



Exploring the Use of Chatbots and AI in Human Resource Management: A Focus on ChatGPT and its Impact of ChatGPT on Human Resource Management Practices

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ABSTRACT

The use of artificial intelligence (AI) and machine learning is increasing rapidly and is now prevalent in various fields, such as communication, trade, banking, and customer relationship management. Chatbots, which are AI software or robots that communicate with customers, are also becoming more popular, with one such program being ChatGPT, developed by Open AI. ChatGPT is a conversational AI model that is suitable for generating responses to natural language queries like a human being. It has numerous benefits for HR professionals, including improving employee engagement, cost-effectiveness, and better analytics. ChatGPT can also provide faster and more personalized responses to employee queries, improving the employee experience. It can also be used for recruiting, employee engagement, training, etc., and can automate the process of applicant evaluation, saving HR personnel time and effort. This study provides a conceptual framework of cutting-edge AI technologies currently being employed in the IT sector and their application in human resource practices, including recruiting, training, performance management, compensation management, and employee relationships. The research methodology used in this study is based on secondary data found in articles, periodicals, books, and journals, both printed and online, as well as the researchers' own experience, knowledge, and observations.

Keywords: Human Resource Management, ChatGPT, AI

Introduction

To Artificial intelligence (AI) and machine learning are developing rapidly. the best of our knowledge, this has spread throughout our lives. A part from them, Chatbot services is rapidly developing in the various fields including the communication, trade, banks and customer relationship management. A chatbot is a AI software/robot which communicates with customers that AI program operates on the base of request and response structure (Park, 2017).

ChatGPT is another program which is developed by Open AI. It refers to conversational AI model which is suitable for generating the responses to natural language quires like human being (Anthony Lancaster). ChatGPT is the new technology which is adopted by HR Professionals to improve their jobs. It has plethora of benefits such as employee engagement, cost effectiveness, better analytics etc. Employees can use the virtual HR activities at anytime from anywhere with the help of ChatGPT.

The Chat GPT tool can also provide employees with faster and more personalized responses to their queries, improving their employee experience in today's fast-paced business environment, where employees expect quick resolutions to their problems. In Chat GPT, employees do not have to wait for Human Resources representatives to respond to their questions. Additionally, Chat GPT can customize responses to employees' preferences and needs, thus improving employee satisfaction (Tarryn van Niekerk, 2023). Chatbots have transformed the human resources (HR) landscape with their superior natural language processing capabilities, bringing potential breakthroughs in important areas including as recruiting, employee engagement, training, and more. ChatGPT has emerged as a potent conversational AI tool among these chatbots, providing organizations with intriguing prospects for HR transformation. ChatGPT's capacity to improve the recruiting process is one of its primary capabilities. By incorporating ChatGPT into the first screening step, organizations may automate the process of applicant evaluation, saving HR personnel time and effort. ChatGPT may also give a personalized and engaging applicant experience by addressing commonly asked questions, giving information about the firm and job positions, and permitting continuous communication during the recruiting process. (Glorin Sebastian, 2023).

The notion of artificial intelligence (AI) has been around for a while, but it has lately acquired prominence. AI technologies are rapidly evolving, and experts feel that the moment has come to integrate AI into practically all sectors and functional areas, establishing AI as a really sophisticated instrument in the hands of humans. Keeping the aforementioned aspects in mind, the study provides a conceptual framework of cutting-edge AI technologies now being employed in the IT sector and their application in human resource practices. Human resource management tasks such as planning, recruiting, training, performance management, decision making, employee engagement, and work-life balance have been attempted to be synchronized with

prospective AI technology applications. Books, websites, studies, working papers, journals, and other sources of information (Hemalatha, A. and Kumari, P. Barani, 2020).

In this competitive environment, it is critical for organizations to thrive and remain competitive; AI may help with this. Organizations have long used Artificial Intelligence (AI) technology to automate many processes, particularly those requiring low to high cognitive abilities. The HR department is no exception. Nowadays, if we look at how organizations work and study literature (both practical and theoretical), we can see that AI has already evolved, and organizations are employing it to automate various jobs. In this study, we explain how HRM was practiced before to the AI era, as well as why HRM evolved into AI-HRM. To demonstrate the interaction between AI technology application and HR operations (recruitment and deployment, training and development, performance management, compensation management, and employee relationship), a conceptual framework was employed. (Mujtaba Haidari ,Priyanka Chhibber, 2022)

Objectives of the Study

- To Study the role of ChatGPT in HR
- To Study the impact of ChatGPT on current HR practices

Research Methodology

This paper is based on secondary data which is found in various articles, periodicals, books, and journals, both printed and online, as well as the researchers' own experience, knowledge, and observations.

