



ORIGINAL RESEARCH PAPER

Management

IMPACT OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES ON HUMAN RESOURCES MANAGEMENT IN INDUSTRIAL AREAS IN TELANGANA STATE.

KEY WORDS: Artificial Intelligence, Human Resource Management, and Technology

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ABSTRACT

Artificial intelligence will affect the development of the whole society, but also affect the development of human resources management sectors. Social trends and information technology are creating pressure, resulting in organizations being forced to update and recreate themselves. Against this backdrop there is an increasing trend to adopt artificial intelligence technologies. This study aims to explore and investigate the Impact of Artificial Intelligence (AI) on Human Resources (HR) practices in Industrial area in Telangana with the help of mixed-method design. A mixed-method design was applied to explore and test the research questions. Semi-structured interviews and survey were conducted, respectively for both the study designs. AI and HR personnel were approached as sample participants for this study. The moderating role of ease of use on integration of AI and efficient HR practices was positive and significant. AI plays an essential role in shifting the HR functions to enter the digitization era. The types of businesses and abilities require some activities such as training and development due to the increased use of technology. The main objective of this paper is to study the impact of artificial intelligence in HRM Practices in Industrial Areas.

INTRODUCTION

Organizational growth depends on how well it integrates its labour, processes, and machinery to produce value at a low cost. Recently, Human Resources (HR) has advanced in a way driven by technology and data that employees continuously provide to enhance their strategic role. One of these technologies is Artificial Intelligence. Artificial intelligence (AI) takes ground rapidly in our life and management.

Artificial Intelligence

“Technology, through Automation and AI, is definitely one of the most disruptive sources.” Alain Dehaze Before defining what Artificial Intelligence is, one should know what intelligence is basically. In general, intelligence can be defined as a mental ability for learning, reasoning, problem-solving by integrating cognitive functions like memory, language, attention, planning, and perception (Choudhury, Partha., 2018)(Grewal, 2014). The aforementioned definition is confined to natural intelligence, and when it comes to Artificial Intelligence, it cannot be defined or interpreted by just one definition. The term AI is defined differently by various fields, and the definition is revised from time to time (Wang, 2019). The father of Artificial Intelligence, John McCarthy, has defined “Artificial intelligence is the science and engineering of making intelligent machines, brilliant computer programs.”

Artificial Intelligence In Human Resource Management

Human Resources have also been going through remarkable changes because of AI advancement. HR experts and organizational leaders believe that incorporating AI into the functions of HR will enhance the overall employee experience and performance. AI can guide and handle the HR functions recruitment, Training & Development, Analyses of employee performance, etc. Companies worldwide are boosting their HR investment in AI and related technology. 60% of companies plan to enhance their use of workplace automation this year (2021), comprising 59% of US companies and 55% of Chinese companies. It is felt that HR is actually late, Sales and Marketing were first to the game. Brett Walsh, Global Human Capital leader, Deloitte Global, has mentioned, “As technology, AI, and robotics transform business models, and work, the organization should start to rethink their management practices and business models” He has also said that the future of work is driving the formation of a new set of guidelines that business firms are required to adhere to if they want to endure the competition(Deloitte, 2017). Ultimately, companies should shift their mind-set and behavior to make sure that organizations can lead, organize, motivate and engage the 21st -century workforce or being the risk to be left behind(Sloan et al., 2017)

Need Of The Study

Technological advancement has led to various changes in almost all spheres of life and work. At this point, some researchers suppose that upgraded and advanced AI is a threat to the human race, and in the upcoming decades, AI will significantly reduce the demand for human resources globally. In contrast, some experts believe that AI is one of the sophisticated tools meant to assist humans, and it can never replace human labor. Some support and promote AI, while others do warn us about the negative consequence it may cause. Keeping in mind the above points, the researcher felt the need for the study in this present situation. AI technologies are successfully used in various sectors like medical, construction, production, marketing, etc., and human resources management is not an exception. It is very clear from the extensive literature review that there is not much research done on this area, and we are on the verge of technological advancement. As mass digitalization and automation are occurring around the world practically in all industries, it is necessary to grasp AI's current state in human resource management methods and its overall influence. This study is meant to contribute to the theory of AI in HRM, to enrich the understanding of AI technologies and their application in human Resources Management practices. As a result, studying the Impact of Artificial Intelligence Technologies on Human Resource Management Practices is critical.

Statement Of The Problem

These days, more and more HR professionals and employees of organizations are concerned and fear that AI would eventually supplant humans in the workplace, and this study tries to address this ongoing compelling issue. In this situation, it is critical to analyze what the state-of-the-art AI technologies of today are capable of doing, how it is actually utilized in HRM practices, and the potential outcomes of doing so need to be understood rightly, without mere exaggerations or underestimations. This study also highlights the perceived efficiency of AI technologies in Human resource management practices and the potential outcomes of man-machine collaboration in HRM. The study investigates and tries to generate insight into the impact of Artificial intelligence technologies in Human Resource Management in industries.

Objectives Of The Study

1. To trace the concept of Artificial Intelligence and its Impact on Human Resources Management Practices.
2. To measure the impact of Artificial Intelligence Technologies on Human Resources Management in the study area

3. To estimate the influence of organizational details of employees on their perception towards Artificial Intelligence technologies and its implication in Human Resources Management.

