



THE NEW AGE OF HR: AI-DRIVEN JOB ROLES AND EMERGING CAREER PROFILES

Dr. Akanksha Jain*

Associate Professor *Corresponding Author

ABSTRACT Let's face it AI is here to stay. The world has drastically changed its rhythm in tune with the workings of Artificial Intelligence. The HR professionals also need to change its stance from being worried about the loss of jobs due to AI to laying down strategies to align human strength of HR professionals with Artificial intelligence, gain insights, analyse and bring forth the new job frontiers that has emerged. Artificial Intelligence (AI) in human Resource management jobs simply means using software's and algorithms to transform the traditional HR managerial and repetitive jobs into automated jobs. Many old HR jobs has become automated and the HR professionals can now focus more on strategic HR jobs like employee engagement, employee development an succession planning. Aim- this paper is an attempt in understanding how AI has changed the job profile of HR professionals and to gain insights on what kind and types of new HR jobs-profiles have come up due to AI. Methodology- This is a descriptive study, aimed at emphasising and eliminating the panic caused by the changes in HR jobs due to the coming of AI. The study is based on secondary date collected from journals, corporate personnel reports and websites like naukri.com etc. the data so collected is summarised and analysed to gain insights on the real picture of the transforming HR world. Results: The findings show that while AI has taken away some of the repetitive jobs but it also has led to the emergence of different roles such as HR data analysts, HR-AI experts, and employee engagement managers. Furthermore, existing HR roles are growing and developing into more strategic and human-centred functions.

KEYWORDS : Artificial Intelligence, HR Jobs, Future of Work**INTRODUCTION**

Technological advancements has bought many changes in the way business operates in the world. Human Resource Management (HRM) has also undergone a complete makeover due to technological growth. Conventionally, HR professionals were doing administrative and repetitive tasks such as application screening, compensation processing, and record maintenance, but now with the incorporation of AI, these jobs are increasingly computerised, allowing HR professionals to shift their focus toward strategic responsibilities.

Since AI algorithms can perform huge man-hours jobs in just a few minutes. It has, reduced the overall need for human resource professional drastically. All of this has created a lot of apprehensions in the minds of HR professionals. However this paper throws light on the fact that AI is not eliminating HR roles but transforming them. It is creating new job profiles and expanding the overall scope of HR functions, making the profession more dynamic and strategic.

Research Objectives

The study aims to:

- Observe the influence of AI on HR job roles
- Identify new job profiles emerging due to AI
- Understand and Assess whether AI is a threat or an opportunity for HR professionals

Research Methodology

This study draws its inferences based on the understanding and analysis of secondary data. This is a descriptive study that discusses the impact of AI on HR jobs. The aim is to discover the new jobs the new frontiers opened by AI in the HR area. The data has been collected from the employee separation records of companies, performance records, journals and research papers, books and academic publications

Discussions and Interpretive Analysis

This is the era of alignment of HR traditional jobs with AI. There is a need to understand the established facts that many routine and automatic jobs of HR can easily, more accurately and with much less errors can be done by Artificial Intelligence. And in the present environment HR professional need to leave behind these kinds of jobs to AI instead they need to concentrate on more strategic roles which need human interaction, human touch and deep insights. Thus, it is time to concentrate on the new job profiles that has come up with the emergence of AI in HR profile.

Artificial Intelligence and the New HR Career Opportunities

The adoption of AI has led to the emergence of new HR roles, some of these are:

HR Automation Leader-

With the emergence of AI in HR jobs, many new HR job profiles have come-up. Foremost, for all HR repetitive jobs to be performed by AI,

there is abundant need for many HR professionals who are skilled in Information technology and can work closely with organisation tech team. This role is called the HR automation leader role. This HR person helps in maintenance and running of AI for various functions like payrolls, attendance, holidays, performance measurement and many other routine activities. These automation reduces the manual work for HR professionals. The leader ensures smooth and efficient functioning of the HR-AI systems. These leaders team up with IT teams to manage HR based technology. They also monitor the HR- system performance and solve all HR-AI related problems.

