

Role, Challenges and Opportunities of Artificial Intelligence in HRM Industrial Era 4.0

Dr. S.M Porapur

Miss. Milagrin Mary Arokiyaswamy C

Assistant Professor, Department of Management Studies, Visvesvaraya Technological University, Belagavi.,Karnataka,India

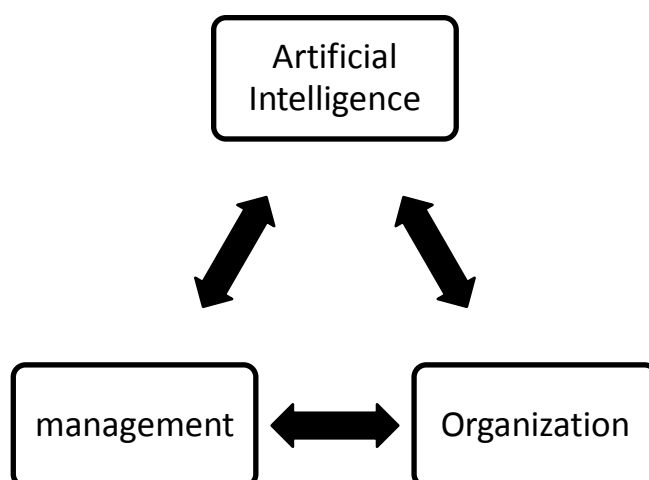
Fulltime Research Scholar, Department of Management Studies, Visvesvaraya Technological University, Belagavi.,Karnataka,India

ABSTRACT: In this challenging world industry, gathering the real data and analysis those data for the purpose of the organization development and every day working is essential. Using artificial intelligence useful to do the work faster ways and accurate way in the work place. AI has come into various ways; it may be in the department of the Finance, HR, marketing etc... As the technology is replacing human's work in eve (soumyadeb Chowdhury, 23 march 2022)ry sector artificial intelligence is the developing trend in technology and innovation. The intelligence is a potential technique of using it as a mediator in human resource job and responsibilities; it has more prospective in analysis artificial and process of employee experience, recruitment and selection. In this paper the authors have studied articles journals research reports which have published in reputed journals and authors also have discussed about role of artificial intelligence in human resource and its best possible opportunities, major challenges of artificial intelligence in human resource

KEYWORDS: - Human resource, Artificial intelligence, people analytics, recruitment, opportunities and challenges.

INTRODUCTION

As the technology is replacing human's work in every sector artificial intelligence is the developing trend in technology and innovation. The artificial intelligence is a potential technique of using it as a mediator in human resource job and responsibilities; it has more prospective in analysis and process of employee experience, recruitment and selection, learning and development. It is very helpful in people analytics in HR. there is no much study conducted on this in India and lack of awareness about it is another unfortunate concern. There is huge opportunity in HR to use of artificial intelligence effective. In digital era the technology plays a main factor in the organization. In the year of (1970) the 3rd revolution internet and computer came to working life and the labor were exchanged into the machines. In this digital world ML and AL these both were entered into day to day working at the workplace, AI is introduced in the year of 1956 AI is useful in an every sector in the business because of using the artificial intelligent there were time saving, there were no over workload and transformation in the organization. In this challenging world industry, gathering the real data and analysis those data for the purpose of the organization development and every day working is essential. Using artificial intelligence useful to do the work faster ways and accurate way in the work place.



This above framework predicts the relationship among the organization and the management with the AI. Using the artificial intelligence in the management it is more benefit for them, In this challenging world industry everyone are in the rise to develop the industry using the artificial intelligence there will be develop more and its time saving due to which the productivity of the work is increasing and those this will be a more competitive way which will help them to grow in a better.

OBJECTIVES

1. To review the role of artificial intelligence in human resource management.
2. To review the opportunities of artificial intelligence in human resource management.
3. To review the challenges of artificial intelligence in human resource management.

RESEARCH METHODOLOGY

In this study the information or data are collected through secondary sources from the articles journals and the papers which were published nationally and internationally, and these papers were reviewed to know role, challenges, opportunities using the artificial intelligence and some of the data are collected from the Magazines, Newspaper, websites and source etc.

LITERATURE REVIEW

(Saxena, August)The researcher has focused on the topic of “The Growing Role of Artificial Intelligence in Human Resource” in this article paper the researcher has highlighted about the important of the AI in the human resource management he has explained about how the Artificial intelligent works in the human resource in this article paper the researchers has explained about AI in finance, marketing in Healthcare etc..The researcher has concluded with AI has more open ways in the future.

