

Application of Artificial Intelligence in HRM: A Boon of Technology

Dr. Harish K. Padmanabhan

Assistant Professor, K.R.Sapkal College of Management Studies, Nashik.

Dr. Suhas B. Dhande

Director, K.R.Sapkal College of Management Studies, Nashik.

Abstract:

Human resources (HR) directly affects the lives of the people who work for a company, it is one of the most vital components of any business. For workers to be effective and productive, their workplace must be a healthy, well-communicated place. HR's responsibility is to ensure that each worker feels secure, has the support they need, and has the room, intellect, and empathy to do outstanding job. One of today's most cutting-edge and rapidly developing technologies, artificial intelligence, has greatly enhanced the HR division. Most low-value HR chores are completed and automated by Artificial Intelligence, freeing up time to concentrate on the strategic scope of work. Artificial intelligence facilitates faster and more efficient work completion in the industry. AI is making its way into a number of departments, including marketing, finance, human resources, and production.

Organizations can use AI systems to inform daily operations and current performance. As commercial pressure has increased, stern bosses have recognized the value of AI in the workplace. Owing to AI's ability to process vast volumes of data fast and reliably, it has the potential to completely transform employee experiences in a number of areas, including talent management and recruitment.

Keywords: Human Resource Management, Artificial Intelligence, Recruitment, Engagement.

Introduction: Artificial Intelligence in HR

Artificial Intelligence is a wide word that covers a variety of technological applications would be an understatement. This also holds true for the management of human resources. AI is being utilized more and more in HR to support hiring, employee growth, and retention choices.

The term "artificial intelligence" (AI) in HR describes how artificial intelligence approaches and technology are incorporated into an organization's HR procedures and practices. Using automation

and data-driven insights, this AI tool seeks to improve the efficacy, efficiency, and strategic impact of HR activities. The use of digital assistants serves as another example of AI's significance in HR. These AI-powered assistants use machine learning (ML) techniques to understand natural language and determine the purpose of a query. They then respond appropriately and provide wise counsel for finishing duties that are required. AI includes a range of methods that enable computer programs to make well-informed decisions. Enhancing organizational performance can be achieved by its incorporation into HRM procedures. In addition to automating processes like payroll and benefits administration, artificial intelligence (AI) is being utilized for a wide range of other purposes, such as the quick production of new contracts, job descriptions, policies, interview questions, and so forth. Additionally, you can use machine learning and predictive analytics to prepare and anticipate results. Coherent computing techniques and pre-programmed algorithms are used by artificial intelligence to make choices in real time. The human resources function will be impacted by artificial intelligence. The panoptic human component of human resources mixed with the intelligence of technology will result in an upgraded and evolved state for companies' applicants and personnel. Furthermore, AI in HR will support the promotion of the importance of delivering results more quickly and effectively.

Research Objectives:

1. To understand the concept of artificial intelligence.
2. To study the role of artificial intelligence in human resource management.
3. To highlight the benefits of artificial intelligence in human resource management.
4. To identify the challenges of artificial intelligence in human resource management.

Research Methodology:

The nature of the research article is descriptive. The researcher has used secondary data websites, blogs dedicated to human resources, publications, research papers, survey reports and interviews of HR Professional etc.

Applications of AI in HR:

The hiring and training of personnel is a laborious task for the human resources department. There are several uses for artificial intelligence that can reduce the manual labor required of those employed by human resources.

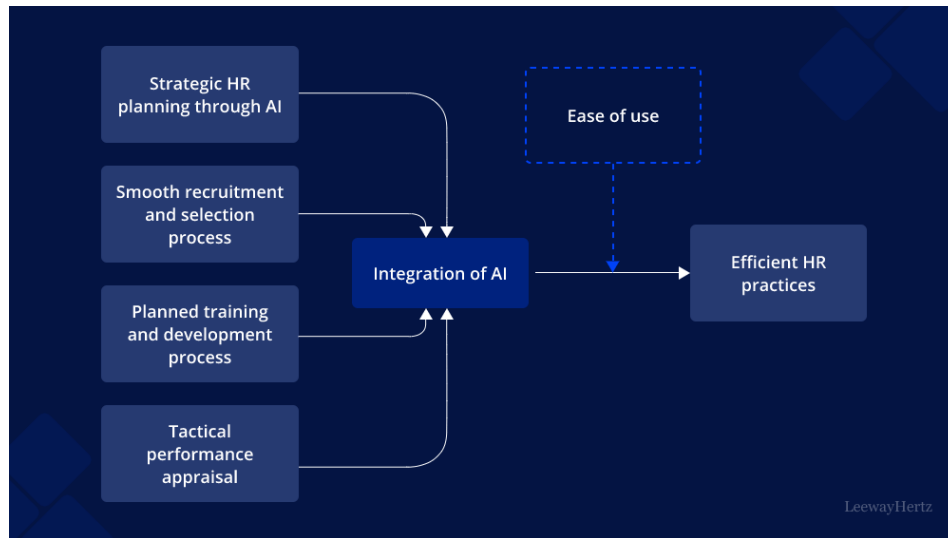


Fig. no. 1

(Source: <https://www.leewayhertz.com/ai-in-human-resource-mangement/>)

