“IMPACT OF ARTIFICIAL INTELLIGENCE IN HRM- A CONCEPTUAL STUDY”

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ABSTRACT

It is now a necessity of survival rather than choice for businesses to accept and keep technology separate from them. Businesses are now integrating technology with their objectives to guarantee their existence, expansion, and continuity. The company has completely changed due to technological improvements, which have made its commercial processes more efficient and well connected than before. Business technology innovations involve bringing people and machines closer together and investigating methods to use technology to increase productivity, simplicity of use, and efficiency. One such transformation in business is the application of artificial intelligence (AI). In today's cutthroat corporate world, artificial intelligence (AI) is critical to human resource management (HRM). AI has the potential to completely transform HRM procedures by automating mundane jobs, expediting workflows, and offering HR managers specialized solutions. AI can also enhance hiring, training, performance evaluation, and pay administration. HR departments may manage their workforce more effectively and efficiently by utilizing AI technologies. HR organizations may optimize expenses and deliver superior employee service by utilizing AI-powered solutions. AI is playing a bigger role in HRM now that it can help businesses become more efficient while simultaneously raising employee satisfaction. By analyzing employee feedback, HR departments can better understand how employees view their work environment and chances for advancement. This helps HR departments get insights into employee engagement and productivity. It makes it possible for HR departments to automate the hiring process, which facilitates the process of finding qualified applicants. This study can offer insights into AI potential in HRM and assist clarify the existing state of AI in HRM.

**Keywords:** Artificial Intelligence (AI), Human Resource Management (HRM), Application in AI in Human Resource (HR)
INTRODUCTION

The ability of an organization to efficiently combine labor, machinery, and processes to create value at a cheap cost is a prerequisite for growth. Human resources (HR) have evolved recently, propelled by data and technology that workers consistently contribute to strengthen their strategic position. Artificial Intelligence is one of these technological innovations. A technology known as "artificial intelligence" (AI) makes it possible for machines to do tasks deftly and intelligently. Wide-ranging implications are associated with the development of artificial intelligence (AI), especially in the domains of engineering, business, and human resource management [1]. The phrase "human resource management" (HRM) encompasses a number of organizational management activities and associated HR regulations. This category includes creating an organizational human resources strategy, hiring and selecting staff, providing training and development, assessing employee performance, controlling pay, and maintaining employee relations [2]. In human resource management, artificial intelligence (AI) is an indispensable tool (HRM). AI technologies are being used in HRM to expedite a range of HR tasks, including performance management, on boarding, and recruitment [3, 4]. AI technologies can help HR departments learn more about the productivity and engagement of their workforce. This is so that HR departments may better understand how workers feel about their work environment and opportunities for advancement by analyzing employee input. It facilitates the automation of the hiring process for human resources departments, making it simpler to identify candidates who are the greatest fit for open positions. Furthermore, it is capable of monitoring worker performance and making sure that staff meet their goals. Human resource managers can benefit from AI by using predictive analytic to make better decisions, automating repetitive tasks, and keeping track of employee performance and records. AI can help human resource managers with data analysis and the creation of more efficient protocols. By using AI, HR managers can decrease the amount of work they have to do, increase productivity, and enhance their capacity to make decisions about the future of their company. In summary, artificial intelligence is revolutionizing the way HR departments operate, and in the near future, its use will only increase.

2. LITERATURE RELATED TO AI AND HRM

2.1 Scott W. O’Connor (2020)
The author of the essay Artificial Intelligence in Human Resource Management makes it quite evident that in the years to come, artificial intelligence will continue to have a favorable
impact on the HRM industry. Additionally, HR professionals ought to be more conscious of the difficulties they could encounter. Therefore, in order to get ready for the future of human resource management, practitioners should spend the required time to become knowledgeable about the most recent developments in the industry and establish a solid foundation in HR theory that will serve them well as their career progresses.