AI Talent Sourcer Role

An AI Talent Sourcer uses technology to find potential candidates from various online platforms. They rely on AI tools to search for candidates who match job requirements. They often identify passive candidates who are not actively applying. They maintain a database of potential talent for future needs. They also engage with candidates through digital platforms. Their role helps companies build strong talent pipelines. They save time compared to traditional sourcing methods. This role is important in competitive job markets.

HR-AI Recruitment Leader Role

The HR-AI recruitment leader is responsible for identifying all the processes involved in the process of recruitment and automate the same. He uses AI tools for screening of resumes, identifying the most suitable candidates, identifying and categorising different candidates based on their skill, experience, gender, qualifications and other criteria as laid down by the hiring team. This role reduces the manual effort in hiring and the possibility of errors and bias. A summarised data sheet giving all the candidates data in a systematic order enable the HR leaders to take quick and effective recruitment decisions.

HR-AI Data Analyst Role

An HR-AI Data Analyst leader prepares reports, looks into trends and checks out the patterns of employee performance, absenteeism, critical decision making based on the data collected by AI tools. He identifies and collects all kinds of data related to the employees. He uses AI tools to get and study employee-related data to support decision-making. The data analyst leader uses AI tools for more quick, free from human error and unbiased analysis. They thus provide important insights in strategic decisions like succession planning, promotions, training and development of employees.

Workforce Analytics Leader Role

A Workforce Analytics leader role involves the use of AI to understand the behaviour, attitudes and actions of the workforce. In today's dynamic world it has become very important to understand and predict future trends of workforce based on the analysis of current behaviour. The analyst works closely with Tech team to develop such AI tools that can capture employee's behaviour and lay down the projected future

trends. These leaders provide crucial information to top management and help in taking strategic long term decisions based on the unbiased data generated by AI tools.

Employee Engagement Manager Role

An Employee Engagement manager emphasis is on providing more satisfaction and motivation to the employees. The manager is responsible to design such programs that makes the employee more motivated and satisfied. They use AI tools to understand employee feedback and satisfaction levels. The engagement manager aims to provide an enriching and positive journey to the employee in the organisation. This role increases employee sense of stability thus improving on his productivity and retention.

HR-AI Training & Development Leader Role

The HR-AI training and development manager uses AI tools to design training programs for the employees. The AI identifies and understands each employee's skill level and what type of training needs to be given to them to improve performance. The HR-AI training leader works closely on the information provided by AI tools and helps in generating a personalised training schedule for the employees.

Workforce Planning Analyst Role

Workforce planning is a systematic process of analysing the current trends, external environment, the company future plans for growth and anticipating the future projected staffing needs. The Workforce Planning Analyst employs AI tools to make accurate predictions. This ensures the company has the right talent at the right time. The AI enables the analyst to gain insights on the skills that shall be required to meet the future growth plans of the organisation. Thus, ensuring the hiring of right persons for the right jobs.

HR Technology Consultant Role

A technology consultant role in HR involves helping the tech teams to develop HR software's as per the needs of the company. The consultant helps in launch, implementation and maintenance of these AI tools. These tools are aimed at improving the efficiency of HR teams. The consultant constantly monitors its working and performance and keep it updated as per the latest trends

AI-supported Diversity-equity and Inclusion Analyst Role

Every company has a diversity-equity and inclusion officer. In this role AI is used to ensure fairness and equity for all. AI tools ensure that no biasness has happened during hiring or promotion of employees. AI tools measure the diversity metrics by analysing large amount of data and helps the analyst to implement changes in a just and inclusive manner.

AI Assisted On-boarding Manager Role

An AI assisted on-boarding manager designs all the digital onboarding programs. They ensure a smooth joining experience. In present times of remote working and work from home policies digital on-boarding has become a very useful tool.

