Artificial Intelligence in HRM

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ABSTRACT:

. Today the Human Resource (HR) professionals are focusing more on the importance of optimizing the combination of human and automated work for an intuitive work environment. The study is an attempt to acknowledge the valuable contribution of AI in improving the organitational decision making process and facilitate the understanding for better acceptability and inclusion of AI in the HRM department As the organizations are adopting artificial intelligence into their Human Resource (HR) process at a varying rate, it is important for the Human Resource (HR) professionals to understand and prepare themselves for these technological changes, which are redefining their organization and workforce characteristics. Artificial Intelligence helps the industry to work in a faster way and efficient way to complete the work. With using AI systems, organizations are able to inform the existing performance and day-to-day functions. The research paper is descriptive in nature. The researcher used secondary data where the data was collected from research papers, publications, websites, HR blogs, survey reports etc. The research study has concluded that Artificial Intelligence (AI) plays a significant role in carrying forward the Human Resource (HR) functions right from procurement to performance management and thus there is a growing need of integrating Artificial Intelligence (AI) in Human Resource Management (HRM).

KEYWORDS: - Artificial Intelligence (AI), Human Resource Management (HRM), Human Resource (HR), AI in HR, ANN in HR.

INTRODUCTION:

Human resource management is concerned with effective management of people at work. It is responsible for bringing together the people from different countries, religion, culture and

caste and understanding them; keeping their sentiments, values, beliefs in respectful way and creating a team that works efficiently to the best of its capabilities that does not work only for itself but also for the growth of the organization. Its responsibility lies in understanding the organizational needs and hiring the right candidate without any bias that fits into that position where the needs of both an individual and organization are met. COVID-19 pandemic is a crisis that is testing both the professional and personal relations of the world. It has also affected the HR tech industry, and has challenged the organizations which were not technologically advanced to rethink over the working and activities according to the conditions.

Through setting a good system of HRM, it is possible to develop a good team at the workplace. A motivated and satisfied team puts best efforts for achieving the set targets and helps the organization to achieve its vision in an effective and efficient way. It helps to generate good productivity and helps the organization to stand at a good place in this competitive world. Introducing AI into HRM may simplify its work and help the organization to increase in production by helping them to work in a more systemized way. AI may help the HRM to see the future trends and the problems in advance. It can prepare the organization to face the challenges in the future without any hassle. Through this, an organization can prepare its people to face the future changes and prepare them in a better way.

Thus, it is important to investigate the evolution of the application of Artificial Intelligence in Human Resources to understand how the evolution of researchers' interest in applying AI in HR. This investigation of research interest is made by identifying the evolution of the number of publications of the tool, which type of IA has been most used and how it has been applied in this sector of administration, so important for the good functioning of organizations, such as HR. Because it is a relatively recent field of research, it is of vital importance for the academy to evaluate what has already been produced and to assist future research on the contributions of technology applied to HRM.

OBJECTIVES:

1. To study the concept of artificial intelligence.
2. To study the role of artificial intelligence in human resource management.

3. To study the benefits of artificial intelligence in human resource management.

RESEARCH METHODOLOGY:

The research study is using the descriptive research design. In the research study the researcher has used secondary data. The secondary data has been collected from research papers, published materials, online websites, HR blogs, and survey reports published by various research organizations.

LITERATURE REVIEW:

1 (R & D, 2018) The research paper title, Recruitment through artificial intelligence: A Conceptual Study. The researchers has narrated the role of AI in recruitment where artificial intelligence is played integral roll in recruitment process. Artificial intelligence helps in screening the candidates, auto-generated messages to candidates, employee's relations, scheduling the interviews etc.

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4. 2017, "Role of Artificial Intelligence in Recruitment", Anjana Raviprolu, International Journal of Engineering Technology, Management and Applied Science

5 2018, "Application of Artificial Intelligence in Human Life", Rupali Kamble and Prof. Deepali Shah, International Journal of Research- Granthallayah

6. 2018, "Artificial Intelligence in Human Resource Management", Ruby Merlin.P, Jayram.R, International Journal of Pure and Applied Mathematics

ROLE AND BENEFITS OF AI IN HRM

1. Recruitment in AI

Smart digital application forms

Instead of making candidates manually fill out paper forms, get them to fill out online forms. With the help of online forms, you could also get candidates to attach soft copies of relevant documents. This will not only help you save time from going through the responses received but also help you save up space in your office. Think about the amount of paper you could save because of this!!

Screening through vast pools of candidates

Many applicants apply for the same job profile. Based on pre-set criteria, AI can scan through academic background, past experience etc., from a large pool of applicants and suggest candidates who display high potential. Apart from saving loads of time, you have also saved yourself from the possibility of shortlisting any wrong candidates.

Understanding employee referrals

Employee referrals are a company's internal method of getting potential candidates for a job. Companies ask existing employees to recommend potential candidates from their individual networks. This helps managers get high-quality candidates in an easier, quicker way. But going through these referrals manually is no small feat. AI can scan through your employees' recommendations as well to find potential candidates. Hence, new candidates can be found efficiently.