Interpretation of Data

There is the significant and transformative impact of Artificial Intelligence, including the technologies like ChatGPT on Human Resource. The new tools and techniques which are introduced by Artificial Intelligence are changing the way of interaction with employees and operation of the HR professionals. Here's the role of ChatGPT in HR

Recruitment and Talent Acquisition: In Recruitment and Talent Acquisition ChatGPT automated reviewing and screening the resumes and also matching the candidates with job requirements more efficiently. Apart from this, ChatGPT also conduct the initial interviews, asking the questions to candidates and evaluating that they are fitting for the role.

Employee Onboarding: ChatGPT provide the virtual assistants to new employees for the information related to company, policies, procedures and also beneficial for making the onboarding process smoother and more engaging.

Learning and Development: AI tools ChatGPT recommend the personalized programs of training and development which is based on an employee's role, performance and their learning style. It also offer the instant access to information, resources and training materials raising a culture of continuous learning to employees

Performance Management:

Data-Driven Insights: AI can analyze performance data and provide insights to managers, helping them make informed decisions about promotions, bonuses, and career paths.

360-Degree Feedback: Chatbots can facilitate anonymous feedback collection for performance evaluations, promoting a more open and transparent process.

HR Analytics and Predictive Insights:

Trends and Patterns: AI can analyze large HR datasets to identify trends, patterns, and correlations that can inform strategic decisions.

Predictive Analytics: AI algorithms can predict attrition rates, employee satisfaction, and other HR metrics, allowing HR to take proactive measures.

Employee Support:

Self-Service: AI chatbots like ChatGPT can assist employees with common HR inquiries, such as leave requests, benefits information, and policy queries.

24/7 Availability: Chatbots can provide round-the-clock support, ensuring employees can get assistance even outside of traditional office hours.

Diversity and Inclusion:

Unbiased Decisions: AI tools can help reduce bias in recruitment and decision-making processes by focusing on objective criteria.

Inclusive Language: Chatbots can be trained to use inclusive language and provide equal support to all employees.

Ensuring Compliance with Policies:

ChatGPT helps HR departments ensure compliance with corporate policies in a variety of areas, such as data privacy laws or code of conduct principles, by utilising established rulesets inside its programming logic.

Faiyaz Md. Iqbal 2018 mentioned in the study that in the field of human resources (HR), artificial intelligence (AI) is a relatively new phenomenon that first emerged in 2017. However, it has had a considerable influence on human resource management, regarding making a difference in hiring, developing, and keeping personnel in their jobs (Sexton-Brown, 2018). 38% of US organisations now employ AI approaches for HR management, and 62% want to by the end of 2018. According to the Human Capital Trends Report by Deloitte (Erickson, 2018). Nevertheless, the use of artificial intelligence in human resource is a revolution that comes with significant risks and downsides, much like any other shift. However, this new trend towards relying on machine learning and artificial intelligence (AI) tools for HR practises has the potential to greatly increase employee enthusiasm and productivity at work. Artificial intelligence has completely changed how businesses hire new personnel. Unfortunately, nothing significantly altered in the global recruitment market prior to the introduction of artificial intelligence in HR after 60 years of traditional recruiting, where companies pay placement fees, and over 15 years after the founding of LinkedIn. Using LinkedIn and other conventional techniques to find and hire the best workers hasn't been effective recently because most employers now prefer passive applicants, or those who are already employed and aren't looking for a change.

Additionally, by utilising AI-assisted technology, businesses may speed up and simplify the hiring process. For instance, more than 30,000 applications are sent to Under Armour, a U.S. manufacturer of sports and leisure clothes, footwear, and accessories. Indeed, managing that many applications from potential workers is a highly challenging undertaking, and predictably, the company's hiring procedure was inefficient, making it challenging to effectively monitor or follow applicants. The business implemented Hirevue, an AI-enabled digital recruiting system, to innovate their hiring procedure in order to address this issue. Managers inside the company might design applicant interviews using this technology and pre-recorded questions.

