Reinventing Human Resources Management in the Era of Artificial Intelligence

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ABSTRACT

The study looks at how AI and machine learning are reshaping and reinventing HRM services like as recruiting, screening, and the zero-hour process, as well as organisational, socialising, learning and progression, performance evaluation, and employee retention. By adding a layer of intuitiveness to the HR office, AI is likely to transform the field of talent management in a dramatic way. In the age of human-machine collaboration, where technology complements humans, AI is reshaping the way businesses hire and fire employees. By generating tailored services, AI is giving new entrants a personal touch and complementing human resource onboarding experiences.The results highlight the significance of HRM in AI applications. AI should be used by businesses to augment human resources. Automation and technology should support human resources in their task. In order to help specialists and HR professionals, this study explores AI in HR and its future.

KEYWORDS : Artificial Intelligence, Human Resource Management, Machine Learning

1.INTRODUCTION

For many years, science fiction writers have imagined the development of intelligent computers that could perform human activities or perhaps surpass them in specific domains. Artificial intelligence has remained a science fiction concept for these writers. Artificial intelligence is coloring fantastical pictures in the age of digitization and is proving to be the pinnacle of technological advancement. It has not only made learning for humans easier, but it has also allowed the company to grow and been incredibly helpful in raising staff satisfaction and engagement levels. It is a game-changer for the future that is changing both our personal and professional life.Artificial intelligence is serving as the general public's smart assistant in a variety of ways. One example is Alexa from Amazon, who can do a number of tasks like presenting information, managing lighting, locking and unlocking smart homes, and more. By using automated intelligence to streamline internal corporate processes and free up task force members to be more creative, intelligence is improving human resources. The new wave of digital transformation among diverse resources is being propelled by artificial intelligence (AI), which is utilizing a range of AI solutions for human resource management (HRM), including

hiring, selection, training and development, performance management, pay and reward management, and more.

2. RESEARCH METHODOLOGY

1.Desk Research Method: The research primarily involves desk research, which means gathering information from existing sources such as online databases, books, reports, and publications. This method is cost-effective and time-efficient, allowing researchers to access a wide range of information without conducting primary data collection.

2.Data Collection: The data is collected from various online databases, books related to the subject matter, and reports and publications from research experts. These sources provide comprehensive information on the topic of artificial intelligence and human resource management.

3.Accessibility of Data: The sources mentioned in the methodology are accessible on various websites, indicating the availability of data in digital formats. This accessibility enables researchers to gather relevant information conveniently.

4.Scope of Research: The research methodology suggests a broad scope of research, covering various aspects of artificial intelligence and human resource management. The use of desk research allows researchers to explore different dimensions of the topic and integrate findings from diverse sources.

5.Validity and Reliability: The validity and reliability of the research depend on the credibility of the sources used for data collection. Researchers should ensure that the sources are reputable and provide accurate information relevant to the research topic.

6.Limitations: While desk research offers numerous benefits, it also has limitations, such as potential bias in the selected sources and the lack of direct interaction with research subjects. Researchers should acknowledge these limitations and interpret the findings accordingly.

7.Implications: The research methodology implies a data-driven approach, focusing on synthesizing existing knowledge and insights on artificial intelligence and human resource management. The findings derived from desk research can inform future studies and practical applications in the field.

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3. ARTIFICIAL INTELLIGENCE AND HUMAN RESOURCE MANAGEMENT

3.1 MEANING OF ARTIFICIAL INTELLIGENCE

 John Mc Carthy came up with the broad concept of artificial intelligence (AI) thirty years ago. Artificial intelligence (AI) is the process of imitating human intellect on a computer with the goal of improving the machine's ability to recognize and apply the relevant knowledge at each stage of the problem-solving process. It is a branch of computer science that studies automation of human behavior. It covers a broad spectrum of disciplines.

3.2 Definition of Artificial Intelligence

"Artificial Intelligence is the science and engineering of creating intelligent devices, particularly intelligent computer programmes," says Wikipedia. McCarthy, John ."The study of making machines execute things that would require intellect if done by men is known as artificial intelligence." (As said by Marvin Minsky).

3.3 HUMAN RESOURCE MANAGEMENT'S MEANING

 A systematic system in an organization that concentrates on hiring, managing, and giving instructions and guidance to employees is called human resource management. Advanced software is used in almost every aspect of HRM to automate various HR procedures. The report shows how AI and ML are changing HRM processes, starting with talent management and ending with talent retention.