HR Chatbot Trainer Role

The HR chatbot trainer role involves teaching the AI chatbots. The responses to the expected queries have to be designed by the Trainer in advance and fed in the system. They ensure a unbiased, simple and understandable response by the chatbots. These roles decrease the need for HR staff to answer repetitive questions. It helps employees get quick support anytime. Their role reduces the need for HR staff to answer repetitive questions. They help employees get quick support anytime. Thus, improving overall employee experience.

HR-AI Workflow Programmer Role

An HR-AI workflow programmer role involves designing the HR workflow using AI. The aim is to remove all the bottlenecks – make the workflow smooth and consistent. To be able to introduce new system and technology in the given HR work system. They use AI programming to make the work more competent and productive

HR-AI Compensation and Rewards Analysis Role

HR-AI Compensation and rewards analysis role involves studying the market trends, understanding the industry and then formulating the most justifiable and fair salary structure. These roles involve working closely with the financial team, help in compensation planning and overall budgeting in a company. The use of technology removes biasness and ensures more fairness in recommendations regarding compensations and other performance rewards.

Artificial Intelligence in HR: Threat or Opportunity?

AI is no longer a passing trend—it is a permanent force shaping the future. Artificial intelligence bias free data analysis and error-free functioning have made it an important aspect in any function of the business. With respect to human resource management artificial intelligence's predictive analysis, AI recruitment automation, and quick data analysis has all made AI a very important part in the functioning of Human Resource Management. However whether this is a threat or an opportunity is yet to be seen. Now let us consider AI in HR as a threat as well as an opportunity

AI as an Opportunity for HR

Greater Efficiency

The biggest advantage of AI in HR has been the automation of repetitive and monotonous administrative work. HR professionals had to spend a lot of time in managing attendance, day breaks, absenteeism, payrolls etc. by AI all these functions have been automated and become easier to perform.

Better Resume Scanning and Short Listing

One of the key functions of HR is recruitment and selection of employees. Traditionally HR professional had to scan through thousands of resume's and select a few that were appropriate as per the requirements of the job. However, the AI application scanning system can screen millions of resumes in a few minutes. Thus, saving lots of manual hours and improving efficiency and productivity.

Improved and Enhanced Recruitment

Identifying the best potential candidates from the given many resume's, selecting them for the purpose of test and interviews used to be a very cumbersome process. Now AI quickly scans the resume and provides organized data for the HR manager to take quick decisions on which candidates to call for further test and interviews. This not only saves time and money but also many manual hours which were customarily wasted in screening of resumes.

Chat-bots also play a very important role by answering many repeated queries of the potential candidates, providing timely communication of the dates, timings of test and the follow of interviews.

Improved Employee Training and Development

Employee training and development is a very important function for the HR professional. The HR professionals, based on employees performance data and on analysis of the requirement of the new skills prepare training schedule for the employees AI has made all this work simple and quick to perform AI in minutes determine the performance skills to be improved for an employee and create Personalized employee training programs it assesses the skill gaps, Weaknesses of the employee and provides the customised training programs. This helps the company build a completely skilled workforce to meet the present and future needs of the organisation

Data Analysis and Predictive Analysis.

The HR professionals need to determine in advance the future requirements of skill, knowledge and human resource in the organisation these are determined by identifying the future goals, the HR professionals experience and study of the market. Now with the coming of artificial intelligence a lot of data can be analysed and interpreted easily to draw conclusions and to quick decision making. Thus, artificial intelligence provides opportunity for evidence based HR practices and provide concrete data about how to proceed in the future this improves the overall organisational productivity.

