



A Study of Artificial Intelligence and its Role in Human Resource Management

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ABSTRACT:-

In the competitive world Industries, to collect the accurate data and analyse the collected data for the use of companies growth is challenging. Artificial Intelligence helps the industry to work in faster way and efficient way to complete the work. Artificial Intelligence is entering into various department like human resource department, finance department, marketing and production department. With using AI system organization can able to inform the existing performance and day-to-day functions. In business pressure has been increasing, tough managers understood the importance of artificial intelligence at workplace. The research paper is descriptive in nature. The researcher was used secondary data where the data was collected from research papers, publications, websites, HR blogs, survey reports etc. The core objective of the study was examine the role of artificial intelligence in human resource department and understand the challenges in HR department. The research study has concluded that a role of AI is larger into various functions carried out in human resource department where by robotics companies can handle recruitment, hiring, analysing the data, collecting the data, reducing workload at workplace and enriching workplace efficiency.

Key words: Artificial Intelligence, Recruitment through AI, Human Resource Management, Benefit of AI, Challenges in AI

INTRODUCTION:

Technology has always been a tremendous enabler that improves and empowers people, strengthens living standard, creates new doors, encourages creativeness for workers and makes everybody's workplace fair. Artificial intelligence is an invention that allows computers to learn from and mention events that rely on knowledge recently obtained. In human capital management ties, artificial intelligence may be functional from a number of viewpoints in order to smooth out processes and increase efficiency. While organizations are adopting artificial intelligence into their human resources processes at varying rates, the technology will have a lasting effect on the field as it becomes more widely accepted. Human resource professionals must get ready for these changes by understanding the technology of its application across various functions. The focus of human resource professionals is to optimize a mixture of humans and digital work to create an easy, smooth and spontaneous work atmosphere. It provides time for inventiveness, aptitude, and responsiveness to transport an enhanced candidate and employee involvement. The application of artificial intelligence is escalating to a bigger range in human resource management. It begins off evolved from the employment manner to the go out manner of worker that consists of training, engagement, perks, records, and so forth.

Human resources include recruitment, preparation, learning and advancement, success management and organisational development. Humans are an essential part of any organization, having strategic goals and objectives towards success with their knowledge and proficiency. Hence, recruiting the right employee, providing training for up skilling are some of the critical areas to work. Human resource management of any company plays a crucial role as it is the main area that caters for the entire organization by selecting and retaining the right talent for the correct position. Instead of performing tasks that are cognitive and extensively people related companies use to follow the traditional human resource management processes in recruitment, training, performance appraisals for doing all entries manually, handling a large amount of data on papers with routine and mundane tasks. Hence, few of the companies gradually started using the progress of online processes in organisations with in HRM. New techniques of human resource management in major organisations are also developed and tested.

In recent years there have been few types of research that explore the issues of human resources management (HRM) and technology focused on recruitment, growth and success reviews that can be remediated and enhanced by technology. Currently, the HRM industry is focused on developing technologies for a safer and more effective automated operation. In some of the previous literature, it is also often said that technology decreases the human touch, and addresses one of the newest technologies. This research concentrates on penetration into the core fields of human resources management (HRM) with an emphasis on recruitment, preparation, learning & development, success evaluation and the future of HRM with artificial intelligence intervention (AI).

REVIEW OF LITERATURE:

S Basu, (2022) Artificial intelligence (AI) systems and applications based on them are fast pervading the various functions of an organization. While AI systems enhance organizational performance, thereby catching the attention of the decision makers, they nonetheless pose threats of job losses for human resources

Tiwari, (2020) researcher concluded that proper study and deployment of AI program should be carried out. In order to accomplish Prevent job cuts and confusion, organisations should ensure sufficient service awareness and expertise transfer to HR employees.

Dijkkamp, (2019) These qualitative studies explore the function of the HR expert with inside the recruitment and choice manner transforms whilst corporations enforce synthetic intelligence. The study's findings make contributions to this with the aid of using extending this view with the effect for the HR expert with the implementation of AI and map it for the one-of-a-kind degrees of the recruitment and deciding on manner. Result suggests how the obligations and obligations in sourcing and screening decrease, and as a result, the fee introduced with the aid of using the HR expert additionally decreases on this phase.

George & Thomas, (2019) This paper makes a speciality of qualitative studies and targets to give an explanation for how AI has been included in special capabilities of HR and its effect on the organizations, personnel and HR. The paper concluded that HR has been experiencing a chief revolution with the assist of AI which has been slowly trickled down to the various HR capabilities.

OBJECTIVES OF THE STUDY

To study the concept of artificial intelligence.