3.4 HUMAN RESOURCE MANAGEMENT DEFINED

Human Resource Management is defined as "planning, organizing, directing, controlling of procurement, development, compensation integration, maintenance and separation of human resources to the end so that individual, organizational and social objectives are achieved."(Edwin B Flippo) "Human resource Management is the set of organizational activities directed at attracting, developing and maintaining an effective workforce."(Ricky W Griffin).

4. HOW AI IS REVOLUTIONIZING THE FUNCTIONS OF HUMAN RESOURCES

4.1 SMART RECRUITMENT AND AI

The act of reaching out, drawing in, and guaranteeing a supply of competent workers as well as selecting the necessary workforce in terms of both their numeric and qualitative aspects is known as recruitment.The market for hiring is changing as a result of advancements in artificial intelligence. Almost all phases of the hiring process have secure AI-based alternatives.These techniques are quite helpful in sorting through a pile of irrelevant applications to find the necessary applicants that fit the job description.

Chatbots for recruiters are used to communicate with candidates in real time. These chatbots use artificial intelligence (AI) to function across several channels, including social media, email, Skype, and SMS. Chatbots expedite the employment process by eliminating unfit applicants. Mya is an AI chatbot that will communicate via messaging with the candidates. App and enables posing a range of queries regarding the abilities, credentials, and background of applicants. This will assist in prioritizing the eligible applicants. Chatbot Mya, an ML-powered platform, uses natural language processing to automate the laborious hiring process. Candidate sourcing, screening, answering frequently asked questions, scheduling, and job updates are its defining characteristics.An additional program made to

scan data records is the applicant tracking system. It eliminates the need to keep extra files by logging all candidate data in a single system.

4.2 SCREENING, AI, AND THE ZERO HOUR PROCESS

HR managers can locate strong prospects in the large applicant pool with the tremendous assistance of augmented intelligence. The process of manually reviewing resumes is time-consuming and frequently non-standardized. In minutes, artificial intelligence automatically evaluates hundreds of resumes with almost perfect accuracy. Artificial intelligence (AI) systems are made to filter resumes that interact with applicant tracking systems (ATS) and determine which candidates are qualified based on job descriptions and historical hiring decisions.The company conducts video interviews with candidates using machine learning to screen out any unusual behavior. Video conferencing allows interviews with applicants located anywhere in the world to take place. By analyzing the needs of learners through learning management systems, AI may recommend further instruction.

4.3 ORGANIZATIONAL SOCIALIZATION AND AI

These days, AI-backed programs are utilized for improved organizational socializing and onboarding. In the AI-based apps, new hires get access to all hiring information, team members, reporting information, and duties allocated at work. Mechanized systems will respond to all of the new hires' questions in addition to the ones mentioned above.

4.4 A Model Trainer with AI Customized learning and development is becoming more and more popular as workers want to know what will advance their careers. AI is the only thing that can make this possible. Learning is the culture everywhere. common in the modern era of education and growth. Content that works on smartphones, desktop computers, tablets, and other devices has been created thanks to artificial intelligence. We may now observe instances of workers finishing online courses while using a treadmill. Human resource managers can monitor employees' learning and development progress with the use of conversational AI.

4.5 PERFORMANCE EVALUATION AND AI Performance appraisal will be lot simpler than ever with the usage of AI and ML. a vast quantity of data Tweets, posts, and photos that staff members share on social media can provide a wealth of information on employee engagement and the organizational values that are valued or not. AI is already being used by Work Compass, a UK-based organization, to assess the caliber of employees' aspirations. Managers can identify areas of dissatisfaction and recommendations for the best course of action with the use of natural language processing. AI-driven technology can assist in lessening some biases that may affect how effective performance reviews are.

4.6 AI AND RETAINING EMPLOYEES Retaining personnel and transitioning them in accordance with organizational objectives to maximize their potential is a major challenge nowadays. The processes of talent management are changing due to AI, ML, and robotics. AI is utilized in the early stages of monitoring employee turnover. Based on the different transactions that employees generate, it forecasts when employees will leave, and ML and NLP assist in foreseeing the future.By leveraging chat bots and virtual assistants, artificial intelligence (AI) also assists in identifying the trends and causes of employee stress. Many artificial intelligence (AI) programs are available to monitor employee behaviors, including emails and surfing histories, which serve as a source of information for managers to determine which employees are leaving. Mo-odometers are AI-powered platforms designed to monitor employee attitude over time. They assist HR managers in identifying potential causes of staff attrition and refining their employee retention plans. Actually, artificial intelligence is enhancing the performance of businesses overall by removing tedious processes and gaining insight into the elements that influence employee engagement.

