



# ARTIFICIAL INTELLIGENCE IN HR PRACTICES- A CONCEPTUAL STUDY

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**Abstract:** The study explains about the AI in HR management. AI technology is not just limited to robot it is certainly beyond that, the expression is much more broad, intense and complex to think it, starting from computer, laptop to advanced androids and humanoids are of high importance in almost all areas such as medicine, business, manufacturing education banking and more. The study discuss role of AI in human resource practices how it adopts use the technology in each stages how machine learning is used from theoretical sense. From the analyses of challenges and opportunities future is predicted on AI in HR management. AI can also help in aligning underperforming employees with the necessary set of goals to increase performance levels. Organization is constantly experimenting with new strategies and methods to keep their employees for as long as possible. India has one largest population of skilled personality to keep in engaged and for their employment.

## I. INTRODUCTION

Today technical breakthroughs have reached unprecedented levels; the world wide web did not exist 30 years ago, and smartphones, as we all know, have only been around for a decade, but far more sophisticated technology is now at the forefront of us transforming the way people live. (Yoong, 2020).

Technology is becoming more imperative in today's world and it has changed the way we live. It has always been an essential component of civilization and can be found in the shape of interesting devices and equipment all around us. Indeed, we are unable to envisage a world without technology. Technologies have progressed through several stages of development, beginning with the discovery of fire by a caveman and ending with the most contemporary rocket science technology. In the early stages of technological evolution, technology is limited to a tool like a pulley, lever, arrow, hammer, or other devices that reduce human effort and allow humans to execute physical activities with minimal effort. The next stage, the post-industrial revolution, saw a shift in how people viewed technology. Mechanically powered machines such as the vehicle, steam engines, computers, and others appeared. All of these machines enabled humans to go past their physical constraints. Automation is the final level of technical evolution, in which an automated algorithm replaces human intervention.

## Review of the literature

Marten (2013) business analytics in performances management suggest that with the adequate use of knowledge and analytical ways business dynamic may be controlled.

Dulebohn and Johnson (2013) Human resource metrics and decision support A: A classification frame work highlights the issues that although HR manager have developed a greater number of metrics a lack of guidance is still looking around with respect to apply there metrics and to incorporate them into business intelligence.

## Objective of the study

- 1.To know the components of AI used in HR.
- 2.To identify the challenges and opportunities faced by the HR by using AI.
- 3.To analyze know the role played by AI in the HR.
- 4.To determine the future benefits drawn by the HR by using AI methods.

## Role of AI in HR

**Streamlining recruitment and selection:** AI can help streamline the recruitment and selection process in human resource management. AI driven solution are used to quickly identify potential candidates who have the skills and experience needed for a job.

**Learning and development:** AI plays an important role in helping companies constantly teach their employees new skills and knowledge. AI can help to find best way to learn and understand things, as well as suggest activity that are thought to teach persons individual needs this helps employees stay up to date with the ever changing business environment.

**Increasing performance management:** AI also plays role in eliminating any biases when it comes to comparing employee performance. This can be accomplished by establishment detailed and measurable goals. AI can also help in aligning underperforming employees with the necessary set of goals to increase performance levels.

**Employee's engagement:** The use of artificial intelligence can improve the way of businesses and employees interact. AI can be utilized for various employees engagement task like conducting intelligence savings providing real time feedback and offering rewards recognition. Some examples AI plays in employees engagement, personalization, responsiveness, data driven insight.

**Employee retention:** Retaining talents save to be one of the greatest challenges in the industry globally. Organization is constantly experimenting with new strategies and methods to keep their employees for as long as possible:

- Career planning
- Identifying opportunities for growth
- Better work life balance
- Achievable equitable compensation improving productivity

## Components of AI in HR

**Machine learning:** Machine learning principally is based on the algorithm- based programming where the system uses the data to self –esteem. It's based on artificial intelligence applications where the machine seeks to observe the patters in the data and automatically learns based on its observations. The learning is automatic and iterative, without any fresh programming. The machine basically capitalizes on the large data records and uses this for the better decision making, without human intervention or assistance.

Machine learning algorithms are often categorized as supervised or unsupervised:

- Supervised machine learning
- Unsupervised machine
- Semi-supervised machine

**Deep learning:** Deep learning is a subspace of Machine Learning, which has potential to bring the machine learning closer to Artificial Intelligence. The algorithms in the deep learning are inspired in their function and structure by the neural network of human brain.

