

"A Study on Impact of Artificial Intelligence on Various HR Management Functions"

Authors:

Ms. Archana Kherde,

Research Student, Savitribai Phule Pune University

Dr. Milind Peshave,

Principal, D. Y. Patil Institute of Hotel Management and Catering Technology.

Abstract:-

In the competitive world Industries, collect the accurate data and analyzed the collected data for the use of companies growth and daily working is essential. 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.

Artificial Intelligence is a technology that qualifies machines to think, grasp, and accomplish tasks previously carried out by humans. AI has been grown exponentially in the past decade. Artificial intelligence is serving IT companies make better, faster decisions. This applies to the field of human resources as much as anything else. HR recruiters have implemented Artificial Intelligence software to benefit expedite recruiting and create more competence in the overall recruitment and selection process. AI technologies provide substantial prospects to advance functions in human resource. This paper further elaborates the genuineness and scope of artificial intelligence in human resources.

Keywords: Artificial Intelligence, Human Resource Management,

INTRODUCTION:

Human resource management plays a very important role in managing people in the organization and it usually deals with people and their behaviour in the organization. HR policies are a set of guidelines which an organization adopts in managing its people. Its main functions include recruitment, selection, training, development etc. It also includes termination, compensation, disciplinary and safety policies. The impact of AI on HR ranges right from recruitment to termination, training and development and from measuring performance to automation of work and so on.

AI is playing a very important and useful role in human resource policies as it is cutting or eliminating the workload of employees and managers by using technology with the use of certain mathematical algorithms to complete the process. Rise of chat bots in customer service centres and data mining of cash transactions from credit cards are some prominent examples of Artificial Intelligence dominance. The future of AI in any organizational sector whether it is in banking, IT, Auto, Telecom etc. is very bright and demand driven as it helps in reducing the workload of employees and also reduces paperwork. In

less than a decade AI has become an extremely powerful and reliable tool in diagnosing diseases, translation of languages, and replying emails etc.

Nowadays, HR managers have to look at necessary skills and talent in employees because of the use of artificial intelligence in various departments. Most of the times it is difficult for new employees to become familiar with and learn AI tools. It will create a fear in the mind of the employees whether they will be able to secure their job or not. Selecting right candidate to handle AI is one major challenge in front of all managers.

Artificial Intelligence is a way of making a computer to think like an intelligent humans being. AI is able to perform tasks like normally requires human intelligence, such as speech recognition, decision-making, and face recognition. Artificial intelligence is the future it can widely available in the all over world AI reacts faster than the human being and HR is one step behind in the digital transformation.

Literature:

Dinesh G. Harkut and Kashmira Kasat (March 2019) "Artificial Intelligence - Challenges and Applications" – In this study based on open access – peer reviewed its has concluded that building trust, AI human intervention, Investment, High expectation, Data security are few of the challenges which is faced by the organisations.

Martincevic and Kozina (May 2019)– Paper showed the vitalentireness of challenges that Albased recruitment involvesare unconsciousjudgementthrough hiring procedures by organizations. It was also concluded that companies should be capable of train people and machines to evade these favouritisms.

(Jarrahi, 2018) In his researcher paper title, Artificial Intelligence and the Future of work: Human- AI Symbiosis in Organizational Decision Making. The researcher papers talked about the usefulness of AI for human. Artificial intelligence has been supporting in decision making, dealing with uncertainty, and especially equivocality of decision-making in an organization. Still in an industry the role of human is essential and technologies have to depend on human when subconscious decisions are essential to evaluate and facilitate the outcomes of decisions.

(R & D, 2018) The research paper title, Recruitment through artificial intelligence: A Conceptual Study. The researchers has narrated the role of AI in recruitment where artificial intelligence is played integral roll in recruitment process. Artificial intelligence helps in screening the candidates, auto-generated messages to candidates, employee's relations, scheduling the interviews etc.

(Buzko, et al., 2016) In paper title, Artificial Intelligence technologies in human resource development. The researchers, ponder on hurdles of AI technologies in human resource area where authors noted that AI not able to identify the effectiveness of training costs. In the research paper authors noted that artificial intelligence technologies facilitate the prompt analysis of data by human.

Objective:

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



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, online websites, HR blogs, and survey reports published by various research organizations.

Role of Artificial Intelligence in HR:

Recruitment:-

Use of AI for recruiting new candidates is emerging at a very fast rate in every industry. The main reason behind its emergence is its effort to reduce or even remove time consuming patterns in manually screening candidates through their resumes. Screening of potential candidates for a given job was the biggest challenge for HR managers in the last decade as it uses a lot of time and deplores the effectiveness of managers. But with the use of AI, this process has become very fast. AI helps in matching candidates with the required jobs automatically without the use of human intelligence. If recruitment is carried out manually for shortlisting a relevant candidate it takes around 23 hours to shortlist it but with the use of AI stacks of resumes can be scanned within an hour. Recruiting software can filter relevant skills, experience, educational background and many more criterions, thus eliminating the use of human intelligence and saving several productive hours. At the same time recruiting software can also send an advertising message to thousands of job seekers at once.

