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A STUDY ON APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN THE FURURE OF HR

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ABSTRACT

The present paper discusses the increasing dissemination of Artificial intelligence (AI) in the various functions of HRM and the enduring debate on the anticipated decline of the usability of human resources in organizations. Artificial Intelligence helps the industry to work in a faster way and more efficient way to complete work. Artificial Intelligence is entering into various departments like the human resource department, finance department, marketing, and production department. By using AI systems, organizations can able to inform the existing performance and day-to-day functions. Business pressure has been increasing; tough managers understood the importance of artificial intelligence in the workplace. The research paper is descriptive. The researcher used secondary data where the data was collected from research papers, publications, websites, HR blogs, survey reports, etc. The core objectives of the study were to examine the role of artificial intelligence in the human resource department and understand the challenges in the HR department. The research study has concluded that the role of AI is larger in various functions carried out in human resource departments where robotics companies can handle recruitment, hiring, analyzing the data, collecting the data, reducing workload at the workplace, and enriching workplace efficiency.

Keywords:-Artificial Intelligence, Machine languages, Human resource management etc.

1. INTRODUCTION:

Artificial intelligence is an imitation of human intelligence in machines, which are planned to act like humans and imitate their actions. Human resource management is a process of managing the workers, working traditions, and maintaining the working environment. Primarily, the Human Resource department spotlight recruitment, hiring and training, and development programs for employees. So, the application of artificial intelligence in HR helps human resource managers to work easily and cost-effectively and it saves time and manpower. Nowadays the application of Artificial intelligence is becoming a trendsetter in all sectors namely, financial institutions (banking), telecommunications, Educational institutions, and Corporations sectors. In recent days, most of the corporate sectors focusing on the application of Artificial Intelligence in the HR department for effective work performance. The application of artificial intelligence in the human resource department makes work easier, simple, and smoother. Implementation

of artificial intelligence is not an easy task. The adoption of artificial intelligence is one of the challenging tasks in the workplace. The application of artificial intelligence in HR requires skilled manpower to deal with it and for its effective usage one should have knowledge of technology and its way of using it. Sometimes lack of technology knowledge, lack of data privacy, and lack of security issues may impact negatively on the HR department and it becomes costly too. Hence, for the effective usage of artificial intelligence in HR, organizations must recruit the person who has the required skill for better performance.

2. REVIEW OF LITERATURE:

1. Martincevic and Kozina's (2014) “paper has shown the variety of challenges that are faced after the adoption of artificial intelligence. This paper also revealed that companies should train employees to work with the automation of machines”
2. Villain (2015) “Artificial Intelligence is an art of learning, reasoning, perceiving and critical thinking which aims to imitate human intelligence using the program of computer”.
3. Buzko, et al., (2016) - “Artificial Intelligence technologies in human resource development”. Researchers, ponder on hurdles of AI technologies in human resource areas where authors noted that AI is notable to identify the effectiveness of training costs. In the research paper authors noted that artificial intelligence technologies facilitate the prompt analysis of data by humans.
4. Vivek Walker (2017) “This researcher used secondary data and the paper concluded that the application of artificial intelligence helps human resource department to work effectively and it also helps in the human resource activity like recruiting, hiring, training, and development program”
5. Daceport (2018) “Artificial intelligence helps to minimize the work being done in HR function it is still far away from replacing the HR personnel completely because of persistent need for human intervention while dealing with employees”.

3. RESEARCH METHODOLOGY

The research study is using the descriptive research design. In the research study, the researcher used secondary data. The secondary data has been collected from research papers, published materials, online websites, HR blogs, and survey reports published by various research organizations.

3.1. RESEARCH OBJECTIVES:

1. To study the role of artificial intelligence in human resource management.
2. To study the applications of artificial intelligence in the human resource department.
3. To understand the performance of artificial intelligence in HR.

4.1. ROLE OF ARTIFICIAL INTELLIGENCE IN HR:

Nowadays HR departments heading towards the digital revolution and using various methods to simplify the resources by using big data analysis, artificial intelligence, and cloud computing. (Amla & Malhotra, 2017) Most organization has been using artificial intelligence or digital technologies in HR like a chatbot, machine learning, and robot process automation in human resource management, which supports recruitment, screening, on boarding, interviewing etc. Following are the role of artificial intelligence in human resource management;

1. **Recruitment:** - The researcher (Amla & Malhotra, 2017) in his paper defined that only 40percentages of companies and industries are using artificial intelligence. Organizations like SAT, Face book, and GE are using digital technologies in screening, interviewing, and identifying new talent for the recruitment process in an organization. Through AI, recruitment managers can examine the application and candidates can get quick responses. Chat box system or automated answering machine plays an essential role to solve queries and problems regarding the process of recruitment in an organization.
2. **Screening and Interview Process:** - Artificial intelligence helps automate the interview process by examining them with word or speech pattern exams. Through Ay software digital interviews can take place and AI also helps to improve the candidate experience. Tools like *Amy* and *Clara* are used to schedule interviews and working meetings.