**Natural Language Processing:** Natural Language Processing (NLP) is a subset of AI and computer science which dedicates itself to create a natural interaction between the machine and humans. Machines use programming codes while humans use spoken languages (English, Chinese, and Spanish). NLP aims to use the machine learning so that machines can recognize, read, interpret and generate the interaction in natural languages.

**Challenges of AI in HR**

**Ethical considerations:** one of the primary challenges surrounding AI is ethical decision – making. As AI systems become increasingly autonomous, questions arise about accountability, bias, and privacy. Ensuring that AI operates in a fair and responsible manner remains a pressing concern.

**Job disruption:** AI-powered automation has the potential to reshape the job market. While it eliminates some routine tasks, it also creates new roles and demands new skill. The transition may lead to job displacement and requires proactive measures to up skill and reskill the workforce.

**Data privacy and security:** AI systems rely heavily on data. The collection, storage, and analysis of vast amounts of personal and security. Safeguarding data and ensuring its responsible use is crucial for maintain trust in AI technologies.

**Lack of transparency:** complex AI algorithms often lack transparency, making it challenging to understand how they arrive at certain decisions or recommendations. This capacity can raise concerns about biases, especially in critical domains such as healthcare or criminal justice.

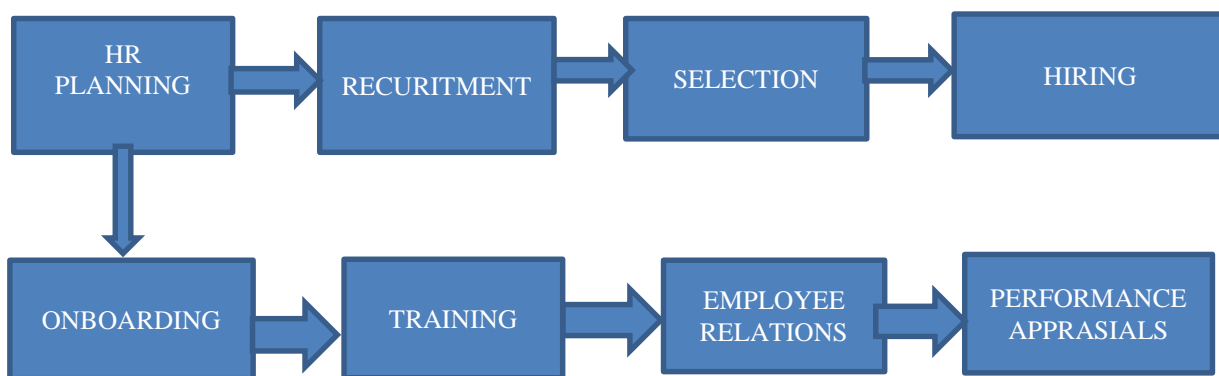
**Benefits of AI in HR**

Artificial intelligence is increasingly impacting human resource and is becoming a valuable tool for improving the efficiency and effectiveness of many HR related cases.

The most commonly used AI in management

- **Candidate selection:** AI can help evaluate the considerable amounts of resumes that large company’s receive daily and select – the candidates that best fit the requirements of the position.
- **Performance evaluation:** AI can analyze performance data to identify trends and areas for improvement in staff members which can be useful for ongoing job evaluation and career planning.
- **Training and development:** AI can help customized and optimize employee training and development based on their individual strength and weakness.
- **Communication and collaboration:** AI can improve internal communication within the co and collaborate between employs which can increase productivity and team satisfaction

**STAGES OF AI IN HR**



Source: Secondary

## CONCLUSION

AI today is still in a very nascent stage in India, especially as the back –up infrastructure is missing. Most of the people assumed AI to be nothing more than automation other perceives it to be human replacement. Both are misconceptions this is very much like the insecurity and anxiety generated historical when industrial revolution happened, when computer born or even when first robots were created. In high ambiguity situations experts systems will reduce the ambiguity associated which decision whereas neural system will reduce the job and requirements of human resources. India has one largest population of skilled personality to keep in engaged and for their employment. Human resources are to be upgraded in a term of reskilling rather than going of full AI automation. Machines will need huge investment in a term of infrastructure, electricity consumption, and WI-FI when there is huge supply of human resource so optimum utilization of man power required.

## Reference:

Inflibnet

Human resource management book (website)

Implementation and impact of AI in HR (website)