2.2 Prasanna Vatsa and Kusuma Gullamjji (2019)

It is made quite evident in the paper "To Study the Impact of Artificial Intelligence on Human Resource Management" that integrating AI-based applicants with HR processes will undoubtedly have a greater positive effect on improving organizational performance. According to the survey, artificial intelligence (AI) is being used extensively in HR processes, including hiring, training, onboarding, performance evaluation, retention, and more. However, due to integration costs, many firms are still behind in incorporating AI into their HR procedures.

2.3 Jennifer Johansson and Senja Herranen (2019)

The use of AI in recruiting is still relatively new, and few firms have integrated AI into every aspect of the hiring process, according to the paper "The Application of Artificial Intelligence in Human Resource Management." It also notes that the primary advantages of AI are thought to be the accelerated quality and removal of repetitive jobs, while the primary obstacle is thought to be the organizations' general preparedness for the new technology.

2.4 Albert Christopher (2019)

According to the author of a paper titled "Use of Artificial Intelligence in Human Resource Management," AI-based apps increase worker productivity. It is possible to focus on the needs and results of employees while analyzing, forecasting, diagnosing, and becoming a more competent resource. However, there are drawbacks such as lack of established applications, privacy, skill gap, maintenance, and integration capabilities. AI systems need to be handled carefully, which includes locating trustworthy learning data sets, selecting the best implementation strategy, looking for clarity, removing bias, and taking accidental effects into account.

2.5 Barbara van pay (2018)

It was made quite evident in this article on how AI is redefining HR that businesses are primarily looking for AI solutions for their operations since they are afraid to entrust their operations to a machine rather than a human. By screening several applicants and gathering data, a company can use artificial intelligence (AI) to shorten the time it takes to locate and hire the best candidate by ranking the prospects based on factors including experience, skill set, and other relevant data. Interviewing is the next
important step after determining who is the best candidate for the position; these days, AI interviewing tools like HireVue and Mya are most frequently employed. AI technology handles everything from sourcing to interviews, significantly cutting down on the time it takes to fill positions. It also helps to identify and select qualified applicants who can fulfill particular job requirements, making placements much simpler and quicker.

2.6 Anupam Jauhari (2017)
How AI and machine learning can impact HR practices today is the title of the paper. AI is becoming more and more relevant, changing how businesses hire employees and handle every task. For practitioners, recruiting is made easier by machine learning technology, which will use chatbots to handle all tasks. AI will screen applicants and email them with a confirmation or rejection. 53% of organizations are prepared to implement digital tools, while 22% have already done so, according to the Delloitte 5th annual global human capital trends study of India report.

3. OBJECTIVE OF THE STUDY
(1) To find functions of human resource management in which artificial intelligence (AI) is used.
(2) To Study the importance of artificial intelligence in human resource management.

4. RESEARCH METHODOLOGY
A substantial amount of data and information were gathered from secondary sources; the majority of the research was predicated on a survey of the literature. To find out more about artificial intelligence technologies and how they relate to different HR activities including hiring and selection, training and development, performance evaluation, etc., a number of books, websites, journals, publications, and papers were consulted.

5. Artificial Intelligence and Human Resource Functions
5.1 Human Resources Strategy and Planning
Human resource management begins with strategic planning for the use of human resources. Officers use artificial intelligence (AI) tools to support their decision-making, resulting in strategic planning that is successful. Data is gathered from internal and external sources using tools for knowledge discovery and data mining. This aids in the information's summary, which is important for understanding the current situation with regard to human resources as well as for forecasting, assessing, and modifying the management of the business in the future. With the help of the intelligent decision support system's modification features and statistics, a report with the relevant data is created.
5.2 Recruitment and Selection
Finding and choosing Candidates Due to its ability to offer decision assistance tools that assist in identifying the best professional profiles for a certain role and shorten the average time needed to finish recruitment-related tasks. When it comes to hiring and selecting, artificial intelligence can be a powerful tool. Artificial intelligence can assist in mapping the professional profiles best suited to a certain role. Fuzzy logic, artificial neural networks, case-based systems, expert systems, or genetic algorithms could all be used in the development of the decision support system. AI can be used to create a virtual assistant that can answer questions from candidates, assess candidates' behavior and skills in real-world situations, and help match union candidates with businesses. AI makes it possible to create a model of the perfect applicant for hiring and selection by cross-referencing data about a company that has previously been analyzed. This method then analyzes applicants for new positions based on exam results, work history, and details about the curriculum as a whole. Examining each applicant in terms of their suitability for a position at the organization is beneficial.

