ARTIFICIAL INTELLIGENCE- A MODERN APPROACH IN HR

Dr. Ruchi Srivastava, Professor, JIMS, Kalkaji
Email : hodbba.kj@jagannath.org

Abstract:

After the globalization the completion has increased, which is rising with the passage of time. It is a challenge for the companies to not only effective in their approach but also need to be efficient in their performances. It is Artificial intelligence which helps the industry to collect the accurate data and analyze the data and complete the work in a faster and more accurate manner. At present almost all companies are implementing Artificial Intelligence in their functional areas to increase efficiency of employees in organization. Artificial intelligence has entered or entering to various industries and various department like production, quality, Finance, Marketing, HR and Many more. The role of Artificial intelligence in HR spreads to several domains like recruitment, onboarding, Performance appraisal and other administrative activities. AI effects HR with innovation and ease of use. This research paper will give the insights of Artificial Intelligence which aims to bring ease in the life of HR professionals

Keywords : Artificial Intelligence, Human Capital Management, AI in HR. Technology in HR, Human Capital Trends

Introduction:

Artificial Intelligence (AI) is a rapidly advancing technology, made possible by the Internet that may soon have significant impacts on our everyday lives. Systems that can learn, reason, plan, perceive, or comprehend natural language are generally termed AI (Artificial Intelligence). These traits bear both pronounced ethical and socioeconomic issues along with a significant economic promise AI risk misusing this in a number of fields such as Tailored Medicine, Healthcare Information systems, Public Safety, Transport, Education, and even marketing, finance, production, HR. In the coming years AI is expected to find its place in even more sectors. Together with the Internet, AI changes the way we experience the world and has the potential to be a new engine for economic growth.

In 2020 due to coronavirus, 78% of employees were negatively impacted by their mental health which brought new changes and challenges to the way people work and live. The shifting economy and decrease in human interaction have impacted the mental health of many individuals in the workforce. Employees are turning to technology for support, and their organizations have also noticed this change. HR directors must give employees' mental health first priority and give them the resources they need to manage stress, stay focused, and avoid burnout in order to guarantee business continuity, agility, and productivity. Both the corporation and its staff are greatly benefiting from artificial intelligence.

Objectives of the Research Study:

1. To give insight about the Artificial Intelligence.
2. The Role of Artificial Intelligence in Human Capital Management
3. The contribution of Artificial intelligence towards Strategic HRM
4. The Impact of Artificial Intelligence in the Organizational Performance.

Research Methodology: This research paper is descriptive in nature. It is based on Secondary data. The data is collected from research papers, publications, websites, HR blogs and survey reports etc. This research study's primary goal is to comprehend the difficulties facing the human resources department and investigate the role of artificial intelligence in this field. **The Role of Artificial intelligence on the HR**

Technology is a collection of tools that will assist in the optimization of processes, while human talent is what will guarantee that innovative solutions are provided, that the plans are executed effectively, and that organizational performance improvements are monitored. Artificial Intelligence originated as a research area in the 1950s, aiming to comprehend the essence of intelligence in living beings, particularly in humans. Regarding the human resources field, this has been one of the sectors most affected by emerging trends and is experiencing a significant transformation in terms of its repositioning and new role within organizations. Human Resource Management (HRM) has evolved into a strategic focus within organizations. HRM has progressed due to economic, political, social, and primarily technological changes, as well as the pressures of competitiveness and operational excellence. It is important to understand that Human Resources Management (HRM) strategy is concerned with employment policies and practices, which encompasses recruitment, selection, evaluation, development and retention of employees, as well as recruitment, consultation, collaboration and cooperation with individuals. The combination of human resources and business strategies is formed by the involvement of HRM's at the organization's top level of decision-making. Consequently, the higher the credibility of information, the more confident the decision-making process will be. In this regard, AI appears as a system of significant relevance, functioning as a supporter and enhancing the efficiency of the Human Resources (HR) domain. Therefore, it is crucial to explore the progression of the use of Artificial Intelligence in Human Resources to comprehend how the growth of researchers' interest in has been implementing AI in HR. This examination of research interest is conducted by determining the progression of the quantity of tool publications, which type of AI has been predominantly utilized, and how it has been applied in this branch of management, so vital for the proper operation of organizations, such as HR. Given that it is a relatively new area of study, it is essential for the academic community to assess what has already been accomplished and to aid future research on the contributions of technology applied to HRM.

Further, researchers also found:

- 50% of workers are currently using some form of AI at work compared to only 32% in 2018.

- The majority workers (65%) o are optimistic, excited and grateful about having Prompt operated or robot co-workers, and nearly a quarter reports having a loving and gratifying relationship with AI at work.