According to Dan Schawbel 2023 In just two months after its debut, ChatGPT, a well-liked artificial intelligence chatbot, has amassed 100 million users as professionals frequently utilise it to aid them with their work. Because of ChatGPT's immense potential to change how we work and live, Microsoft invested \$10 billion in OpenAI, the parent company of ChatGPT, and has already included it into Bing, their search engine. There are already a lot of rivals, like Google Bard, in response. ChatGPT's influence is unavoidable given that BuzzFeed has replaced 12% of its workers with it and judges are utilising it to make court judgments. I think it will eventually have an effect on every single business, department, and employment in some way. HR may lower expenses while increasing staff productivity by using ChatGPT. A Deloitte study found that organisations using ChatGPT and other AI-powered technologies may increase employee productivity by up to 40%. Employees may execute work more quickly and efficiently with the use of ChatGPT, freeing up time for more strategic and beneficial activities. By automating time-consuming and repetitive operations, such as responding to frequently asked queries from workers, ChatGPT may assist HR departments in saving money. According to a research by Accenture, employing ChatGPT and other AI-powered platforms, businesses might cut operating expenses by as much as 60%.

Shalu Jain et al. 2023, mentioned in study that the demand for human personnel in the business would probably be negatively impacted by the incorporation of ChatGPT, according to 75% of respondents. 25% of respondents said that there will not be a significant influence of AI on the need for labour. Aaron Mok and Jacob Zinkula (2023) According to a University of Oxford research, AI might eliminate 47% of US occupations over the next 20 years.

The concept that emerging AI technologies like ChatGPT might endanger people's employment, particularly that of white-collar workers, is growing more and more feasible, according to Mark Muro, a senior fellow at the Brookings Institute who has researched the implications of AI on the American workforce.

ChatGPT, a language model trained to generate human-like text, has the potential to significantly impact HR jobs in a number of ways. Here are a few ideas and tips related to the impact of ChatGPT on current HR jobs:

1. Recruitment: ChatGPT can be used to automate certain aspects of the recruitment process, such as screening resumes and conducting initial interviews. This can save time and resources for HR teams, but it also raises questions about the fairness and reliability of such automated screening processes.

2. Employee engagement: ChatGPT can be used to develop chatbots that can engage with employees in a way that is personalized and responsive. This can help to improve employee satisfaction and retention, but it also raises questions about the impact of such technology on human relationships and communication.

3. Diversity and inclusion: ChatGPT can be used to analyze data on employee diversity and inclusion, and to identify areas where the organization may need to improve. However, it is important for HR teams to be aware of the limitations of such technology, and to consider the potential biases and blind spots that may be introduced into the analysis.

4. Learning and development: ChatGPT can be used to develop personalized learning and development plans for employees, based on their interests, strengths, and weaknesses. This can help improve employee skills and engagement, but it also raises questions about the effectiveness of such personalized approaches and the potential for overreliance on technology.

5. Performance management: ChatGPT can be used to analyze data on employee performance and provide feedback and coaching to employees. However, it is important for HR teams to be aware of the potential biases and inaccuracies in such data and consider the impact of technology on human relationships and communication.

Findings

The findings of this study are as follows:

1. ChatGPT is a conversational AI model developed by Open AI to generate natural language responses to customer inquiries.
2. HR professionals adopt ChatGPT to improve their jobs and provide employees with faster and more personalized responses to their queries.
3. ChatGPT can automate the recruitment process by evaluating applicants and providing personalized and engaging applicant experience.
4. AI technologies are rapidly evolving and being integrated into practically all sectors and functional areas, including human resource management.
5. The conceptual framework of cutting-edge AI technologies and their application in human resource practices has been attempted to be synchronized with prospective AI technology applications.

Conclusion

ChatGPT is an AI program developed by Open AI that is suitable for generating responses to natural language queries like a human being. It has numerous benefits for HR professionals, including improving employee engagement, cost-effectiveness, and better analytics. ChatGPT can also provide faster and more personalized responses to employee queries, improving the employee experience. It can also be used for recruiting, employee engagement, training, and more. The study provides a conceptual framework of cutting-edge AI technologies now being employed in the IT sector and their application in human resource practices, including recruiting, training, performance management, compensation management, and employee relationship. The research methodology used in this paper is based on secondary data found in articles, periodicals, books, and journals, both printed and online, as well as the researchers' own experience, knowledge, and observations.

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