1. Talent Acquisition:

The HR department's job of talent acquisition is crucial since it may help the firm thrive by attracting and integrating gifted people. Talent acquisition may be the HR function where artificial intelligence is most commonly used. Artificial intelligence (AI) saves time and effort on tedious tasks including candidate screening, database maintenance, interview scheduling, and answering questions from contestants.

By comparing resumes and job descriptions, AI is assisting employers in finding the best candidates. Workable is a fantastic example of this; in addition to parsing resumes for you, it uses the information it gathers to compile a list of suitable applicants that it scrapes from LinkedIn and other websites. It will even compose an email to those prospects enticing them to apply for open positions. AI is also being used more and more in the evaluation process to do personality tests, video interview insights, and much more. By doing this, you'll not only avoid wasting endless

hours of labor but also guarantee that no qualified applicant is passed over because of weariness or human error.

The HR team may concentrate on more crucial responsibilities like sourcing, personnel management, recruitment marketing, and other fruitful operations because it drastically shortens the hiring process and time. Finding a candidate who satisfies most of the requirements set by the firm will be made easier with the help of AI-assisted recruitment. The screening process is therefore straightforward, efficient, and meritorious. Chabot's are used to find and connect with the candidates who show the most promise. According to their job profiles, these automated Chabot's allocate roles and positions to recently hired staff members. It will select the best and most worthy candidate who closely fits the job description. The top applicants will thus be scheduled for job interviews.

2. Orientation of New Joinees:

AI-based unified systems will introduce newly hired employees to business knowledge and regulations on the first day following the recruitment of qualified candidates. All relevant information, including job profile details, company policies, task assignments, team member details, and more, will be sent to new hires via a mobile application or structured data on their laptop. This process is known as onboarding.

One of the most important steps in enhancing the memory and productivity of the HR team is onboarding. Long-term retention rates for candidates that go through a structured and educational onboarding process are higher. Recruits may have many inquiries, and AI for HR provides answers to all of them so that staff members don't have to perform manually. HR artificial intelligence makes it possible to adapt processes so that employees and the responsibilities that go with them are kept apart. AI also maintains track of all the crucial contact information for the business as well as other crucial duties like document verification, etc.

3. Employee Training:

With AI development services, staff members will be able to educate and learn about suitable jobs and requirements on their own. By giving them information on new software developments and industry-related technology, it will also help them stay up to date. The AI will automatically interpret the exam results and papers and allocate the employee to the proper training.

Based on their work description, pertinent skill set information will be given for better development. AI in HR technology has the potential to analyze data and notify the HR department of staff training requirements. Employees will learn more quickly and efficiently thanks to this ingenious method, which will also improve brain function and productivity. They can impart specific training programs and skills so that workers can pick up new information on their own and perform tasks in line with expectations.

5. Employee services:

A tailored employee experience may be achieved by effectively integrating AI throughout the employee lifecycle, from hiring and onboarding to HR service delivery and career pathing. Due to the high level of automation and the emphasis on the customer experience in the surrounding environment, employees expect a positive and helpful experience when they join customized interaction. Consumer technology is influencing the way that employees perceive their work these days, and they are looking for different ways to be supported and engaged. With customized feedback surveys and employee reward initiatives, HR departments could now assess employee engagement and job satisfaction more accurately than in the past. Given how important it is to comprehend the general needs of employees, this is very helpful, but having this information also has many important organizational benefits. Employee sentiment is a difficult concept for HR departments to effectively assess. This procedure can be automated with a survey tool driven by AI.

An AI tool can be used to examine the results of a brief, interesting survey that asks employees for anonymous, sincere input. The survey can be automated. As a result, trends and problem areas are found, giving HR departments the knowledge they need to raise employee engagement and happiness.

5. Leadership:

AI will help and develop trainees, which will enhance the methods that project managers and trainers in a company use to carry out their duties. By interviewing the members of each team separately, the AI will assess the structure of the leader's attributes and provide the necessary traits or skills for them to develop. Second, by examining their own profiles on the dashboard, leaders can improve their skill sets in response to industry expectations.