Applications of Artificial Intelligence in HR

1. Recruitment and Onboarding

Even though many companies have started using AI in their recruitment frameworks, the vast majority are still to start doing so. In fact, Deloitte's 2019 Global Human Capital Trends survey revealed that a shocking 81% of respondents considered their organization's processes as average or below average, whilst only 6% believed their recruitment processes bordering on technology was the best. As a result, there is a great transaction of chamber for practitioners to change the way they do things and reap the benefits of this innovative know-how and technology.AI could help both sides of the equation during the recruitment process. For example, job applicant's application procedures could be improved because AI technology can design forms that are easier to fill out, thus lowering the number of incomplete applications significantly. Although this has undoubtedly reduced the workload of human resources personnel, AI tools assist in implementing meaningful recruiting for candidates, which research shows greatly increases the chances of applying for the job. Also, AI technology for candid rediscovery has also been very important. With a former applicant database, AI technology is capable of analyzing the existing set of applicants

2. Internal Mobility and Employee Retention: In addition to enhancements in the recruitment process, HR professionals can also leverage artificial intelligence to improve internal mobility and enhance employee retention. According to a recent report from the Human Resources Professional Association, certain AI software can assess key indicators of employee success to determine which individuals should be considered for promotion, thereby facilitating internal mobility. Implementing this can significantly lower talent acquisition costs and increase employee retention rates. This technology extends beyond merely identifying opportunities for promotions from within; it can also forecast which team members are most likely to resign. Gaining this insight promptly enables HR professionals to implement retention strategies before it is too late, which can effectively reduce employee turnover.

3. Automation of Administrative Tasks

One of the primary advantages of utilizing artificial intelligence in various human resources processes is essentially the same as it is across other sectors and fields: Automating low-value, easily repeatable administrative tasks allows HR professionals increased time to engage in

strategic planning at the organizational level. Consequently, this empowers the HR department to transform into a strategic business partner within their organizations.Implementing AI software to automate administrative duties can alleviate this strain. For example, a study by Eightfold discovered that HR staff who employed AI software executed administrative tasks 19 percent more efficiently than those departments that do not use such technology. With the time saved, HR professionals can expend more effort on strategic planning at the organizational level.

4. Boosting Learning and Development Programs

The future of learning and development departments utilizing AI will grow significantly in the coming years. These departments will be required to develop flexible and responsive learning programs that can accommodate the distinct needs of employees. Simultaneously, they will leverage data and analytics more extensively to demonstrate their impact on the business. "Learning and development must not only instruct individuals in AI competencies and digital proficiency, but also equip employees for new positions that will certainly demand enhanced human skill sets: analytical, strategic, critical thinking, cultural awareness, emotional intelligence," she stated. "In response to these shifts, departments are moving towards agile learning frameworks that prioritize individual learning instead of offering generalized solutions for the entire organization.

- Greene outlined several methods by which her organization is embracing a data-driven approach to enhance the employee experience through the integration of AI:
- • Customizing the learning experience according to job position, current skill levels, development objectives, and future aspirations while proactively identifying any existing skills deficits.
- • Allocating challenging tasks and cross-departmental projects according to employee capabilities and initiatives listed organization-wide through social learning platforms.
- • Matching content and providing suggestions based on relevance to the unique needs of individual employees.
- • Offering immediate answers to common inquiries through chatbots that all employees can access to submit questions and swiftly receive an automated reply.
- • Providing coaching chatbots that leaders can access for extra assistance in their positions..
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5The impact of AI on Organizational Performance

AI enables organizations to automate repetitive tasks, reducing human errors and increasing efficiency. Machine learning algorithms analyze vast datasets to optimize decision-making processes, improving overall productivity. AI-driven chatbots and virtual assistants streamline customer service, freeing employees for more strategic roles. Predictive analytics further enhance supply chain management by forecasting demand and optimizing inventory levels.AI-powered analytics tools process complex information, uncovering patterns and insights that would be difficult for humans to identify. This improves strategic planning, risk assessment, and resource

allocation. AI also enhances real-time decision-making in sectors like finance, healthcare, and manufacturing.

Conclusions

The latest advancements in artificial intelligence are rapidly reaching mainstream. This has resulted in a massive shift in the way people across the world interact. It is believe that AI is a game changer in productivity for HR professionals. One of 2020's HR trends is incorporating more AI tools into everyday operations for better efficiency and work flow. AI provides an opening for mastering new assistances in recruitment, onboarding, learning and development and many other administrative activities. The various applications of Artificial intelligence used in HR provides more free time to HR professional to expand their current roles in order to be more strategic within their organization. The use of Artificial intelligence by HR professional will enhance their analyzing and decision making skills. Despite Various benefits associated most of organizations are still struggling with integrating AI to its HR practices because of cost

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