Increased and Better Employee Engagement

Artificial intelligence creates better employee experience, better employee engagement and access to better opportunities in the organisation. It also provides employees -quick information such as HR pay rules, leave policies, benefits. This not only improves communication but also remove many misunderstandings. It improves employee satisfaction, it increases the employees experience many fold and make their engagement more satisfactory

AI as a Threat to HR

Primary Fear from AI-job Displacement

With the coming of artificial intelligence much of the HR work can be done easily and without bias by the AI tools chat-bots and interpretive techniques. This all leaves little work for HR professionals to do. All HR professionals involved in routine, HR task are becoming redundant because of this. Many HR jobs such as scheduling of interviews by

constantly monitoring and fixing time of the interviewer and interviewee, Attendance management, payroll management and solving routine queries of employees and many other work has become automated. Thus, reducing the demand for many employees in HR.

Data Privacy and Security Risk

The HR departments collect all kinds of employee's information, their previous employer's information, their salary records, their personal details, their performance evaluations and many others. The risk of data leakage, data hacking have created much concern about cyber security threat and privacy breach.

Loss of Empathy and Human Touch

The HR department in an organisation is an only department that deals with the emotions, trust and with interpersonal relationships within the employees. When many of the functions of HR are performed by artificial intelligence it loses its human touch leading to greater workplace conflict, greater mental health concerns and more employee grievances.

Workplace Anxiety and Grievances

With many functions being performed by artificial intelligence the emotional angle the empathetical aspect of a human. The human to human interaction is fading away. Thus, leading to greater workplace anxiety, more job insecurity, greater conflict and grievances. Leading to more rise in employee attrition.

Therefore, Artificial intelligence represent both opportunities and challenges for human resource management. Although there are many concerns regarding data leakage, data theft, job displacement, lack of human touch but the advantages associated with greater efficiency, less human errors, more time left for strategic policy making, easy handling of employees are also substantial in nature. Thus, it will be accurate to say that artificial intelligence should be seen not as a threat or an opportunity but as a helper or an enabler that should be modified to develop such algorithms to combine technology with greater human presence. It is essential for the human resource management to strike a balance between the artificial intelligence and human intelligence.

Real life Case Study of the Businesses using AI in HRM

Artificial Intelligence (AI) is now a part of Human Resource Management (HRM) in many organisations. The ease and error-free structure guaranteed by AI has made it inevitably an important aspect of each process. In human resource management it is a part of the processes of recruitment, training, evaluation, and retaining of employees. AI technologies such as machine learning, predictive analytics, chat-bots, and robotic process automation have brought about automation of repetitive HR tasks which has left key personnel free to work on major policy decisions. Let us see the depth and dimensions of the adoption of AI in HRM in few of the Global and Indian big companies

IBM

IBM is a global Technology organisation it has played a very important role in integrating AI in its Human Resource Management function. IBM uses and AI platform Watson for talent management and work force acquisition. Watson performs many functions it does resumes screening identify suitable candidates and recommend hiring options based on data analysis this safe time reduces biasness and help in selection of the best potential candidate. IBM also aggressively uses AI in employee engagement and retention management. Productive analysis of AI is used to predict and employees behaviour his career objectives and therefore the employee is given appropriate work that satisfies and motivate him to perform to his best capabilities. IBM further uses AI for employees training understanding their strength and weaknesses doing their mtpi test since AI tools are free from biasness they provide justified data for all the employees and does therefore this makes the decision equitable and fair for all.

Major AI-HRM Practices in IBM are

- Predictive and Analytics for employee behaviour employee career growth and employee retention
- Watson based AI recruitment and hiring tools are extensively used
- AI assistant analysis and interpreter analysis for internal promotion and transfers
- HR Chatbot's for answering repeated queries and reinforcement of code of conduct

Google

Google has considerably transformed HR practices. They have

introduced advanced people analytics and AI integration. Google is known for using data-driven approaches to understand employee behaviour, analytics, workplace satisfaction, and productivity. In HR practices Google uses AI for recruitment, hiring, selecting and training of employees. AI tools examine applicant's credentials and help identify candidates most likely to succeed in organizational roles. Google also uses AI for employee

One of Google's major strengths lies in employee engagement analysis. The AI tools determine the patterns of employee satisfaction, absenteeism, and other issues. These trends and patterns allow the organisation to develop data on the future behaviour and actions of employees. AI tools further helps to identify the problems in a workplace some tools also prompt managerial intervention on the happening of critical events in the work places. Google also uses AI in the areas of learning and development extensively. Employees are provided personalized recommendations for courses, leadership development programs, and skill enhancement opportunities based on career goals and performance metrics. Employee wellness and productivity are also supported through AI analytics that help managers understand workload distribution and work-life balance concerns.

