

ROLE OF AI IN HUMAN RESOURCE MANAGEMENT

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Abstract

Artificial Intelligence is significantly impacting human resource management by enhancing efficiency and effectiveness across various functions. AI powered tool can automate repetitive tasks improving data analysis for decision making, personalize employee experience and recruitment processes. This led to employee engagement and performance, reduction in cost and better resource allocation. The present article analysis the role of AI in various HR functions. It also tries to explore various opportunities and challenges of AI in HRM. This article has the concluded that a role of AI is very important to carry out the various functions of HR department. AI handle recruitment, hiring performance appraisal training and development, allocating the job, reducing the workload at workplace and enhancing workplace efficiency.

Keywords: Artificial Intelligence, HRM, HR functions

Introduction:

In 21st century technology has been used widely across all the field. intelligence system manages large part of every human being. The technology has changed our life. Technology gives us a mantra of Ease of doing. Today's words we are much more dependent on technology. Artificial Intelligence is rapidly developed technology made possible by the internet that will soon have major impact on our daily life. AI is an internet enabled technology. The internet society recognize that understanding the opportunities and challenges associated with AI.

In the modern business world AI has become an essential part of human resource management as companies strive to remain competitive and efficient. They are turning to AI driven solution to streamline their process and maximize resources. From automated recruitment system that identify top talent to sophisticated training programmed that deliver personalized content. AI is revolutionizing HR department around to globe.

AI technology offers significant opportunities to improve HR functions like recruitment, talent acquisition, payroll and reporting. Most of companies have been adopting modern technology in various HR process like recruitment process, performance appraisal process, cloud-based HR system. HRM involve many different aspects such as training to employee, employee relation and development of organization.

Literature Review

Merlin & Jayam, AI in HRM international journal of pure and applied mathematics. This paper tries to address the possibilities of how AI is transforming and supporting the human resource functions like recruiting, Training, Talent management and finally it addressees the future impact on HR work force.

Ulrich & Dulebon described the emergence of HR and purpose the future of HR for increase and sustainable value. The author has studied the HR

transformation waves from administrative to HR strategy waves.

Feldberg & Feldman described the personalized learning platform that are powered by AI make recommendations for training courses on the abilities, preferences and performance data of each employee.

Lacoursiere & West described the tools that are powered by AI make it possible to provide continuous performance feedback by monitoring and analyzing employee performance data in real time.

Research Objectives

- To understanding the concept of AI
- To understand the role of AI in HRM functions.
- Assess the various areas of HRM where AI may be used.
- To study the opportunities and challenges of AI in HRM.

Research Methodology

This study uses a descriptive research method. In this research paper secondary data is used and have been collected from research paper, published materials, websites and HR blogs.

Role of AI in HR Functions

In recent years there has been a significant increase in the use of AI in the various fields including HRM. It has led to an increase demand for automation, digitalization, in HR practices. AI has the potential to revolutionize HR practice as it can enhance efficiency, accuracy and decision making in HR functions. One of the key areas where AI can make a significant impact in HR recruitment and talent acquisition. AI can also analyze candidate data to predict which candidate are most likely to succeed in a role there by improving the quality of the recruitment process.

In current scenario, HR department heading towards the digital revaluation and using various

method to simplify the resources by using big data analysis, artificial intelligence and cloud computing. AI offer much a great opportunity to lift up the HR word. It will facilitate the organization to achieve their desired objectives in limited time. AI will assist the employee to manager their work lift balance effectively. employee will be able to complete their task before the deadline.

1. Recruitment:

Most of the companies are using AI in the process of recruitment. TCS, Infosys, Wipro, Reliance and many other companies are using digital platform in the process of screening and interview which help them to identify the new and best talent. AI adoption in the field of talent acquisition in the part of large push from executive to build out a different work strategy in the future. This approach employs the use of generative AI and automation capabilities.

2. Selection:

The next process in procurement of manpower is selection. It usually takes place after the organization have been doing initial recruitment where they established a pool of possible qualified applicant and how must select the right applicant for the right job with the help of AI .HR manager can be able to trace right candidate at short time span.

3. Induction:

Induction in HRM refers to welcoming new employee and helping them adjust the cultures and policies of the new company. When employee start new job they might be stressed because of new environment. Conducting a formal induction training can help them adopt to the new environment. Induction is the process of introducing new employee to their organization, their role and company culture and values. AI can help to answer questions, information and resource that may help the new join to understand better.

4. Work Scheduling:

Work scheduling is the process of planning and assigning work to employees taking into account factor like employee availability skills and business needs. AI will play a very vital role it assists HR manager in work scheduling, information, circulation and collection of information and performance through the automatic chat box.

5.Training and Development:

Training & development in HRM is the process of acquiring new knowledge, skills and attitude that help improve employees job performance and enable future career growth. AI offers the ability to scale a career development programmed or coaching for each and every employee. AI powered tools can create customized learning paths provide

real time feedback and learning experience through visual reality simulation.

6. Performance Appraisal:

Performance appraisal also known as performance review area a process of assessing and evaluating an employee's job performance systematically and formally. The primary purpose of performance appraisal is to provide feedback about work performance, strengths and weakness of employees. AI application for performance appraisal not only help HR manager to get feedback from the immediate supervisors or concerned individuals related to employee performance but also enable them to take effective measure to improve the performance of employee.

Opportunities of AI

1.Efficient Recruitment: By analyzing resumes, identifying potential candidate and even conducting initial interviews through virtual assistants. AI cloud simplifies the recruitment process.

2. Personalized Learning & Development: To increase the effectiveness of training, AI algorithms can create personalized learning paths for employee based on their skills, preference and performance.

3. Data driven Decision Making: To provide better decision making in talent acquisition, retention and work force planning. AI powered analytics can process large amount of human resource data.

4. Automated Administrative Tasks: Routine administrative task such as payroll, processing, leave management, performance evaluation can be automated by AI driven tool. HR professionals to focus on strategic initiatives.

Challenges of AI

1. Bais and Fairness: In areas such as recruitment, performance assessment and promotion. AI algorithm may assume a bias from historical human resource data which can lead to bias decision.

2. Skill Gap & Opposition to Change: For AI to be implemented in the field of human resource management, HR professional must be trained on how to take advantages of AI tool and analyze their findings. It can also be a challenge to resists change from employee familiar to traditional human resources practices.

3. Privacy Concern: Privacy concern related to data collection; Storage & use are raised by AI system that analyze employee data. Compliance with strict data protection, ensuring transparency and employee consent is required by HR department.

4. Overdependence on Technology: Insufficient dependance on AI for decision making may lead toa lack of human judgment and institution, which

may overlook important contextual factors that AI algorithm may miss.

Conclusion:

The familiarization of AI into HRM practices represent a important advancement, transforming the landscape of efficiency, customization and strategic orientation within the field. This shift not only promises significant enhancement in talent optimization, employee engagement and decision-making efficiency, but also brings to light the necessity for continuous ethical attention. With AI capacity to automate administration operations after HR support enable productive analysis and ensure compliance oversight, HR professional is presented with a unique opportunity to focus their effort on strategic essential and foster deeper employee connection. AI provide the correct response or make the best decision. The HR manager should revisit and check the algorithm and logic before making any important decision. HR application empowered by AI have an ability to analyze, diagnose, predict, execute and become more potential and dominant resource. Organization should determine the need of AI and see how it can fit with your organizational value and culture before adopting the solution from AI. Employee may get affected with AI in many ways so careful assessment is must and that should be aligned with the need and potential of employees.

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