5.3 Training and Development
Maintaining the current pace of technological innovation requires artificial intelligence (AI). The robot instructor can use the visual scanning system to track each student's daily learning progress, determine each student's overall attention level with accuracy, retrieve teaching events with varying levels of stimulation using data analysis, and modify the teaching rhythm and degree of relaxation based on feedback from the students during the training process. The visual scanning system can also be used by the robot instructor to retrieve teaching events with varying degrees of stimulus during training. Furthermore, corporate training can use big data analysis to determine which employees need to learn from the vast knowledge base, develop a personalized employee curriculum, and use technology to comprehensively test and assess employees' levels. Additionally, AI teachers can develop into all-around assistants, capable of performing duties like evaluating pupil data and producing superior reports on learners' advancement. When staff members engage with the learning objectives, key points, and archives, AI teachers will reconsider the underlying reasoning behind the instructional design. The course will be completed automatically for you by the artificial intelligence tutors.

5.4 Performance Management
One extremely important HRM technique is employee performance management. In addition to the data collected and examined on employees' work performance, the system may also include the performance appraisal model. Automatic and effective employee performance
assessments can be achieved in an intelligent decision support system by utilizing 360-degree performance evaluation approaches as scientific methodologies. The employee performance evaluation criteria and any other pertinent data are fed into the intelligent decision support system in order for it to provide performance evaluation results. The corporate divisions' business objectives can be outlined and documented at the start of the year. Following that, the system can carry out a comprehensive analysis and evaluation based on peer input, department manager assessment, individual performance targets, and other criteria.

5.5 Compensation Management
Payroll Administration Employee remuneration might take the shape of either an outright cash payment or an indirect benefit. "Compensation" refers not only to monetary remuneration but also to other benefits and privileges that businesses grant to their employees in return for their labor. Productivity levels within an organization can rise with good compensation management. Compensation management is a critical facet of human resource management (HRM) and is closely linked to employee performance. It means paying employees according to a predetermined set of rules and regulations. A strong compensation management system can help boost both individual and team productivity. The management of compensation can be made more equitable with the help of artificial intelligence (AI) technology. Artificial neural networks can be developed to be intelligent decision support systems using large data as input. These systems can then be used to build an equitable compensation evaluation system.

6. Importance of Artificial Intelligence (AI) in Human Resource (HR)
Leading-edge artificial intelligence (AI) is revolutionizing global industry and trade, and larger organizations are embracing the shift. The conventional methods of the past are deemed outdated with the ongoing rebirth of Artificial Intelligence (AI) into Human Resource (HR). AI has the potential to revolutionize HR, according to experts, as the next wave of cognitive, automated, and immersive technologies alters how we conduct business (Ghaswalla, 2020). As a result, there was an increasing need to assess HR practices in the context of technology, which may transform HR from a source of strategic value to a means of assisting employees. The researcher has identified and cited the following primary reasons for implementing Artificial Intelligence (AI) in Human Resource (HR): -

6.1 Accelerate competitive advantage
Businesses must constantly watch what their rivals are doing and adapt to stay one step ahead of them. Artificial intelligence (AI) in human resources (HR) yields better business outcomes by transforming decision-making,
identifying competitors' strengths and weaknesses, and offering fresh perspectives. Companies with a long-term vision believe that investing in artificial intelligence (AI) will provide considerable corporate value and give them a competitive advantage in the marketplace.

6.2 Acquisition and Development of new skills
Companies are eager to invest in innovative methods and resources for staff education and training as technology continues to shape the modern corporate landscape. Artificial Intelligence (AI) gives Human Resource (HR) professionals the ability to use natural language predictive analysis to solve employees' skill gaps and connect them with learning opportunities to develop increasingly in-demand talents.