To study the role of artificial intelligence in human resource management.

To study the benefits of artificial intelligence in human resource management.

To study the challenges of artificial intelligence in human resource department.

METHODOLOGY OF STUDY

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

Role of Artificial Intelligence in HR

Recruitment: - The researcher (Amla & Malhotra, 2017) in his paper defined that only 40 percentages of companies and industries are using artificial intelligence. Organizations like SAT, Facebook, GE are using digital technologies in screening, interview, and identify the new talent for the recruitment process in an organizational. Through AI recruitment manager can examine the application and candidate can get quick response.

Screening and Interview Process: - Artificial intelligence is helpful in automating the interview process by examining them with word or speech patterns exams. Through Ay software digital interview can take place and AI also helps to improve the candidate experience. Tools like Amy and Clara are used to scheduling interviews, working meetings.

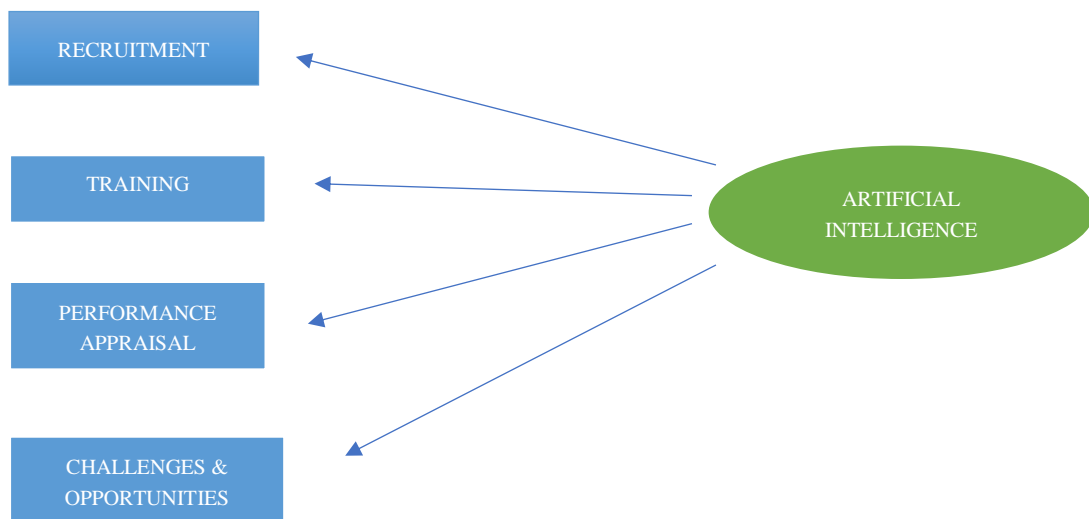
Selecting: - The researcher (Rajesh, Kandaswamy, & Rakesh, 2018) has examined that through AI human resource manager can able to trace right candidate in short time of span and technology will helps out to identify the suitable candidates as per required skills sets.

Reduce Discriminations: - Nowadays, AI is being used to reduce the favouritism and will help to increase the transparency at workplace. In such a way organization can able to select the resume. AI applications can be used to analyze job descriptions (Rathi, 2018).

BENEFITS OF ARTIFICIAL INTELLIGENCE IN HR

1. Reduce the burden on administrative staff in company.
2. It will helps 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 department.
7. Through AI companies can able to get accurate results.
8. It will increase the employee engagement at workplace.

9. It will minimize the bias behaviour in decision making.



CHALLENGES OF ARTIFICIAL INTELLIGENCE IN HR

Nowadays, necessary skillset for employees are required due to involvement of artificial intelligence into human resource department.

Most of the times it is difficult for employees to adopt and learn the AI tools and has a proficiency in the field of digital technologies. The core part in any company is their human resource and by implementing the AI system it may have impact on levels of management which will lead fearless in the mind of employees.

Getting right candidate to handle AI tools is one core challenge in front of industry and it can be difficult to HR department.

One more limitation and challenge is restrict HR department to take decisions in day-to-day life as technology overcomes the authority and role of HR into decisions making in an organization.

CONCLUSION

In competitive era there is tremendous growth for industrial sector. Managing continuous improvement is one challenges in front of industries. To enhance the speed and for routine work most of the industries adopting modern technologies. Most of the researcher and experts also recommending industries to make a use of artificial intelligence tools, digital technologies. Artificial Intelligence and machine language has been used by many companies in the field of human resource department where AI plays integral role in recruitment, selection, hiring, analyzing performance, collecting data regarding employees, providing real time information and providing accurate information.

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