	1.098	.201	5.459	***
Content Generation and Crafting	--->	CGC 4	.465	.934	.241	3.881	.003
Content Generation and Crafting	--->	CGC 3	.958	1.698	.267	6.362	***
Content Generation and Crafting	--->	CGC 2	.605	1.000			
Content Generation and Crafting	--->	CGC 1	.700	1.295	.215	6.021	***
Accuracy and quality of outputs	--->	AQ2	.555	.904	.167	5.417	***
Accuracy and quality of outputs	--->	AQ 3	.851	1.307	.150	8.706	***
Accuracy and quality of outputs	--->	AQ 4	.835	1.000			
Accuracy and quality of outputs	--->	AQ 5	.672	.904	.133	6.760	***
Accuracy and quality of outputs	--->	AQ 6	.658	.892	.136	6.584	***

Source: Program Outputs (SPSS V.25)

Table 5: Results of the Confirmatory Factor Analysis of the prosperity at work Variable

Tracks			**Recognition Standard**	**Recognition Non-normative**	**Percentage Critical**	**Error Standard**	**Lineage Morale**
Vitality	--->	VI6	.632	1.066	.210	5.067	***
Vitality	--->	VI5	.633	1.000			
Vitality	--->	VI4	.655	1.193	.230	5.199	***
Vitality	--->	VI3	.600	1.041	.215	4.834	***
Vitality	--->	VI2	.693	1.240	.231	5.369	***

Vitality	--->	VI1	.661	1.371	.265	5.169	***
Learning	--->	LEA7	.851	1.709	.241	7.090	***
Learning	--->	LEA6	.805	1.598	.236	6.770	***
Learning	--->	LEA5	.845	1.611	.228	7.060	***
Learning	--->	LEA4	.655	1.000			
Learning	--->	LEA3	.511	.823	.159	5.195	***
Learning	--->	LEA2	.693	1.021	.156	6.543	***
Learning	--->	LEA1	.871	1.720	.237	7.236	***

Source: Program Outputs (SPSS V.25)

Fourth: Stability Test for Research Metrics

The scales used in the research are characterized by accuracy and honesty, and the values of the stability coefficient for the sub-dimensions and the research variables range (from 0.758 to 0.941), and these values are considered high, as shown in Table (6) [36].

Table 6: Cronbach's alpha test values for search metrics

Key variables	**Cronbach's alpha valueof the variable**	**Subdimensions**	**Cronbach's alpha value of dimension**
Generative Artificial Intelligence	0.938	Automate and simplify routine tasks	0.758
		Data analysis and retrieval	0.815
		Multimedia Generation	0.852
		Interaction and orders engineering	0.789
		Content Generation and Crafting	0.824
		Accuracy and quality of outputs	0.835
prosperity at work	0.941	Vitality	0.854
		Learning	0.923

Source: Program Outputs (SPSS V.25)

Fifth: Description and Diagnosis of Research Variables

" The results of the weighted rate of the generative AI variable (4.085) and deviation (0.312), which requires the achievement of relative attention (81.700%), and a difference coefficient to reach (7.637%) indicate the agreement of the research sample at the high level of the variable in the researched university

"It is clear from Table 7 that the order of the subdimensions of generative AI is as follows (automation and simplification of routine tasks, data analysis and retrieval, multimedia generation, interaction and command engineering, content generation and manufacturing, accuracy and quality of outputs) according to the answers of the samples

Table 7: Descriptive Metrics of the Generative AI Variable

no.	**Dimensions**	**Weighted Medium**	**Standard deviation**	**Variance Factor %**	**Relative Importance %**	**Rank**
1	Automate and simplify routine tasks	3.524	0.512	14.529	70.480	6
2	Data analysis and retrieval	4.215	0.458	10.866	84.300	2
3	Multimedia Generation	4.172	0.395	9.472	83.440	3
4	Interaction and orders engineering	4.048	0.431	10.647	80.960	5
5	Content Generation and	4.291	0.374	8.716	85.820	1

	Crafting					
6	Accuracy and quality of outputs	4.110	0.428	10.414	82.200	4
The weighted total mean of the Generative Artificial Intelligence variable		4.085	0.312	7.637	81.700	—

So: Source: Researcher preparation based on the outputs of Microsoft Excel (SPSS) programs
n

While the flourishing variable at work, obtained a weighted total average of (4.258) with a deviation of (0.368), which is a very high level, this requires a difference coefficient of (8.6343%) and achieves relative interest (85.160%), which confirms the agreement of the research sample on what is included in the dimension and at a very high level [37]. Table (8) shows Ranking of the sub-dimensions of the flourishing variable based on the results of the research sample answers.

Table 8: Descriptive Measures of the prosperity at work Variable

NO.	Dimensions	Weighted Medium	Standard deviation	Variance Factor %	Relative Importance%	Rankg
1	Learning	4.298	0.435	10.121	85.960	1
2	Vitality	4.218	0.372	8.819	84.360	2
Weighted Mean of the prosperity at work Variable		4.258	0.368	8.643	85.160	—

Source: Researcher preparation based on the outputs of Microsoft Excel (SPSS) programs."