3. **Reduce Administrative burden:** - In an organization, HR has to play multitasking roles where using technology and Artificial intelligence companies try to reduce workload. AI provides solutions to problems and it helps to increase the efficiency of HR in an organization.
4. **Selecting:** The researcher (**Rajesh,Kandaswamy,&Rakesh,2018**) has examined that through AI human resource managers can able to trace the right candidate in a short period, and technology will help out to identify suitable candidates as per required skills sets.
5. **Reduce Discriminations:** - Nowadays, AI is being used to reduce favoritism and will help to increase transparency in the workplace. In such a way organizations can able to select the resume. AI applications can be used to analyse job descriptions(**Rathi,2018**).
6. **Increase Efficiency:** - Artificial Intelligence will help to reduce the redundancy of employees at the workplace. Various robotic tasks have been carried out to increase the efficiency at workplace. Robotic task includes collecting data, filing reports, copying data, identifying required data from available data, processing, collecting data for HR, and payroll systems, etc.
7. **Enrich workplace learning:** - Nowadays, computers and digital technology can do the behind the scenes role in industry. Through computers and modern technology industries can able to manage data analysis and provide real-time feedback during training, alteration of the course of actions based on progress and responses which industries got(**Riebli,2018**). To save time companies used Microsoft 365 which helps employees to work and increase the efficiency at workplace. AI tools like Engazify (To Provide feed back), Obieand Niles (For knowledge sharing), Wade&Wendy (For Career advancement), and Duolingo (Learning domain) are used(**Amla &Malhotra,2017**).

4.2. Applications of the AI:

1. Reduce the burden on administrative staff in the company.
2. It will help in talent acquisition and identify the right candidates for the job.
3. AI helps to predict the rate of employee retention at workplace.
4. It can overcome the limitations of human and work accordingly
5. The chance of error will be less.
6. It will maintain the workflow in various departments.
7. Through AI companies can able to get accurate results.

8. It will increase employee engagement at the workplace.
9. It will minimize the bias behaviour in decision making

3.Challenges of AI in HR:

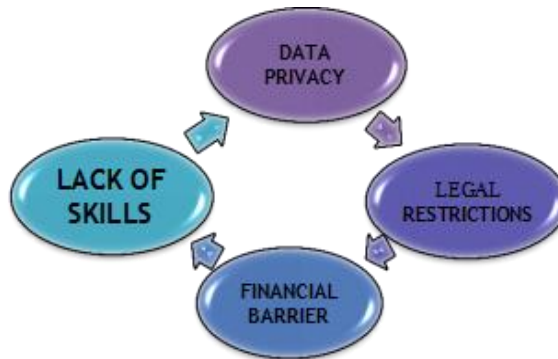


Figure 1 – Challenges of AI in HR

1. **Lack of skilled employees:** Implementation of artificial intelligence in the human resource department is not an easy task. As it is new technology it requires skilled and trained personnel in HR department for the effective result and for better performance. So, organizations must consider this fact at the time of implementation of Artificial Intelligence in HR.
2. **Financial barrier:** Another challenge in implementation of artificial intelligence is finance. For effective implementation of AI, an organization needs a large amount of funds for its implementation and effective operation in HR and it's possible only in medium and large-scale companies. In the case of small-scale businesses, it's highly impossible due to a lack of finance.
3. **Data privacy:** Another challenge of the adoption of AI is data Privacy. HR professionals must pay utmost attention to maintaining the secrecy or privacy of the data of the employees. A small amount of negligence in maintaining the secrecy of data may cause massive damage. Hence an organization recruits a person who has very good experience with technical skills.
4. **Legal restrictions:** One cannot adopt artificial intelligence very easily. It requires to meet some of our legal conditions before implementation of Artificial Intelligence and it must follow the ethics also.

4. SUGGETIONS:

1. On one hand using of Artificial Intelligence in HR can enjoy the benefits but on other hand it will volate privacy of data. Hence Organization must take precaution mesures to over come from privacy issues before implimentation of AI.
2. Artificial Intelligence cannot be used in all sectors as it leads to social economic inequality.
3. It is not always possible to implement Artificial Intelligence is HR as it leads to Human Bais.
4. The effective implimentation of AI in HR enhance employees engagement at work place

5. CONCLUSIONS :

In a competitive era, there is tremendous growth in the industrial sector. Managing continuous improvement is one challenge in front of industries. To enhance speed and for routine work, most Industries adopting modern technologies. Most researchers and experts also recommend industries to make use of AI tools, and digital technologies. AI and Machine language has been used by many companies in the field of HRM. Where AI plays an integral role in Recruitment, Selection, hiring, analyzing performance, collecting data regarding employees, providing real-time information, and providing accurate information. The real need of implementing AI should be carefully considered. AI must not be viewed as a problem solver or function to make a hard decision for all the HR functions instead it should be used as a tool to add value to our knowledge. As with an emerging technology It will take some time for issues to be addressed and benefits to be maximised. It is also concluded that human intervention is needed to evaluate unique feature and decision taken by AI. It is imperative to emphasis on employee need and possible outcomes while implementing AI.

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