



TRANSCENDING HORIZONS: A MULTIDISCIPLINARY PERSPECTIVE ON HUMANITIES, SOCIAL SCIENCES, & MANAGEMENT

**DR RATAN CHANDRA DAS
DR TAPASHI DASGUPTA**

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Edited by

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THE IMPACT OF AI AND AUTOMATION ON HR PRACTICES: OPPORTUNITIES AND CHALLENGES

Dr Orooj Siddiqui¹, Dr. Abdul Tayyab Khan²

Abstract

The significance of AI and automation in changing HR procedures is discussed in this study, along with the potential and problems of AI automation in HR. Artificial Intelligence (AI) is revolutionizing labor management in Human Resource Management (HRM) by becoming more and more useful. AI-powered technologies that can automatically screen resumes to identify the most eligible individuals based on predefined criteria have drastically changed the recruiting and selection process, saving a great deal of time compared to manual sorting. AI-powered chatbots can interact with applicants, posing open-ended questions and screening them out before they speak with human recruiters. This cuts down on the amount of time needed for manual screening. Using a combination of talent, experience, and even behavioral qualities, AI predictive analysis can analyze large volumes of data to identify individuals who have the best chance of succeeding in a certain profession. AI has proven to be a useful tool in enhancing HR's role in a number of areas, including employee onboarding, diversity and inclusion, compliance and risk management, learning and development, performance management, employee engagement and retention, employee self-service, and mental health and well-being. Theoretical coverage of AI in HRM will be provided in this study, along with an analysis of the benefits and drawbacks of AI use in HRM.

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Introduction

The way organizations function across industries is undergoing a fundamental transformation due to the rapid breakthroughs in automation and artificial intelligence technologies. These technologies are influencing efficiency, creativity, and competitiveness across a range of commercial processes and are no longer limited to research labs.

Processes in industries like manufacturing, customer service, and supply chain management are becoming more efficient because of automation and artificial intelligence. Robotic process automation (RPA), for instance, is improving production lines, lowering mistakes, and raising throughput in the manufacturing industry. Artificial intelligence (AI)-driven chatbots and virtual assistants are answering common customer support questions, freeing up human workers to handle more complicated problems. Thus, providing Operational Efficiency to the industries who have adopted the latest automation techniques. More and more of AI is being used by businesses to analyze massive volumes of data and derive insights that can be put to use. **Data-Driven Decision Making** is seen in marketing, economics, and strategic planning. The ability of machine learning algorithms' to recognize patterns and trends that people would find impossible to recognize helps businesses to forecast demand, adjust pricing, and manage risks more skillfully with the aid of predictive analytics. Through personalized information, suggestions, and customer services, AI is improving consumer experiences. For example, e-commerce companies employ AI to customize product recommendations based on user browsing and purchase history. AI-driven marketing strategies precisely target particular consumer categories, increasing engagement and conversion rates. Recruitment, onboarding, and employee engagement are just a few of the HR processes that are being automated. AI systems are able to predict staff attrition, examine resumes, and evaluate prospects through video interviews. The automation of talent management and acquisition helps HR specialists to concentrate on important projects like corporate