

REVIEW OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT

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Abstract

This review provides an overview of the application of artificial intelligence (AI) in the field of Human Resource Management (HRM). It examines the various ways in which AI technologies are being used to enhance HRM practices, including recruitment and selection, employee performance management, training and development, and employee engagement. The review explores the potential benefits and challenges associated with the adoption of AI in HRM, such as increased efficiency, improved decision-making, and potential ethical concerns. It also discusses the role of AI in shaping the future of work and its impact on job roles and skills required in HRM. By understanding the current trends and implications of AI in HRM, organizations can make informed decisions regarding the integration of AI technologies to optimize their HRM practices.

Key words:- Human Resource Management (HRM), Artificial Intelligence (AI)

Introduction Human Resource Management

Human Resource Management (HRM) is a strategic approach to managing the human capital within an organization. It involves the effective utilization of employees to achieve organizational goals and objectives. HRM encompasses a wide range of activities, including recruitment and selection, training and development, performance management, compensation and benefits, employee relations, and workforce planning.

The primary goal of HRM is to create a positive work environment that promotes

employee productivity and satisfaction. This is achieved through the development and implementation of policies and practices that align with the overall strategic direction of the organization. HRM also plays a crucial role in ensuring legal compliance and fostering diversity and inclusion within the workforce.

In addition to the administrative tasks associated with managing employees, HRM also focuses on strategic planning and decision-making. HR professionals are responsible for analyzing workforce trends, identifying talent gaps, and developing strategies to attract, retain, and develop top talent. They also play a key role in managing organizational change and fostering a culture of continuous improvement.

Introduction of Artificial Intelligence

Artificial Intelligence (AI) refers to the development of computer systems that can perform tasks that typically require human intelligence. AI involves the creation of algorithms and models that enable machines to learn, reason, and make decisions autonomously. It aims to mimic human cognitive abilities, such as problem-solving, pattern recognition, and natural language processing, to solve complex problems and improve efficiency in various domains.

AI can be classified into two main types: Narrow AI and General AI. Narrow AI, also known as Weak AI, is designed to perform specific tasks within a limited domain, such as speech recognition, image classification, or recommendation systems. General AI, on the other hand, refers to the development of machines that possess the ability to understand, learn, and apply knowledge across multiple domains, similar to human intelligence.

AI technology has been rapidly advancing in recent years, driven by advancements in machine learning, deep learning, and neural networks. These technologies have enabled AI systems to process and analyze vast amounts of data, identify patterns, and make predictions or decisions based on that information.

The applications of AI are vast and diverse. In the business world, AI is being used for automated customer service, predictive analytics, fraud detection, and process automation. In healthcare, AI is being utilized for diagnosis and treatment recommendations. AI is also being employed in self-driving cars, virtual assistants, and smart home devices.

While AI presents numerous opportunities and benefits, it also raises ethical and societal concerns. Issues such as job displacement, privacy, bias, and accountability need to be carefully addressed to ensure the responsible and ethical use of AI.

Review of literature

Owais Ahmed, M.D. 2018, this investigation Artificial intelligence is

transforming a wide range of industries at an alarming rate. Sophia, a highly developed AI robot, participated in a panel discussion and fielded questions at the United Nations convention on sustainable development. Basic recruiting tools, intermediate applications, and cutting-edge AI solutions are just a few of the solutions that artificial intelligence is providing for hiring managers. These technologies, whether used jointly or separately, are improving the ability of human resources to forecast a candidate's future success at a company. The whole human resources industry is undergoing a revolution because to artificial intelligence (AI). The results of the current study will provide some light on developments in artificial intelligence and their potential effects on human resources.