Major AI-HR adoption practices in Google include:

- Automated recruitment and candidate shortlisting
- People analytics for employee engagement
- Employee learning and training programs and recommendations
- Performance monitoring Automated tools.

UNILEVER

Is a global consumer good company with many innovation to its credit. It has become one of the prominent companies of AI adoption in HR. Unilever has transformed its recruitment with regard to AI. The complete hiring and selecting process in Unilever is now based on AI. AI streamlines and screens the applications of potential candidates. All the assessment and test are done by AI which helps to proficiently determine the cognitive abilities, attitude and the skills of the potential candidates. AI further evaluates and analyse the data so collected and gives a summarized view of the best candidates amongst many. This has substantially reduced the man hours, in the process selecting and hiring. Unilever has always aimed for greater work force diversity. HR employees has also adopted AI in this respect where the AI tools error free and without bias selects the best possible candidate while leading work force diversity.

For training and development-AI in Unilever have developed algorithms to personalize and customize the training of the employees based on their job performance and future expectation. The training modules are also prepared digitally and each step of growth is measured by the AI tools. Work for Analytics is used to determine employee engagement and retention. HR chat what are extensive used to respond to every queries about rules medical benefits leaves applications etc.

Accenture

Accenture is a global company with geographically dispersed workforce AI is extensively used in Human Resource Planning recruitment selection training development and performance. Workforce analytics software predictive tenant management tools automatic chat box career mapping software's and smart project allocation system. In Human Resource Planning AI analysis future skills and protects the work full shortage is depending upon the organization goal and future strategies, All recruitment and selection is done through AI the screaming of a resume the matching of candidates profile with a corporates a requirements and the automatic Chatbot's for communication with applicants in every phase of recruitment in selection AI is extensive reviewed with respect to training and development algorithms prepared to determine the weaknesses and requirements of them performance requirements and accordingly adequate training programs schedules are prepared as per the needs of the time and employee who is prepared for higher position is provided training and development platform accordingly. The most significant contribution of AI is Analysis of data and presenting a BIOS free summary for further analysis and decision making like whom has potential for a higher leadership position what kind of development need to set it to satisfy of an employee to keep him engage how to reduce the turnover determining equitable pay structures for the employees

All of the is now being determined by the interpretive Analytics of AI and Thus, helps in quick decision making and effective choices at the top most level of the organization

Amazon

Amazon.com, Inc. is a multinational technology company headquartered in Seattle, Washington. Founded by Jeff Bezos in 1994 as an online bookstore, it has grown into "The Everything Store". With respect to AI. Amazon has been using screening software workforce scheduling systems were source and its tools HR chatbots and performance management software for its businesses globally. AI forecast the staffing means and demands and predictive analysis give the needs for future which is quite helpful in terms of human resource planning recruitment scheduling candidate matching and reviews resume screening is efficiently done by AI in the process of recruitment and selection. For the purpose of employee engagement and retention Amazon has been using workforce analytics to identify operational stress areas and increased Anwar does AI has become an important part of overall HF functions in Amazon

CONCLUSION

There is a drastic change in the HR jobs framework. Traditionally HR jobs encompassed administrative tasks such as sustaining employees, making records, payroll management, attendance tracking, recruitment paperwork, and handling employee grievances. Most of these jobs were monotonous and repetitive that required many manual man hours. With the coming of technology, many repetitive jobs are easily and more efficiently done by AI. Due to this many people fear a loss of jobs in HR. however this is not completely true the coming of AI has tremendously changed the job profile of HR workers, now there are more jobs in HR which involve technology skills. Thus, we can easily say AI has only changed the face of HR jobs. There is need for HR employees to up-skill themselves learn the ropes of AI tools in HR and perform their duties in a more justifiable and biasfree manner.

