



Impact Of Virtual Reality (VR) And Augmented Reality (AR) In Human Resource Management

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Abstract

With the rapid advancement in high-speed era augmented reality (AR) and Virtual reality (VR) there is a human digital interaction. The technology advancement made the human to compete with the competitive world. AR and VR provides the person to upgrade and bring out new innovations to the market. As it gives most effective and efficient way to work in the virtual world which makes accurate decisions in the organization. Through VR and AR, the human resources process such as recruiting of employees, providing training, taking decision, virtual office tours, effective meeting and communication can be made which makes the employees of the concern to be productive which in turn provides more productivity to the organization.

Key Words: Human resources management, Virtual reality, Augmented reality, Three-dimensional aspect.

Introduction

In advancement of globalization and technology advancement there is a demand for qualified and competent people to meet out the competitive world. The person with the ability to meet out constant changes in the market and to make innovations in the growing trend. In this context the organization has to develop innovative tools and process for more productivity and competitiveness. The growing technological development has made the big change as Industry 4.0, which focuses on Big data, Artificial Intelligence (AI), Virtual reality (VR), Augmented reality (AR), to automate HR processes and promoting more efficiency. Hence VR provides great experience while AR promotes the interaction between user, digital content and the real world. VR and AR are emerging next generation with the human digital

interactions. Their applications include education, healthcare, engineering, gaming and in other field of upgradation. It also takes position in Human resources management as the recruitment, Onboarding, training, education and in employee communication.

Virtual Reality

Virtual reality is the computer simulated environment through which the interaction of persons can be done in an artificial three-dimensional (3-D) aspect. VR is an illusion of reality. The display of VR is split between the eyes creating stereoscopic 3D effect with stereo sound with the technology and input tracking which gives believable experience in exploring virtual world generated by the computer. Virtual Reality that simulates reality through the interactive devices which sends and receives information is worn as goggles, headsets, gloves or body suits. The person who wears a helmet with stereoscopic screen views the images in simulated environment. Through the motion sensor the movement is recognized and adjusts its view accordingly.

Virtual reality in HR is just beginning and it has great potential in recruiting, onboarding, training and virtual workspaces. HR brings modern solutions to traditional problems as employees company culture engagement among employees, limiting time to explain the job role, better assessment among candidates, especially to improve various aspects of company human resource taking care.

Augmented reality

It combines computer generated content and the real world. AR consists of three basic features as combining real and virtual world, interaction in the real time and accurate 3D registration of real and virtual objects. It is commonly used in environmental, health, development of smart phones to display information in real estate, retail sales, and restaurant reviewon sites. This information can be adopted by global positioning system (GPS) linked by commercial or open-source database. Apart from games and other things it is more efficient by providing them with additional layer of knowledge and insights. AR has its workforce being enhanced in industries such as manufacturing, aerospace, oil and gas, pharmaceuticals and automotive industries. Augmented reality assists in training for new employees. It has collaboration between personnel and remote experts. AR technology is also adopted by Manufacturing, utilities, Telecommunications, Retail, Healthcare and logistics industries.

Virtual reality in Human resource management

HR managers are always upgrading the technology start from the recruitment of employees which improves productivity of employees and communication, which gives real time effect for the employees to work on the environment that brings liveliness. From the large organization to start up VR is being used for everything from hiring to training to employee communication.

VR for Recruitment

Hiring employees is the most important job function in HR. It is an important task in employing the persons which brings more productivity to the concern. Candidates who are good in interviews may not good for jobs and vice versa. VR bridges the gap by developing a process where the organization sees the behavior of candidates and make response in a mock set up. The world has changed with the technology and society has made companies like amazon, Google and tech startup for appealing top graduates. Now a days many of the employees wants flexible workspace, interesting career development by modern learning environment and which in turns cares about social causes. VR is cost effective,scalable and independent to geographic location. It is a great way for onboarding new employees to convey information and get new employees for the concern.

VR for training the employees

After the process of hiring the next step is employee training. The organization consists of various rules and methods which differs from one concern to the other, it has to be trained by the HR personnel which may be effective by the training through headsets. One example which was made by KFC for inspecting, rinsing and pressure frying the virtual chicken repeatedly in the environment.

VR for Onboarding new employees

As the humans are social beings there is a virtual challenge. HR are using multiple engagement activities which may be held through Zoom or team meets. A new employee can have a virtual roam in the office building for the first day to the office.

VR for continual employee education and communication

VR gathers 100% attention with the employees as it gives real videos or images using the headset. It is also fun oriented in either ongoing employee communication or one-off events, as in case may be email is overused and it is not dynamic or memorable, in other sense watching video on the computer is passive and can be easily distracted. So modern technology may increase the attention of personnel in the organization.

A twist in the regular Zoom call

Regular Zoom meeting may happen 5 days a week which might bring employee morale down and it is very hectic among the employees. Meetings through VR headsets makes the employees feel that they are connected to the same environment which makes them feel more connected. The concern which have global presence or global clients may have more effective on the meeting.

Augmented reality in Human resource Management

Augmented reality is a technology which combines virtual reality, interaction and vision of computer which provides smart solutions to employees. The technology can identify the trends in workforce and gives information about the task to be completed. AR gathers wide range of information from various sources such as text, image, voice, speech and video. It also captures the sensors, face recognition, movement of employees or fingerprint scanning. The data can be analyzed in the near future if it is needed.

Applications of AR in HR

The integration of virtual elements such as image display, voice recognition and various other techniques makes the human resources more effective and friendly. The data can be provided in real time which makes the owners and managers easy for decision and know about the employee performance. AR has benefits in various other fields like talent acquisition and retention, employee engagement and human capital management. However, with the new technological innovations the workspace is being transmitted from traditional to digital driven environment. With the advancement in AR the workers can access manual, ensures high quality training, saves time, cost and increases productivity to the concern. AR also helps employees who works in repairs and maintenance department through access on hands free training and guidance. In today's scenario smart phones and apps bridges the gap between employee and human resource personnel with the suitable interface. By

implementing AR companies can improve the performance and employee engagement which reduces costs and could compete in the competitive world.



Benefits of VR and AR in HRM

VR and AR has benefits in HR departments by streamlining such as onboarding, employee training, evaluating the employees and performance review. Companies can also create simulations replicating real world jobs like machine operating or working in hazardous material. Establishment of clear goals, investing in quality equipment and keeping the employee engaged, which maximize the return on investment and help the team to reach full potential.

Conclusion

In conclusion human resources faces different experiences in hiring, training and communication. VR offers HR employees a new and exciting way to improve all those areas. VR to be effective need a 360 camera, a laptop, an internet connection and InstaVR Pro account. Augmented reality connects two worlds which may be virtual and real. The scope of AR which offers and introduce the world to potential rather unknown and unheard term. So, VR and AR brings the world to make advanced in technology from where the advancement made in minimizing the hectic work and work in a lively environment. Through VR and AR Human resources has been upgraded and employee become more efficient in working which gives more productivity in the organization to compete with the competitive world.

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