BENEFITS

The use of AI can support a company's overall expansion. It serves as an additional task for the management of human resources. Today, hiring, engaging, and retaining employees is handled with a thorough and well-planned manner. According to IBM surveys, 66% of CEOs believe AI can greatly benefit the human resources industry. Thanks to automated HRM technologies that have made it easier for humans and robots to connect, human resources staff members may now focus on human qualities like creativity, problem-solving, and empathy.Recent advancements in machine learning and artificial intelligence (AI) have made it feasible to monitor and assess employee performance over time. Employee productivity can be raised by focusing on their specific areas of weakness through the use of specially designed training and development programs. The use of intelligent bots and artificial intelligence (AI) to support workers who have questions about their jobs has improved transparency and equity in the workplace. Astute AI technologies can significantly simplify the process of identifying the ideal applicant for a job. Artificial intelligence (AI) can be a consultant and an assistant for HR professionals.The "Virtual Assistant System" includes time-consuming duties such as scheduling meetings, writing emails, coordinating with candidates and employees, and reporting for a fee. The "advisor system" can be used to intelligently foresee future events in order to assist with decision-making. The near-term consequences of major organizational difficulties can be predicted by big data analysis. The required safety precautions can then be put into place using the information gathered. AI can help alleviate concerns around adherence. The organization's network data can be utilized to identify any possible compliance issues before they materialize.

FUTURE OPPORTUNITIES

In many tasks and activities, researchers predict that artificial intelligence will soon be able to perform better than humans. According to academics, AI has a 500% possibility over the next 120 years of surpassing human labor in 45 years and displacing human workers. Many scientists believe that although AI may never fully replace humans, it will begin to play a supporting role. In the future, human workers and machine workers will collaborate. To predict the results and take necessary action, more research on AI and machine learning emphasizes how crucial it is to collaborate with both computers and humans. To allow AI to become more prevalent in the field, HR directors must determine what data to monitor, evaluate, handle, and protect. In the field of human analytics, there is still plenty for us to learn and explore. It will becoming harder to hire the smartest and brightest employees as more companies start utilizing AI technologies. It will only be a company's digital capabilities and ability to provide candidates with the best experience possible that sets them apart from the competitors. The industry that prepares its workers the best to benefit from big data and artificial intelligence (AI) will be the dominant force in the future.

OBSTACLES

Despite the great potential that emerging artificial intelligence technologies and methodologies are demonstrating for organizations, a number of difficulties still need to be resolved. There is one possibility that all human jobs may eventually be replaced by artificial intelligence. AI has already taken over the roles of mechanical and analytical intelligence, and it is also capable of intuitive and empathic tasks. Job stability for humans may be in danger, even though this presents an opportunity for innovative and fruitful machine-human integration.Businesses also need to get over the financial consequences of

introducing new AI technology. Researchers that work in the public sector to use AI think managers should focus on the volume, consistency, dependability, and connectedness of the data used. This is because no AI technology can live up to its promises of value without properly integrating data, which is necessary for AI applications to function. This study's findings support the notion that addressing the difficulties posed by the adoption of artificial intelligence (AI) will require a sensible strategy. It is necessary to create a legal framework to handle the issues of improper and unethical data sharing, misuse of AI, and mistrust in AI-driven judgments.For HR managers, locating individuals who are knowledgeable about the most recent technological tools and procedures will be a big challenge. Most employees are not able to pick up new AI tools and technologies, thus there is a severe shortage of highly qualified applicants to replace those who have left the sector.

CONCLUSION

AI has being used by people to reap benefits across a wide range of HRM applications. There are still a great deal of unexplored routes to be discovered. In the intense desire to make ameliorative methods visible, it is advised to let employees' creativity run wild and use AI to supplement current staff members by assembling cooperative AI/human hybrid teams. It is clear that AI cannot define goals or take the place of human judgment because humans have characteristics that a computer cannot, hence AI must be viewed as "Intelligence Augmentation" rather than as a robot that would steal jobs. In order to provide more astute HR solutions, it is therefore imperative that human competencies be combined with AI/ML based technologies in HRM functions. The information above makes it clear that AI will soon end the culture of uncertainty and suffering by enhancing HRM's functional side. In the age of human-machine collaboration, a workforce with more capabilities is needed to take advantage of opportunities and avoid risks.

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