2. Employee Training and Development in AI

Training and development is a huge part of an HR manager's role. This task can become especially tricky when you have huge departments and teams of people, all with different skill sets. With the help of Artificial Intelligence, you can give your employees…

Learning that is integrated with the routine workflow

Many employees can find it difficult to keep track of ongoing learning modules along with regular work. With an integrated system, employees can be notified when a new course is available for them to do. Employees can also be notified when its time to complete specific modules or courses. Modules are recommended based on the employee's current ongoing projects or personal interest.

Measure completion rates of modules

Managers can keep track of the level of performance of each employee within an organisation. Managers can also track the areas and skillsets employees need to build on. Analytics can provide clear information on the learning curve of employees and the progress they make on a day to day basis.

3.   Payroll Management in AI

Reduced errors

We know that payroll management in any organization **calls for zero errors, complete accuracy as well as streamlined processes**. This is also a sub-function of HR which can prove to be the most tedious and stress-inducing. By integrating your payroll management with AI, you can help overcome payroll anomalies, with the help of the various algorithms and hence reduce human errors.

Standardized compensations and benefits

AI can integrate information from various departments like finance, marketing etc. As a result, you can easily analyze pay trends across the firm. This facilitates informed decision making regarding bonuses as well as recruitment and business expansion. With the help of AI, the HR team will also be able to set rules for standardized compensations, bonuses and benefits. Setting insightful benchmarks can motivate and encourage employees to meet given expectations better.

4.   Performance Management in AI

Continuous performance analytics

With the help of AI, it becomes very easy to keep track of the work done by employees. Right from productivity levels, leave days etc., it all becomes very transparent. As a result, there is potential for constant performance tracking. Thus, employees are more accountable. Therefore, they perform better and keep their productivity levels high.

Real-time feedback methodologies

Very often, things get lost in the process of waiting for the end of the week or month for a formal feedback session. But feedback is the most efficient when it is done on the spot so that

employees can immediately rectify errors and learn from them. With the help of AI, managers can give an instantaneous assessment of the work done by team members.

Workforce Analytics

Workforce analytics comprises data and tools that talk about characterized and organized employee data. This data gives a detailed analysis of which people are better at their jobs and helps get an overall better understanding of performance management.

5. Employee Engagement and Retention

Use of chatbots for instant query resolution

Many companies use chatbots to resolve customer queries. It is essentially a robot programmed to speak with you and resolve your queries. Why not do the same for your employees? The use of HR chatbots is on the rise. When an employee's query gets resolved quickly, they will be able to focus on their job better. Hence leading to higher job satisfaction as well as productivity.

Surveys to understand employee insights

Ever wondered what makes employees feel satisfied with their job? Why do some employees love their job while others aren't as motivated? Well, you should just ask your employees!! Yes, surveys are still the best way to know how your employees feel about their job and the company. It makes them feel heard. With the correct software and questions, this technique can really prove to be invaluable.

Retention

While talent acquisition is not easy, 60% of managers consider employee retention a bigger challenge. With the help of AI, you could get notified when an employee is planning to leave your organization. this is done with the help of predictive analytics (as I mentioned while speaking about workforce analytics). This will help you come up with innovative ways to retain the employees better, especially the good ones.

CHALLENGES IDENTIFIED IN THE IMPLEMENTATION OF AI

1.Complexity in HR phenomena such as, to categorize a 'good employee', various metrics are used; one such widely used metric is the performance appraisal score which is unreliable, has validity issues and has shown bias. Many employers are giving it up altogether5 . Also, it is

difficult to differentiate individual performance from team performance due to interdependencies within the job.

 2. Constraint of small data sets is one of the obstacles, since not much data is available for employee firing because of poor performance. Also the number of employees of a particular company poses a data constraint. More precisely, HR does not possess "Big Data", as most companies have their employee count in thousands not in millions, hence analysis tools may not be helpful.

 3. Who gets hired or fired needs to follow a fairness approach -both procedural and distributive justice and measuring the socio-psychological concerns among employees. Amazon had to put down an AI recruiting tool since the algorithm showed bias on the basis of gender.

 4. Employee's adverse reaction, in order to bluff and fool the algorithm which might affect the organizational outcomes. It is a regular human psychological phenomenon of masking one's actual capabilities once under a monitored environment. Spontaneity has to be captured to seek ,confirm and gauge the truth and real characteristics. AI will also lead to ethical issues of serious nature.

CONCLUSION:

 From this study, it can be concluded that artificial intelligence and human resource management can work together in a positive way. If we use AI in HRM, then our work related to human resources can be simplified in the best way possible, completed timely and in a faster way. It will bring fairness and transparency in the work. It will give more accurate results. But it is not developed in all areas of human resource management. Different workshops and programs are needed to be conducted in order to spread the knowledge about AI in HRM. More education is required to develop and give in the field of technology which will lead to developing the more technical expert people. Data security and privacy has to be ensured to the people while adopting this technology. Proper policy related to collecting and use of the data should be developed and implemented

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