

Multidisciplinary Research in Arts, Science & Commerce

(Volume-21)



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Biplab Auddya

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Multidisciplinary Research in Arts, Science & Commerce (Volume-21)

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About Book

Multidisciplinary Research/Approach/Subject/Education is a unique part of education. By this education students learn and collect knowledge/ideas from different disciplines.

The present edited book volume is based on the Multidisciplinary Research and introduces on different important topics by research paper/article/book chapter contributors like: AGRICULTURE SUSTAINABILITY AND FOOD SECURITY IN JHARKHAND, AI and the Future of accounting, TRADITIONAL INDIAN KNOWLEDGE SYSTEM IN HIGHER EDUCATION IN INDIA, ARTIFICIAL INTELLIGENCE AND ETHICAL CONSIDERATIONS IN E-COMMERCE, Soil Ecology in Sustainable Agriculture, Traditional Healthcare Practices Among the Kutia Kandha Tribe of Kandhamal District, Odisha., ECO-FRIENDLY PRODUCT TRENDS IN E-COMMERCE, A STUDY ON BUDGETING ALLOWANCE OF STUDENTS, AN INVESTIGATION INTO THE AIR MICROFLORA WITHIN SPECIFIC REGIONS OF SUBURBAN MUMBAI CITY., Gene-Specific Drug Discovery and Research: A Comprehensive Review, An Ethno-linguistic study of Chenchu Tribes in South India, Pharmaceutical Packaging Development: A Comprehensive Review, USAGE OF AI IN HRM, Recent Developments in the Usage of Robotics in Pharmacy, SIGNIFICANCE OF CORPORATE SOCIAL RESPONSIBILITY, Indian Traditional Herbs: Research and Development, THE IMPORTANCE OF MUSIC IN MODERN SOCIETY: AN INDIAN PERSPECTIVE, Bio-Inspired Nanoparticles Development in Cancer Disease Therapy, “Constructing Change: Assessing MAHABOWC’s Impact in Maharashtra”, Gen Alpha: Shaping the Future of Consumer Behavior, Artificial Intelligence (AI) and Ethical Considerations in E-Commerce Sector in Present Time, Artificial Intelligence and E-Learning Trends: Shaping the Future of Education, Artificial Intelligence and the Evolution of Consumer Behavior in Digital Commerce, The National Education Policy 2020: Transforming Curriculum and Pedagogy, CFD Analysis of Heat Transfer Enhancement in Rectangular Channel Using Vortex Generators, The Future of Education: Integrating AI Tools for Curriculum Design and Student Engagement.

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USAGE OF AI IN HRM

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Abstract

Artificial Intelligence (AI) has emerged as a transformative force in Human Resource Management (HRM), revolutionizing the way organizations manage their workforce. This chapter delves into the applications, benefits, and challenges of AI in HRM. Through a comprehensive review of literature, this chapter explores the various ways AI is being utilized in HRM, such as talent acquisition, employee engagement, performance management, and predictive analytics. It also discusses the ethical considerations and implications of AI in HRM, providing insights into the future of AI-driven HR practices.

Keywords: Talent Acquisition, Employee Engagement, Performance Management, Predictive Analysis etc.

Introduction

The integration of Artificial Intelligence (AI) in Human Resource Management (HRM) is reshaping the landscape of workforce management. AI technologies are automating routine tasks, providing data-driven insights, and enhancing overall efficiency. This chapter examines the diverse applications of AI in HRM and explores the benefits and challenges associated with its adoption.

Systematic Review of Literature

AI in Talent Acquisition

AI-driven tools are revolutionizing the talent acquisition process by automating resume screening, enhancing candidate matching, and predicting candidate success. According to Upadhyay and Khandelwal (2018), AI algorithms can analyze resumes to identify the most qualified candidates, reducing the time and effort required for manual screening. Furthermore, AI-powered chatbots engage with candidates, providing real-time responses and improving the overall candidate experience (Sivathanu & Pillai, 2018).

In their study, Chamorro-Premuzic et al. (2017) highlight the potential of AI in predicting candidate success based on various data points, such as previous work experience, skills, and personality traits. This predictive capability helps HR professionals make more informed hiring decisions, thereby increasing the likelihood of selecting high-performing employees.

AI in Employee Engagement

AI can play a pivotal role in enhancing employee engagement. Sentiment analysis tools powered by AI can monitor employee feedback from surveys, emails, and social media to gauge employee satisfaction (Deloitte Insights, 2018). AI-driven platforms also personalize training and development programs, ensuring employees receive relevant and timely resources to enhance their skills and career growth (Jain et al., 2018).

A study by Sharma and Bhatnagar (2018) demonstrates how AI-driven sentiment analysis can provide real-time insights into employee morale, enabling HR professionals to address issues promptly. Additionally, AI-powered learning management systems can tailor training content to individual employee needs, resulting in more effective skill development (Bersin, 2019).

AI in Performance Management

AI technologies facilitate objective and continuous performance management by analyzing employee performance data and providing actionable insights. AI-driven systems can identify performance trends, predict potential issues, and offer personalized recommendations for improvement (Chamorro-Premuzic et al., 2017). This data-driven approach enables HR professionals to make informed decisions and provide targeted support to employees.

Research by Gupta and Saini (2019) indicates that AI-powered performance management systems can reduce bias in performance evaluations by relying on objective data rather than subjective judgments. This leads to fairer assessments and more accurate identification of high-performing employees.

Predictive Analytics in HRM

Predictive analytics leverages AI to forecast future HR trends and outcomes based on historical data. HR professionals can use predictive models to anticipate employee turnover, identify high-potential employees, and plan workforce strategies (Pease et al., 2013). By harnessing the power of AI, organizations can proactively address HR challenges and optimize their workforce management practices.

A study by Tursunbayeva et al. (2018) highlights the potential of predictive analytics in reducing employee turnover by identifying early warning signs and implementing targeted retention strategies. Moreover, AI-driven predictive models can help HR professionals plan for future workforce needs, ensuring that the organization is prepared for changes in labor demand (Marler & Boudreau, 2017).

Ethical Considerations and Challenges

The implementation of AI in HRM also raises ethical considerations and challenges. Issues such as data privacy, algorithmic bias, and transparency must be addressed to ensure fair and equitable HR practices (Stone et al., 2015). Organizations must strike a balance between leveraging AI technologies and maintaining a human-centric approach to foster trust and inclusivity.

Binns (2018) argues that while AI can enhance HR practices, it is essential to address algorithmic bias to prevent discrimination. Transparency in AI decision-making processes is also critical to building trust among employees and ensuring ethical use of AI technologies (Lepri et al., 2018).

Conclusion

AI is transforming HRM by automating processes, providing data-driven insights, and enhancing employee experiences. As organizations continue to adopt AI technologies, HR professionals must navigate the associated challenges and ethical considerations to maximize the benefits of AI. By embracing AI while prioritizing human-centric values, HR can drive organizational success in the age of digital transformation.

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