(D, July 2018) The researcher has focused on the topic of “Recruitment Through Artificial Intelligence: A Conceptual Study” in this article paper the researcher has highlighted about the growing technology and how in the organization using AI to recruit. The technology has developing a lot in the industry era. The artificial intelligence plays an effective role to fulfill the objectives of the recruitment process. The researcher has focused about how the artificial intelligent works or react like human, and how it work fast and accurate. In this article paper the researcher has concluded with AI works smartly as same to same as human brain in the multiple situations.

(Yawalkar, February 2019) The researcher has focused on the topic of “A Study of Artificial Intelligence and its role in Human Resource Management” the researcher has highlighted about how the artificial intelligence has entering into various sectors in the organization or industry. The artificial intelligence play an important role in industry it works as faster way to fulfill the work of the organization the researcher has concluded with the effectiveness of the AI.

(Aldulaimi, JANUARY 2020) The researcher has focused on the topic of “Trends and Opportunities of Artificial Intelligence in Human Resource Management: Aspirations for Public Sector in Bahrain” in this article paper the researcher has studied about how the AI is playing the role in the management of human resource in also many ways, in this article paper the researcher has deeply explained the opportunities and trends of the AI in HRM and concluded with the digitalization in Human resource through Artificial Intelligence.

(1A.Hemalatha 2P.Barani Kumari PhD 3Nishad Nawaz, March 2021) The researcher has focused on the topic of “Impact of Artificial Intelligence on Recruitment and Selection of Information Technology Companies” the researcher has investigated one of the technology that is artificial intelligence how it works in the organization how it plays role in the recruitment, selection in the technology companies and how its important in saving the time, cost saving, Accuracy, Reduce workforce of employees etc.

(1MANTHENA BHARGAVI, 2020) The researcher has focused on the topic of “ARTIFICIAL INTELLIGENCE IN RECRUITMENT” in this article paper researcher has investigated on the how Artificial Intelligence helps in solving the problem, planning, learning etc.. AI is not only used in human resource management but it has used in the field of several sectors it may be medical, Education or in marketing etc... The researcher has highlighted about the siri, tesla, Cogito etc.. The AI is human developed technology. The researcher has concluded with the in this industrial era it's good to improve the technology according to the competitive era.

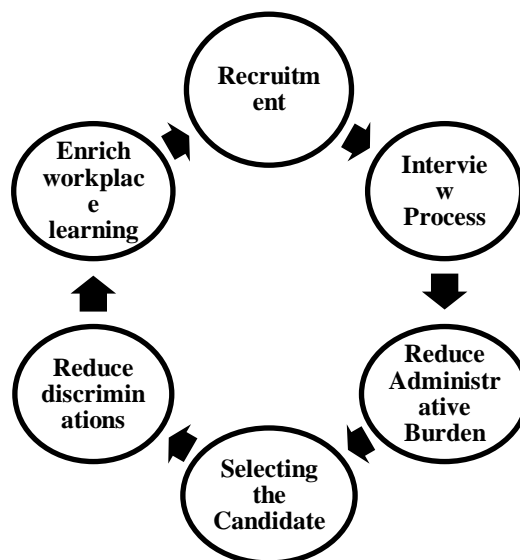
(Sarah Bankins1, 25 November 2021) The researcher has focused on the topic of “The ethical use of artificial intelligence in human resource management: a decision-making framework” the

researcher has highlighted about the selecting the workers, allocating the works so much things were going through the artificial intelligence in this article paper the researcher has examine the importance of AI and how it has guiding in effective ways.

(Kshetri, 24 November 2020) the researcher has focused on the topic of “Evolving uses of Artificial intelligence in human resource management in emerging economies in the global South: some preliminary evidence” in this article paper the researcher has investigated about the use of AI in HRM (Human resource Management) in this article paper it reveals the effectiveness of the artificial intelligence in the human resource management.

ROLE OF ARTIFICIAL INTELLIGENCE IN HR

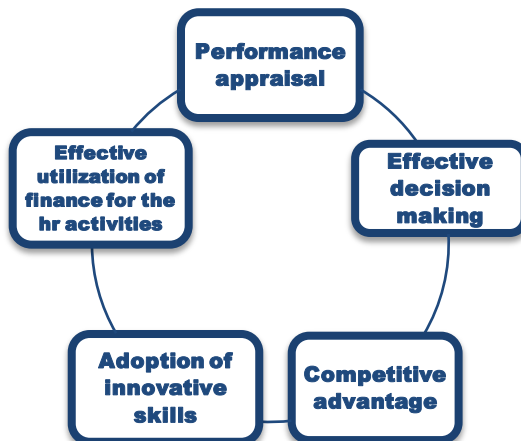
Now a day’s most of the organizations using AI, it plays an important role in the organization now it became more towards digitalization for recruiting the perfect candidate for the organization here there are some of the role in the artificial intelligence in human resource there are the perfect recruitment in the organization, the interview or screening process, reducing the workload for the administrative, selecting the perfect employee for the organization there will be reduction in the discrimination, increases in the efficiency and enrich the learning of workplace(Yawalkar, February 2019). Following are the AI role in HR as follows