Hypothesis Of The Study

1. There is a lot off application of artificial intelligence in human resource management
2. There is a significant impact of artificial intelligence on Human Resources Management.
3. There is a Positive impact of artificial intelligence on Human Resources Management

Review Of Literature

Oreo and sposato (2022) did a study by examining the viewpoint of recruitment experts to examine the benefits and concerns of using AI in recruiting and selection. A qualitative approach was used to perform an exploratory investigation. Ten experienced recruiters who worked for multinational corporations had face-to-face interviews. The findings showed that AI facilitates routine task performance via automation. The risks associated with AI technology in recruiting and selection cause recruiters to be wary and mistrustful of it. AI adoption done right can enhance hiring practices. The respondents believe that their employment would continue to exist because recruiters should always be humans, although pessimism remains because of concerns about mass layoffs due to automation.

Korzynski et. al (2023) conducted a study with the purpose to examine generative Artificial Intelligence (AI) systems like ChatGPT could offer management ideas and concepts in new contexts. The examination of certain management theories on decision-making, knowledge management, customer service, HRM, and administrative chores is presented in this research, along with potential changes following the implementation of generative AI. This paper concluded Some management ideas and concepts that may have an impact on managerial activity at the strategic, functional, and administrative levels need to be researched in the context of generative AI. To compete with AI, people need to improve their skills using knowledge-based methods.

Singh et. al (2023) carried out an investigation on the use of artificial intelligence in human resource management (HRM) to improve organizational performance. Researchers conducted a systematic, multidisciplinary review of more than fifty recent papers. AI was discovered to have several benefits for HRM, but its use in the workplace raises a couple of issues. Using AI technologies in HRM ushers in a new era of HR (version 5.0) and is innovative in today's world. In the long term, it will support the economy and a considerable number of new jobs will be created as well.

Tools

1. Variables pertaining to Artificial Intelligence in Likert's five-point scale.
2. Variables of Human Resources Management practices through Likert's five-point scale

Data Analysis And Interpretation

In this study utilized both primary and secondary data. The primary data was gathered with the help of a structured questionnaire. The questionnaire was distributed to 100 respondents. After considering the reliability and the plausibility of the data, 50 completely filled questionnaires were used for data analysis. The secondary data was collected from articles, journals and PDF's. Primary and secondary data was interpreted and analyzed to arrive at logical conclusion.

Analysis Of The Impact Of AI on HRM

There Is A Significant Difference Between The A.I And HRM Practices'

Source of Variation	Sum of squares	Df	Mean square (Variance)	F- ratio
Between Groups	301.290	3	100.43	4.21*
Within Groups	1096.550	46	23.83	
Total	1397.840	49		

Above Table shows the regression test output. This helps to determine the significance and the effect of Artificial Intelligence on Human Resource Management and HR Practices. It also shows the relationship between AI and HRM.

There Is A Positive Impact Of AI On HRM Practices

Sr. No.	Variables	R	Signi (N=50)
1	Artificial Intelligence vs. HRM practices (overall)	0.35	Positive relationship

The above shows that the correlation value is significant ant level and relation between the Artificial intelligence and HRM practices of the Employees is null. its means Impact of Artificial On HRM practices in industries.

Findings

1. Industries slightly adopted the AI in their Human Resource Management practices.
2. There is a significant difference between the Ai and HRM practices.
3. There is a significant relationship between the AI vs HRM practices. And positive response from the respondents that they are likely to accept the introduction of AI at various stages of HR based functions.
4. Industries which are not using AI based software would like to adopt the same in future.

CONCLUSION

Researchers anticipate that in a few years, artificial intelligence technology will be superior to humans in many tasks and activities. According to experts, AI has a high possibility of exceeding human performance in activities and automating human employment in the coming years. Some scholars think that AI will merely serve as a support system and never completely replace people. The future will consist of cooperation between people and machines. The importance of the collaborative interaction between machines and humans, in which machines forecast the results and a human make decisions and take appropriate action, is emphasized in another study on AI and deep learning. AI will be able to play a bigger role in HR if it is decided what data to track, examine, manage, and safeguard. The field of people analytics still has a lot to teach us and discover. There will be fierce competition in the market to entice top personnel as more businesses begin to utilize AI technology. In that case, the only thing separating organizations from one another will be their capacity to meet candidates' digital expectations and give them the best experience. The sector that best equips its workers to effectively use the promise of artificial intelligence and big data to acquire a competitive edge will dominate the industry AI for HR is not a new concept. But as technology matures, it's becoming an everyday part of tools and applications. And while AI is useful for streamlining processes and speeding up decision-making, it also creates some concerns. Be aware of its potential and its pitfalls as you decide how to include it in your business.

Suggestions

Researchers would like to suggest that companies devise a simple and concise organizational strategy to 'integrate AI into their recruitment process, based on the results of this study. Researcher would like to recommend that recruiters should replace easy and time-consuming tasks with smart AI technology, allowing recruiters and HR managers to concentrate more on strategic functions. Furth more, developers of smart AI. technologies needs to develop such platforms keeping in mind the budgetary issue of small to medium organization as well, so that they can adopt AI in their recruitment process.

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