Mehmet Sabih Aksoya and Ather Abdulaziz Alsaif 2023, this research In today's cutthroat corporate world, artificial intelligence (AI) is crucial to human resource management (HRM). AI has the ability to transform HRM practises by automating repetitive jobs, improving workflows, and offering HR managers specialised solutions. Additionally, AI can enhance hiring, training, performance management, and pay administration. HR departments may manage their workforces more effectively and efficiently by utilising AI technologies. HR departments may offer improved employee service while reducing expenses with AI-powered solutions. AI in HRM is gaining importance as it enables businesses to boost productivity while enhancing employee happiness. Employer feedback can be analysed by HR departments to better understand how employees feel about their work environment and career

options, which can help them get insights into employee engagement and productivity. It enables HR departments to automate the hiring procedure, making it simpler to find the best individuals. The literature evaluation can offer insights into AI potential in HRM and assist characterise the current state of AI in HRM.

Priyadarshini Khaske, Suruchi Pandey
In 2019, HR will have to deal with the disruptive effects of AI on its operations. We will highlight several issues that AI in HR is facing as well as technological countermeasures that have been reinstated in this study. Many businesses, including IBM, have changed the way their HR services are delivered in order to provide intelligent agents who can respond to managers' and employees' questions and provide recommendations about key elements of employees' roles, careers, rewards, compensation, and learning. Additionally, United Health Group is developing a graph database that makes use of AI to spot improvements in service quality and efficiency. These situations highlight the necessity to research how the Gen Y, who make up more than 50% of the working population and are primarily under the age of 35, would respond to the transformation of HR systems, according to Forbes studies 1, 7, and 27. To get feedback, Gen Y professionals were interviewed as part of a qualitative study. The functional areas and HR themes that are thought to be open to AI application have been identified. To capture the viewpoint of the young working professionals, a deep-learning model utilising Neuroph Studio was developed. The study's findings show that a resounding majority of the sample believes

that artificial intelligence (AI) must be applied in the present day HR structures. The research is useful to modern-day practitioners of career of HR. The examine implies that AI will enter HR roles and operating population is ready for it. The have a look at is right indicator for artificial intelligence developers as regions of software are recognized.

Use of Artificial Intelligence in Human Resource Management

Artificial Intelligence (AI) is increasingly being used in various aspects of Human Resource Management (HRM) to streamline processes, improve efficiency, and enhance decision-making. Here are some key applications of AI in HR:

- 1. Recruitment and Selection:** AI can automate and optimize the recruitment process by using algorithms to screen resumes, analyze candidate data, and identify the most suitable candidates for a specific role. AI-powered chatbots can also engage with candidates, answer their queries, and schedule interviews.
- 2. Employee Onboarding:** AI can assist in the onboarding process by providing personalized training and orientation materials to new employees based on their specific roles and needs. Chatbots can also be used to answer common onboarding questions and provide guidance.
- 3. Performance Management:** AI can help in evaluating employee performance by analyzing data

from various sources, such as performance reviews, customer feedback, and productivity metrics. This can provide managers with valuable insights to make informed decisions about promotions, training needs, or performance improvement plans.

- 4. Employee Engagement and Satisfaction:** AI-powered chatbots or virtual assistants can provide real-time feedback and support to employees, helping to address their concerns and improve engagement. AI can also analyze employee sentiment through surveys or social media to identify potential issues and suggest interventions.
- 5. Learning and Development:** AI can personalize learning experiences by recommending relevant courses or training materials based on individual employee skills, interests, and career goals. AI-powered virtual reality or augmented reality tools can also provide immersive training experiences.
- 6. Workforce Planning and Analytics:** AI can analyze workforce data, such as employee demographics, turnover rates, and performance metrics, to identify patterns and trends. This can help HR professionals in making data-driven decisions about workforce planning, talent acquisition, and succession planning.
- 7. Employee Wellness and Well-being:** AI can be used to monitor

employee well-being by analyzing data from wearable devices, such as fitness trackers, to identify signs of stress or burnout. AI-powered coaching tools can also provide personalized recommendations for improving well-being.

It is important to note that while AI can bring numerous benefits to HR, it should be used ethically and responsibly. Ensuring transparency, fairness, and safeguarding employee privacy are crucial considerations when implementing AI in HR processes.