1. Recruitment: According to the researcher (Yawalkar, February 2019) in his article paper only 40% of the organization and companies were using artificial intelligence like FB were using digital technology to identify a fresh talent for the process of recruitment in an industry and organization.
2. Interview Process: Artificial Intelligence plays an important role in the process of interview it has some automating the interview process through examining them with words or speech pattern of exam. And artificial intelligence helps in improving the experience of the candidates.
3. Reduce Administrative Burden: using the artificial Intelligence there was the reduction the workload because the artificial intelligence provides the solution for the problems and it helps the efficiency of HR in the organization. Therefore through AI there is the reduced the burden of the Administrative.
4. Selecting the Candidate: Artificial intelligence in human resource it can able to select the right candidate for the required skill and it won't take much time to select the best candidate it take short time or in the span only it will select.
5. Reduce discriminations: There is no favoritism to select the skilled candidate for the organization through artificial Intelligence it has the transparency at the workplace therefore there is no discrimination using AI

6. Enrich workplace learning: in the global and digital era the computer plays and an awesome role to develop the work system AI is helpful in the organization to manage all kind of the data analysis and provide feedback during the training or course. It will help to save the industries time to increase the efficiency of the workplace.

OPPORTUNITIES OF ARTIFICIAL INTELLIGENCE IN HR



Performance appraisal: - One of the major task of human resource manager is to find out the productivity of the employee for certain time and the traditional form of finding out the performance of an employee is out of date if human resource manager uses the artificial intelligence to find out performance of an employee then with the help of artificial intelligence software one will get the record of employees weekly, monthly, quarterly half yearly and yearly reports within no time.

Effective decision making: - Sometimes a HR manger may get situations where he will not be able to take the efficient decisions for the event and in that place the artificial intelligence may help a HR manager to take effective decision taking overall effects of the organization.

Competitive advantage:- In this challenging world industry everyone are in the rise to develop the industry using the artificial intelligence there will be develop more and its time saving due to which the productivity of the work is increasing and those this will be a more competitive way which will help them to grow in a better.

Adoption of innovative skills: - As technology has increasing drastically innovatively this AI can used in human resource, innovation as basic tool for recruitment process, scrutinizing the candidates, keeping the data of employees day to day, financial management, salary hicks and bonuses and how many joining company and how employees were existing from the company it keeps the record or ratio of that data this can done by innovative tools due to that tool it has more advanced and using the AI is useful to training the employees regarding the job.

Effective utilization of finance for the HR activities: - As human resource is bigger part in an any organization when it come industry more employees were working in the organization and due to which there are high work for the human resource people and due to the artificial intelligence in just one click there were more effective including attendance and how many hours did they worked and what work they have done every thin is done through the artificial intelligence due to which efficiency of employees also are grown drastically in this period so using the artificial intelligence is more effective.

CHALLENGES OF ARTIFICIAL INTELLIGENCE IN HR

The one of the challenges is first they have to study about artificial intelligence the person who is going to operate it he/she must know the software.

If you want more advance technology you have to pay more money and there also comes competition which you have to see through your other competitors when they have done it in a lower price and you're doing it as higher price then it gets affected to you.

This software as to be updated every time, even it may just one month also it starts to change and that time you have to get updated even you have to keep your software's. And one of the challenges is there are Cyber crime due to which it must be more protected.

Getting the proper or correct employees in the organization to maintain the artificial intelligence is one of the challenges of artificial intelligence in human department because they should know how to use and operate the AI, and now a technological era they should use artificial intelligence but most time it is hard to adopt the AI tools. And one of the limitation is restrict Human resource department is to take the day to day decision as overcome of the technology.

CONCLUSION

In this digital world there is a massive opportunity for the industries to grow with the help of artificial intelligence. To develop the industries and industry's work it's better to adopt the technology using the artificial intelligence Gathering the real data and analysis those data for the purpose of the organization development and every day working is essential. Artificial intelligence helps to do work in faster way and in accurate way at work place. As the technology is replacing human's work in every sector artificial intelligence is the developing trend in technology and innovation. The artificial intelligence has potential technique to use it as a mediator in human resource job and responsibilities; it has more potential to use in the processes like recruitment, selection, performance appraisal.

After analyzing how artificial intelligence makes work so easy and light it is concluded that it should be supported and encouraged to use by the industry people, it helps in reducing the manpower and producing more accurate output.

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