Sixth: Testing Research Hypotheses and Interpreting Their Results

1. Testing the first main hypothesis: (There is a positive and significant correlation between the generative AI variable and the prosperity of work in universities)

" Table (9) shows that the level of the correlation coefficient reached a value of (0.685), which is significant at the significance level of (1%), i.e., it achieves a significant and strong positive correlation level between the variable (generative artificial intelligence) and the variable (prosperity in work), which indicates a level of compatibility and correlation between the two variables in practice according to the responses of the sample at the level of the staff in the university study sample (n=150) .

" Based on the above, the first basic hypothesis is accepted."

Table 9: Correlation between Dimensional Generative Artificial Intelligence and the prosperity of work

Independent variable	**Generative Artificial**	**Dimensions of Generative Artificial Intelligence**					
Variable Affiliate	**Intelligence**	Automate and simplify routine tasks	Data analysis and retrieval	Multimedia Generation	Interaction and orders engineering	Content Generation and Crafting	Accuracy and quality of outputs
" Prosperity at work	.685**	.524**	.448**	.518**	.586**	.462**	.531**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
" decision"	" There is a significant and strong positive correlation at the 0.01 level between generative AI and prosperity at work						

Source: Program Outputs (SPSS V.25) n=150

Testing the second main hypothesis: " There is a positive and important impact of the

variable of generative artificial intelligence applications in achieving prosperity at work in universities."

the determination coefficient (ʀ2) has achieved a high level at (46.9%), which confirms the size and level of change that occurs in the variable dependent on the prosperity of work , of which (46.9%) is due to the change in Generative Artificial intelligence, while the rest of the explanation percentage of (53.1%) is due to the effect of other factors that are not included in the research, and it is also shown that the level of impact of the variable of Generative Artificial intelligence in achieving the prosperity of work It was of a strong level, and this is inferred by the benchmark index, as it was (0.685) Thus, the variable of Generative Artificial intelligence affects the variable of prosperity at work by (68.5%) at Staff Level at the University Research Sample , and the impact factor here is considered a significant value because the level of the (C.R.) index has achieved a very high level of significance through its value of (11.051) at the level of significance of (0.000), which is as it is in Table (10)."In light of the above, it is evident that there is a significant positive effect of the variable of Generative Artificial intelligence in achieving prosperity at work at Staff Level at the University Research Sample **.**

This establishes the support and acceptance of the second main hypothesis."

Table 10: Parameters of the Generative Artificial intelligence Impact Test on Achieving prosperity at work

Tracks				**Standard Regressin Estimation S.R.W**	**RecognitionNon-normatie Estimate**	**Stander Error S. E**	**Critical Percentae C.R**	**Signif Percen P-valu**
Generative intelligence	Artificial	--->	prosperity at work	.685	.862	.078	11.051	***
Generative intelligence	Artificial	--->	AS	.628	1.030	.110	9.365	***
Generative intelligence	Artificial	--->	DA	.724	.999	.082	12.183	***
Generative intelligence	Artificial	--->	MG	.731	.980	.079	12.405	***
Generative intelligence	Artificial	--->	IOE	.739	1.079	.085	12.693	***
Generative intelligence	Artificial	--->	CGC	.715	.782	.066	11.848	***
Generative intelligence	Artificial	--->	AQ	.780	1.130	.079	14.305	***
prosperity at work		--->	VI	.938	1.104	.038	29.052	***
prosperity at work		--->	LEA	.906	.896	.038	23.579	***

Source: Program Output"(Amos V.25)

4. CONCLUSIONS

Cadres and departments have experience and advanced awareness of the importance of smart tools and technologies in the work environment, according to the results of the analysis. This technological maturity is reflected in their ability to leverage automation and data analysis wisely to facilitate daily tasks resulting in a reduction in the daily routine load.

Statistical results show that employees balance cognitive growth and positive energy, and this is evident through their continuous quest to acquire new skills related to the cognitive aspect (learning) and their sense of enthusiasm and intellectual and physical activity while performing their tasks (vitality), which contributes to improving individual and collective performance and ensuring high continuity in work and productivity. Relying on technology and smart tools contributes significantly to creating a stimulating and productive work environment and reduces costs and routine workload. Prosperity has a direct impact on an individual's abilities to learn and acquire as positive moods increase the ability to pay attention, and open the mind to receive new ideas and address them in holistic and creative ways. To promote the optimal use of modern technologies and to keep pace with the rapid developments in the world of technology, universities are recommended to conduct workshops, courses and seminars focusing on generative AI applications. Encourage employees and

departments to intelligently employ digital tools to reduce the times of repetitive routine tasks and by giving them broader powers in choosing smart programs and solutions that contribute to raising the levels of (continuous learning) and acquiring modern skills. enhancing the (vitality) dimension in the future has the effect of reducing the burden and fatigue resulting from repetitive routine work, increasing productivity, and relieving the psychological stress of workers. In order to take proactive measures to address technical challenges, it is recommended to form teams with technological competence to follow up on technological developments and conduct courses for employees. In order to take proactive measures to address technical challenges, it is recommended to form teams with technological competence to follow up on technological developments and conduct courses for employees.

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