



Research Paper

Artificial Intelligence in HRM

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ABSTRACT:

Artificial intelligence, now considered the founding event for modern –day AI. At the core of AI is the classical philosophy of viewing human thinking as a mechanically manipulated system of symbols. McCarthy himself talked of brainstorming at the seminar, to find out how to make machines use language, form abstractions and concepts, solve kinds of problems now reserved for humans and improve themselves.

By 2019, the AI buzz had reached a crescendo just about every large company had invested in AI, either as a developer or a user. The names are many but some of the leading names includes IBM(AI platform for business), alphabet inc(deep mind for health, Google for a virtual assistant and pricing, safe content and much more, Waymo for self –driving automobiles , nest for home automation with AI), Microsoft(integrating Azure AI in to clouding computing), Amazon (Alexa for a virtual assistant), sales force (Einstein for reading patterns and predictions and lead generation) , Baidu(ad seving, facial recognition, self driven automobiles), Intel (vison processing and facial recognition) and Face book (self teaching algorithms for newsfeed matching, hate news identification and fake news blocking).

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I. INTRODUCTION:

Nowadays chatbots were everywhere providing virtual help, making suggestions, screening applications and managing health and people's time. AI was no longer an esoteric technology, reserved for high-tech operations, but they were in our homes, sharing information, helping with our shopping, responding to queries, making conversations and helping us with our business by generating leads. Simultaneously, many companies and professionals who felt they needed to get in to act, but dint quite get what was happening. It is mandatory to focus on human resources (HR) that the implications of AI for HR would be maximum, impacting human lives in ways unimaginable.

Why AI in the post- covid-19 world

According to Boston consulting research, during the four previous global economic downturns, 14 percent of companies were able to increase both sales growth and profit margins.(Candelon et al.,2020).

A large number of companies have already experimented with digital applications such as automation and basic data analytics. A lot of the tasks that required decision making, which only humans were able to do , are now being done with the help of AI tools. With AI, systems can analyse big data to learn patterns, thus enabling these AI- based systems to make complex decisions and predictions. With the power to learn and adapt continuously, AI enabled systems have a huge potential of application in HRM.

Companies have started looking for solutions for AI-based automation journey for several HR processes such as recruitment, selection, on boarding, training PM and mentoring to manage human resources (HR) and their work-life balance in the post- covid-world.

Managing Human Resources Intelligently

With machines becomes intelligent, HRM is witnessing sea change in its time –tested practises. HR managers have always struggled with managing time for strategic and important tasks in their jobs. HR function is also changing and HR managers can save time spent on menial and day-to-day operations.

It has become important to understand AI an its role in managing HR. Focus on understanding by reviewing the current applications of AI tools for boosting employee engagement in multiple HR functions.

AI AND EMPLOYEE ENGAGEMENT

With AI organisation can approach engagement as a continuous, insight –based, personalised and customized strategy to enhance the employee’s experience before, during and after the job. Some of the AI –based strategies for engagement include attitude and behaviour mapping. Some of the organisations use AI to enhance candidate’s application during the recruitment process.

Later during the selection process, AI based tests are useful in assessing the personality and ability of the candidate. AI is also helpful in facilitating learning and development by providing personalised and customized learning solutions to the trainees. The coach can provide feedback on the basis of objective AI based data and metrics. AI- based learning platforms can assess learning preferences and needs. AI also frees up the time of trainers and saves a lot of money spent on arranging the training programme.

Organisations are using AI –based chatbots to resolve candidates and employees queries during the recruitment, selection, on boarding, training and performance appraisal process. Chatbots provide an interactive, conversational and informal mechanism for resolving employee queries.

AI AND ONBOARDING

For a new recruit, on boarding can be made more engaging and convenient with the help of AI- based automated on boarding platforms. AI can play an important role in the life of an HR manager by easing the administrative burden involved in the on boarding process. AI can automate the necessary joining formalities, thus reducing paper work. The policies and relevant information’s of the company can be hosted on automated systems in a personalized and customized format. The login information and training manuals can be shared an automated platforms.