6. Employee feedback:

AI-powered solutions are excellent at gleaning information from a variety of employee feedback sources, including comments, reviews, and surveys. A retail company, for example, aims to improve the work experience for its employees. Using AI-powered research, the organization gathers data from internal communication channels, annual surveys, and performance reviews. The AI system recognizes patterns, like favorable feelings about teamwork and discontent with scheduling. These trends offer useful information, which motivates the HR department to improve scheduling procedures and increase employee satisfaction. HR departments can now fine-tune their strategies and objectives with the help of AI, which improves employee satisfaction overall and fosters a happier workplace.

Benefits of AI in HRM:

- Reliable and up-to-date data is essential for good AI outcomes. Therefore, it is very important to first ensure that the output-driven goal is defined and then get the relevant data.
- There is nothing like the AI ecosystem in any other IT setting. Implementation requires specific skills and methods. When it comes to locating the right data sources, cleaning them up, and curating them, the HR staff must exercise caution.
- It is essential to comprehend and be aware of the driving insights. Therefore, instructions and clarification on how to identify the appropriate patterns to investigate and act upon should be provided.
- The AI is able to produce conclusions that are accurate and ensure that the data is accurate.
- AI in HR frequently handles sensitive employee data to preserve employee trust, make sure that data privacy and security are prioritized and that data protection laws (such as GDPR and HIPAA) are followed.
- AI helps to maintain fairness and bias against algorithmic prejudices that could support discriminatory hiring, advancement, or pay practices. Maintain a constant eye on the fairness of AI models and put mitigation measures in place for bias.
- Development of skills and knowledge: Make an investment in HR experts' education so they can comprehend AI and make optimal use of its potential. Developing internal AI knowledge is essential for deployment success.

Challenges of AI in Human Resource Management:

HR professionals should be aware of the possible issues, even if it is clear that artificial intelligence will continue to positively impact the field of human resources management in the years to come.

- Increasing the ease and safety of utilizing AI is the top concern for HR leaders. Actually, people's reluctance to adopt AI at work is most often caused by worries about security and privacy.
- 31% of respondents to an Oracle survey stated they would rather interact with a human than a machine at work. In order to address these problems, HR professionals also need to stay up to date on emerging trends and technological advancements.
- Workers anticipate that their employers will secure their personal information and get permission before using technology to gather personal data about them. However, because businesses want to feel secure against data breaches, HR professionals must take a leap of faith that they need to take.
- Maintaining AI is an additional difficulty. Artificial intelligence requires time-consuming maintenance since it requires ongoing assessments and updates. The shift to Software as a Service (SaaS) has limited data availability, which limits the potential for fully bandwidth-based technological integration of HR activities.

Conclusion:

AI-based HR solutions always increases worker productivity. It can focus on the needs and results of employees while analyzing, forecasting, diagnosing, and becoming a more capable resource. Businesses should implement AI solutions that fit their goals and align with their corporate culture, as well as develop the required digital maps. In the future, employees will be impacted by AI in a number of ways and will be able to claim a prompt and precise client experience. Because of this, it's imperative to focus on employee needs and be mindful of the possible consequences.

Concerns include lack of proven applications, maintenance, human scarcity, privacy, and integration capabilities. On the other hand, taking care when deploying AI services will stop unnecessary issues. The major components of managing AI systems include locating reliable learning data sets, choosing the best implementation technique, minimizing bias, pursuing clarity, and taking unintentional impacts into account.

References:

- Dutta, B. (2021). *What Role AI Human Resource Management*. Retrieved April 2, 2024, from <https://www.analyticssteps.com/blogs/what-role-ai-human-resource-management>.
- Ghosh, S., Majumder, S., & Das, S. K. (2024). *Artificial Intelligence Techniques in Human Resource Management*. (1st, Ed.) UK: CRC Press.
- Keith, M. (2023). *Artificial Intelligence in Human Resources*. Retrieved April 2, 2024, from <https://resources.workable.com/tutorial/artificial-intelligence-in-human-resourcess>
- R, M. P. (2018). Artificial Intelligence in Human Resource Management. *International Journal of Pure and Applied Mathematics*, 1891-1895.
- Takyar, A. (n.d.). *Transforming how Human Capital is utilized and valued in modern workplaces*. Retrieved April 4, 2024, from <https://www.leewayhertz.com/ai-in-human-resource-management/>
- Jain, D.S. (2018). Human Resource Management and Artificial Intelligence, *International Journal of Management and Social Science Research*, 7(3), 56-59
- Rajesh, D. S., Kandaswamy, M. U., & Rakesh, M. A. (2018). *The impact of Artificial Intelligence in Talent Acquisition Lifecycle of organizations*. *International Journal of Engineering Development and Research*, 6(2), 709-717.
- Rathi, D. R. (2018). *Artificial intelligence and the future of hr practices*. *International Journal of Applied Research*, 4(6), 113-116.