6.3 Improve employee experience
With the entire globe witnessing the digital revolution taking place in every aspect of life, workers now demand a customized work environment. Knowing the employees' pulse is crucial since talent pipelines are getting more and more complicated. Workers anticipate convenient, contextual, and relevant items that may be tailored to their individual needs and preferences. Four criteria are met by artificial intelligence (AI) to help corporate executives resolve this problem: clarification, compliance, connection, and culture. The vast range of data overlaps that Artificial Intelligence (AI) enables make technology useful for enhancing the individual employee experience.

6.4 Efficient use of Human Resource Budgeting
The budgetary decisions pertaining to Human Resources (HR) are highly intricate since they impact the business's long-term financial and economic viability. The Human Resource (HR) manager today relies on Artificial Intelligence (AI) driven algorithms to make accurate judgments on budgeting and resource allocation, as opposed to the one-size-fits-all strategy that was effective in the past. The information used in Artificial Intelligence (AI) driven judgments is derived from facts and statistical data that have been subjected to a basic set of calculations. This is its primitive advantage.

6.4 Mental Health
The Human Resource (HR) department is an essential component of any corporation because it handles tasks involving people. Human resources (HR) now play a more people-centric role in the business-employee relationship, which is flourishing on both a professional and personal level. The field of human resource (HR) professionals today includes mentorship, counseling, and moral assistance in addition to safeguarding the mental health and general well being of employees. Long work hours, shifting job responsibilities and relationships in the workplace, and pressure to complete projects on
time are just a few of the factors that have made it more important to monitor the mental health of employees. Techniques based on artificial intelligence (AI), such as sentiment analysis, can be used to identify employees who are experiencing disruptive mental states and can also be used to correlate staff morale. Wearable technology with AI capabilities, including deep learning models, voice and picture recognition, and natural language processing, can monitor and evaluate employee emotions and behavior. This makes it easier to spot employees who are having mental health issues like anxiety or depression or who are having difficulty completing job-related duties (Okhifun, 2020). The Human Resource (HR) department might provide more support if Artificial Intelligence (AI) enabled frameworks included information regarding the warning indications of an employee's poor mental condition.

7. CONCLUSION
Artificial Intelligence (AI) offers a remarkable means of implementation across numerous domains. Artificial Intelligence (AI) has created countless prospects for the commercial world. Artificial Intelligence (AI) has countless applications in the future, particularly in the human resources (HR) sector. It is indisputable that Artificial Intelligence (AI) assists Human Resource (HR) managers in doing various tasks in an effective and efficient manner, allowing them to concentrate on higher-value tasks. However, humans cannot yet be replaced by artificial intelligence (AI). The processes involved are administrative and repetitive, starting with hiring and ending with performance management. The intricacy of Human Resources (HR) and its plethora of variables exacerbate an already blazing situation. Human resource (HR) work is becoming more digital and automated, which offers integrated orientation, experience, and real-time solutions. The function of a Human Resource (HR) manager has changed with the integration and deployment of Artificial Intelligence (AI), moving away from manual administrative tasks and toward a more strategic approach. Artificial intelligence (AI) presents a number of problems that a business must solve in order to fully benefit from it, even though it is seen as an opportunity and is seen as a game changer for businesses to gain competitive advantage (Bersin, 2017). Initially, there were difficulties in handling the data redundancy. Since many departments need that the Human Resource data be kept in multiple locations, any changes made to one piece of data may not reflect in another, hence highlighting the issue of data inconsistency. Dealing with the policy of data security and confidentiality is the second issue. When using AI-enabled technologies, businesses should provide their employees the assurance that their data won't be misused and take precautions to
protect it from unwanted access. Finally, one cannot rely on the correctness of Artificial Intelligence (AI) embedded programs and algorithms since they operate on data that has been gathered and captured by humans. Although these algorithms lessen human intervention, not every choice made by them will be entirely valid and acceptable. Despite the difficulties outlined above, the majority of researchers think that digital and human resources (HR) will shape business in the future, and they see artificial intelligence (AI) as a catalyst for progress that will eventually lead to a brighter future.

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