AI systems are useful in training workforce for telecommunicating, thus enabling faster integration of new hires. New hires can learn about leave rules and remote work policies by interacting with AI-based chatbots.

AI AND LEARNING AND DEVELOPMENT

AI powered solutions are helping HR and raining professionals in identifying training needs. AI- based systems are more self- managed learning systems. AI is transforming training as both new and existing employees can upgrade their skills and knowledge, resulting in better performance. With AI, trainees are also able to learn at their own pace at their preferred time and place.

With AI, smarter training content is delivered. This personalised training content, when paired with an AI –based assistant, is far more effective.

AI AND COACHING

AI- assisted virtual coach is the latest application of AI and is replacing the physical face to face scenario. It is difficult to find coaches due to geographical and time constraints. With AI, virtual coaches can spend time coaching their clients, online and virtually. Virtual coaches assist and engage clients via assisted learning sessions.

AI is assisting the traditional coach by helping them to assist mentees develop clear and specific goals. With AI, coaches can monitor the progress of mentees. Mentees with coaches’ advice can develop action plans that are more realistic and safe. Other coaching applications include the usage of motivational and inspirational apps. These AI – based apps try to meet the demand for psychotherapy and self- development coaching. Researchers are also developing apps for managing anxiety and depression. AI are providing leadership coaching. The AI – based leadership coach helps to identify daily priorities and to reflect on the day with an automated journal to visualise daily progress.

AI AND PERFORMANCE MANAGEMENT

AI- based PM systems are helping supervisors to identify areas for performance management. These solutions offer capabilities for developing personalized, measurable and engaging programmes to help employees achieve their personal and professional goals.

Based on the inputs from AI- based PM systems, the supervisor can identify the gaps in performance and suggest optimal areas where training intervention is needed.

The supervisors also find it difficult to review the annual work. With AI, it is easy to retrieve performance data and contribution of team members to team performance can be assessed more prudentially.

AI AND WORK-LIFE BALANCE

Managing the work-life balance has emerged as a formidable challenge. AI- powered machines will raise the efficiency and effectiveness of the existing employees. AI powered machines are replacing humans at work and are expected replace more humans at jobs that are repetitive and rule based. Experts believe that future employees will find more time and energy to pursue their new found interests. With AI, companies are expecting HR managers to engage employees in more meaningful and relevant ways.

FUTURE OF EMPLOYEE ENGAGEMENT WITH AI

HR managers are looking AI based systems for a possible solution for experience management or employee engagement. Continuous communication and engagement are necessary for HR to keep a pulse of employee sentiments and emotions. One of the AI based solutions for employee experience management is in Feedo. In Feedo assists employees in ensuring that their concerns and grievances are taken care and resolved.

BARRIERS TO AI ADOPTION IN HRM

Barriers to the adoption of AI result in the slow adoption of AI in HR. In addition to the cost barrier, which is considered to be one of the major barriers for wider AI adoption, there are several other barriers to AI adoption in HRM. These barriers include barriers like lack of educated and skilled people resulting in talent group. AI requires continuous learning, maintenance, updates and review.

II. CONCLUSION:

For effective implementation of AI –based HR system, the HR team needs to develop an AI automation strategy by analysing job roles, processes and workflows. HR should have a clear picture of the impact of AI and automation on work tasks, job roles and work processes. The critical factors for effective implementation of AI-based HR systems include

- ✓ Right vision
- ✓ Leadership and overall direction
- ✓ Talent management
- ✓ Change management
- ✓ Ethics and compliance.

To conclude it is expected that HR will be in a better position to manage the workforce with AI. With AI, HRM can realize its true potential as a strategic HRM.

“Some people worry that Artificial Intelligence will make us feel Inferior, but then, anybody in their right mind should have an inferiority complex every time they looks at a flower.....”

But many of the questions still remain unanswered... How can we bring Artificial Intelligence to our Natural emotions??? How can we bring civic values to our organisations??? How can we transform Moral deficiency in to will and character??? Is Artificial Intelligence is better than Human Intelligence??? Hence the Journey continues....