Preparing for the Future of Human Resources Management in artificial intelligence

Preparing for the future of Human Resources Management (HRM) in the context of artificial intelligence (AI) requires a proactive and strategic approach. Here are some key steps to consider:

- 1. Stay Informed:** Keep up-to-date with the latest advancements in AI and how they are being applied in HRM. Stay connected with industry publications, attend conferences, and participate in webinars or training programs to stay informed about emerging trends and best practices.
- 2. Understand AI's Impact:** Gain a deep understanding of how AI is transforming HRM processes and functions. Identify areas within HRM where AI can bring the most value and impact, such as recruitment, employee engagement, or data analytics, and assess how

AI can enhance efficiency and decision-making.

3. **Develop AI Skills:** Invest in developing AI skills within the HR team. This can involve training HR professionals on AI concepts, algorithms, and machine learning techniques. By developing AI skills internally, HR teams can better understand AI applications, assess AI vendors, and collaborate effectively with AI experts.
4. **Embrace Automation:** Identify repetitive and time-consuming HR tasks that can be automated using AI. This can free up HR professionals to focus on more strategic and value-added activities. Automating tasks such as resume screening, scheduling interviews, or benefits enrollment can improve efficiency and reduce human error.
5. **Foster Ethical AI Practices:** Ensure that AI applications in HRM are fair, transparent, and unbiased. Establish guidelines and policies to address potential biases in AI algorithms and ensure that AI systems are regularly audited and monitored for ethical use. Consider involving legal and compliance teams to ensure AI compliance with privacy and data protection regulations.
6. **Emphasize Human Connections:** While AI can enhance HRM processes, it is crucial to maintain a human touch. Focus on building strong relationships with employees, understanding their

needs, and providing personalized support and guidance. Use AI as a tool to augment HRM functions, not replace human interaction.

7. **Prepare for Skills Development:** Anticipate the impact of AI on workforce skills and plan for employee reskilling and upskilling. Identify the skills that will be in demand in the future and design training and development programs to equip employees with the necessary skills to work alongside AI technologies.
8. **Collaborate with IT and Data Teams:** Foster collaboration between HR, IT, and data teams to ensure seamless integration of AI tools and systems. Work together to identify data sources, establish data governance practices, and ensure data quality and security.

By taking these steps, HR professionals can position themselves and their organizations to embrace the benefits of AI in HRM while effectively managing the challenges and ethical considerations that come with it.

CONCLUSION

In conclusion, the integration of Artificial Intelligence (AI) in Human Resource Management (HRM) has had a significant impact on various aspects of HR processes. AI has revolutionized recruitment and selection by automating tasks, improving efficiency, and enhancing candidate screening. The onboarding process has become more streamlined and personalized, thanks to AI's ability to provide tailored training materials and

support through chatbots. AI analytics have transformed performance management, allowing managers to make data-driven decisions based on employee performance data. Employee engagement and satisfaction have also improved with the help of AI-powered virtual assistants and sentiment analysis, enabling real-time feedback and intervention.

Learning and development have been enhanced through AI's ability to recommend personalized training materials and provide immersive experiences through virtual reality or augmented reality tools. Workforce planning and analytics have become more data-driven, enabling HR professionals to make informed decisions about talent acquisition, succession planning, and resource allocation. AI's impact on employee wellness and well-being is evident through its ability to monitor and provide recommendations for improving overall well-being and work-life balance. However, it is important to address ethical considerations such as bias in algorithms, privacy concerns, and potential job displacement when implementing AI in HRM. In conclusion, AI has transformed HRM by automating tasks, enhancing decision-making, and improving employee experiences. HR professionals must adapt to this changing landscape, acquiring AI skills and collaborating with IT and data teams to effectively leverage AI's potential in HRM. By embracing AI responsibly, HRM can continue to evolve and drive positive outcomes for organizations and employees alike.

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