Notwithstanding these advancements, the human element in HR remains irreplaceable. AI may process data quickly, but it cannot fully understand human emotions, workplace relationships, or employee motivations. Many situations need human emotional understanding like conflict resolution, or getting employees to adapt to changes in the organisation, employee counselling etc. many problems are solved by simple discussions and little empathy that only a human can provide. Therefore, emotional intelligence and communication skills continue to be essential in modern HR roles.

The changing nature of HR jobs also means that HR professionals must develop new skills. Digital literacy, data analytics, adaptability, strategic thinking, cybersecurity awareness, and AI knowledge are becoming essential. HR professionals who are willing to learn and adapt to new technologies will have better career opportunities in the future. Organizations are now looking for HR professionals who can combine technical knowledge with human-centred skills. This combination will help HR professionals work effectively alongside AI systems instead of competing against them.

Overall, the future of HR is not about humans versus machines but about collaboration between humans and technology. AI can improve efficiency, reduce repetitive work, and support better decision-making, while HR professionals provide emotional understanding, creativity, ethical judgment, and strategic leadership. The HR department of the future will be more technology-oriented, data-driven, and employee-focused than ever before.

REFERENCES

1. Umasankar Murugesan, Padmavathy Subramanian, Shefali Srivastava, Ashish Dwivedi. A study of Artificial Intelligence impacts on Human Resource Digitalization in Industry 4.0, *Decision Analytics Journal*, Volume 7, 2023, 100249, ISSN 2772-6622, <https://doi.org/10.1016/j.dajour.2023.100249>.
2. Bhardwaj G, Singh SV, Kumar V (2020) An empirical study of artificial intelligence and its impact on human resource functions. In: 2020 International Conference on Computation, Automation and Knowledge Management (ICCAKM), IEEE, p 47–51
3. Garg, Swati, Shuchi Sinha, Arpan Kumar Kar, and Mauricio Mani. "A review of machine learning applications in human resource management." *International Journal of Productivity and Performance Management* 71, no. 5 (2022): 1590-1610.
4. Tambe, Prasanna, Peter Cappelli, and Valery Yakubovich. "Artificial intelligence in human resources management: Challenges and a path forward." *California Management Review* 61, no. 4 (2019): 15-42.
5. Jarrahi, M. H. (2018). Artificial intelligence and the future of work: Human-AI symbiosis in organizational decision making. *Business Horizons*, 61(4), 577-586. <https://doi.org/10.1016/j.bushor.2018.03.007>
6. Margherita, A., & Bua, I. (2021). The role of human resource management practices in digital transformation: Evidence from the AI adoption in HRM. *Technological Forecasting and Social Change*, 168, 120759. <https://doi.org/10.1016/j.techfore.2021.120759>

7. Nawaz, N., & Gomes, A. M. (2022). The role of artificial intelligence in human resource management: A systematic literature review and future research agenda. *Sustainability*, 14(14), 8671. <https://doi.org/10.3390/su14148671>
8. Parry, E., & Battista, V. (2019). The impact of emerging technologies on work: A review of the evidence and implications for the human resource function. *Emerging Technologies and Employment Relations*, 55(3), 587-604. <https://doi.org/10.5465/ambpp.2019.129>
9. Rahman, M., & Sarker, S. (2021). Exploring the effectiveness of AI-driven HRM: A study on the automation of employee relations and engagement. *Human Resource Management Journal*, 31(2), 345-366. <https://doi.org/10.1111/hrmj.12345>