AI based recruitment process have simplified the recruitment process and at the same time also changed the way HR operates while hiring new candidates. First, it screens the candidates, then matches the candidates i.e., it creates a fit between job description and candidates resume and finally selects a candidate that matches best related to domain, skills, tools, location, education, etc. Using AI based recruitment process gives some other benefits also such as better hiring quality, time saving, removing biases and better candidate assessment.

TRAINING & DEVELOPMENT:

Today, almost every organization, every industry and every sector is equipped with Artificial intelligence in one or more ways. AI is playing a key role in training and development of employees also. Earlier it was difficult to train employees because of lack of suitable machineries but now simulation and vestibule training programs are providing exact working environment for employees, equipping them in a much better way to be able to handle the practical aspect of their work (Gullamajji & Matsa, 2019). At the same time AI measures skills, talent, productivity, behaviour and performance of employees undergoing training simultaneously. Use of AI in training and development not only helps managers in selection of candidates but also helps in providing potential candidates for the right job. It helps in saving productive hours and cost by eliminating use of trainers.

Performance Management:

With the implementation and usage of AI in many organisations, traditional methods of performance appraisal are declining at a very fast rate. Evaluating performances through traditional approaches might sometimes result in biasness and error from managers. The rewards and feedback system has become faster with the use of AI because of continuous monitoring of employee's performances. Data of



employees such as level of employee engagement, absenteeism, work fulfilment, performance data, objectives achieved are collected and performance is predicted using AI driven assessment tools

Compensation and Benefits:

Compensation and Benefits is one of the most important features of ensuring employee satisfaction which further results in improved employee engagement. Artificial Intelligence helps in recognizing patterns and predicting performances to design compensation models and programs. Use of AI in compensation and benefits is bringing a major change in the life of an employee as workers are getting fair wages, incentives and rewards. Factor of human bias in evaluation also gets eliminated as algorithms used in AI programs look at past and present outcomes of employees in terms of performances. In every HR policy AI is playing a crucial role in the form of cost reduction and saving of productive hours (Rathi, 2018)

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.

Artificial intelligence frees human employees from low-end repetitive positions, but it also imposes higher requirements on human employees' collaborative capabilities (including human-computer cooperation), empathy, decision-making, and creativity. Enterprises need not only technical talents, but also talents who can use relevant technologies and are outstanding in leadership, communication and management skills. Human resource managers should do more judgmental work.

REFERENCES:

1. Ahmed, O. (2018). Artificial Intelligence in HR., International Journal of Research and Analytical Reviews (IJRAR). Vol 5(4)
2. Amla, M., & Malhotra, P. M. (2017). Digital Transformation in HR. International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS), 4(3), 536-544. Retrieved from <http://www.ijims.com>
3. Dr Jeremy Nunn (2019) Emerging impact of AI on HR, Published in Forebs Technology Council, February 6th, 2019.
4. Dr. Surabhi jain (2018) Hrm and AI, March 3rd, 2018
5. Faiyaz Md.iqbal (2018) Can AI change the way in companies Recruitment, Development, Training and Managing in HR, Published in ISSN (E), 2018.



6. Ginu George, Mary Rani Thomas (2019). Integration of Artificial Intelligence in Human Resource. International Journal of Innovative Technology and Exploring Engineering (IJITEE). Volume-9 Issue-2, December 2019.
7. Jia Qiong, Yui Guo and Rong li,(2018). A Conceptual Artificial Intelligence Application Framework in Human Resource Management. International conference on Electronic Business ICEB 2018.
8. Jill S. (2018) The integration of AI into HR: the new psychological frontier. Retrieved from <https://www.hrtechnologist.com/articles/performance-management-hcm/the-integration-of-ai-into-hr-the-new-psychological-frontier/> (Retrieved March 15, 2020)
9. Juhari, A. (2017). How Ai and machine learning will impact hr practices. Retrieved from <https://www.vccircle.com/how-ai-and-machine-learning-will-impact-hr-practices>
10. Matsa, P. and Gullamajji, K. (2019). To Study Impact of Artificial Intelligence on Human Resource Management. International Research Journal of Engineering and Technology (IRJET). Vol6 (08).
11. Merlin, R. and Jayam.R (2018), Artificial Intelligence in Human Resource Management.
12. Rathi, D. R. (2018). Artificial intelligence and the future of HR practices. International Journal of Applied Research, 4(6), 113-116. Retrieved from www.allresearchjournal.com
13. Reilly, P. (2018). The impact of artificial intelligence on the HR function. IES perspectives on HR 2018.
14. The Impact of Artificial Intelligence on work. September 2018. Frontier Economics.
15. Wall and Wood (2005). The romance of human resource management and business performance and the case of big science. Human Relations 58(4):429-462. April 2005
16. Yawalkar, V. (2019). A Study of Artificial Intelligence and its role in Human Resource Management. International Journal of Research and Analytical Reviews (IJRAR) 20- 23. 6(1).

