



# ARTIFICIAL INTELLIGENCE FOR SUSTAINING HUMAN RESOURCE MANAGEMENT: CHALLENGES AND BENEFITS

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## Abstract

In the competitive world Industries, collecting accurate data and analysing the collected data for the use of companies' growth and daily working is essential. Artificial Intelligence helps the industry to work in a faster way and more efficient way to complete the work. Artificial Intelligence is entering into various departments like the human resource department, finance department, marketing, and production department. By using AI systems organizations can able to inform the existing performance and day-to-day functions. In business pressure has been increasing, tough managers understood the importance of artificial intelligence in the workplace. The research paper is descriptive in nature. The researcher was used secondary data where the data was collected from research papers, publications, websites, HR blogs, survey reports, etc. The core objective of the study was to examine the role of artificial intelligence in the human resource department and understand the challenges in the HR department. The research study has concluded that the role of AI is larger into various functions carried out in the human resource department whereby robotics companies can handle recruitment, hiring, analyzing the data, collecting the data, reducing work load at the work place, and enriching the workplace efficiency.

**Keywords:**-Artificial Intelligence, Machine languages, human resource management.

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## Introduction

Technology is one of the major influential factors in an Industry. Since the 19th century, the role of robots has been replacing employees in the production department. In the third revolution began in the year of 1970s personal computers and the internet entered into working life and human

labour were replaced by machines. Nowadays digital technologies like machine language (ML) and artificial intelligence (AI) both are entering into day-to-day working at the workplace and which will lead to transformation in business. "Artificial intelligence is defined as "an idea intelligent" machine that is a flexible



agent that perceives its environment and takes actions that maximize its chance of success at some goal." Artificial intelligence is an intelligence that is demonstrated by machines, in contrast to the natural intelligence done by humans. Artificial intelligence was coined first time in academics in 1956. Artificial intelligence is helpful in various business functions where it can help to reduce the workload and work pressure on the employees at the workplace. Rapid changes in business need fast response. By using an AI system organization can be able to inform the existing performance and day-to-day function. In business pressure has been increasing, tough managers understood the importance of artificial intelligence at the workplace. Nowadays artificial intelligence has entered into the overall system of an organization and one of the areas is the human resource department where by using AI system human replaced the human and all functions in the human resource department is carried out like candidates screening, recruitment, alignment of human resource activities and performance management, etc.

### Literature Review

(R & D, 2018) The research paper title, Recruitment through artificial intelligence: A Conceptual Study. The researchers have narrated the role of AI in recruitment where artificial intelligence is played an integral role in the recruitment process. Artificial intelligence helps in screening the candidates, auto-generated messages to candidates, employee relations, scheduling the interviews, etc.

(Jarrahi, 2018) In his research paper title, Artificial Intelligence and the Future of Work: Human- AI Symbiosis in Organizational Decision Making. The researcher's paper stalked about the usefulness of AI for humans. Artificial intelligence has been supporting in decision making, dealing with uncertainty, and especially equivocality of decision-making in an organization. Still in an industry, the role of humans is essential and technologies have to depend on humans when subconscious decisions are essential to evaluate and facilitate the outcomes

of decisions.

(Jain, 2018) The research paper identifies the role of artificial intelligence in human resource management. The researcher has quoted that most of the companies have been adopting modern technology in various HR processes like recruitment processes, performance appraisal processes, cloud-based HR systems.

(Buzko, et al., 2016) In the paper title, Artificial Intelligence technologies in human resource development. The researchers, ponder on the hurdle of AI technologies in the human resource area where authors noted that AI is not able to identify the effectiveness of training costs. In the research, paper authors noted that artificial intelligence technologies facilitate the prompt

analysis of data by humans. (Dirican, 2015) A researcher in his research paper, titled "The Impact of Robotics, Artificial Intelligence on Business and Economics" has studied that the use of Robotics and Artificial intelligence in business may have a negative impact on the overall functions of an organization like production, performance management, sale, strategic planning, customer relationship management, banking system, coaching, training, taxes, etc.

(Kapoor, 2010) The researcher has examined the role of business intelligence and its use in human resource management. In this research article, a researcher investigated the leading business intelligence vendor to look into the business intelligence and data analytics features incorporated in human resource management modules.

### Objectives

1. To study the concept of artificial intelligence.
2. To study the role of artificial intelligence in human resource management.
3. To study the benefits of artificial intelligence in human resource management.
4. To study the challenges of artificial intelligence in the human resource department.

### Methodology

The research study is using the descriptive research design. In the research study, the resea



researcher has used secondary data. The secondary data has been collected from research papers, published materials, online websites, HR blogs, and survey reports published by various research organizations.

#### **Role of Artificial Intelligence in Human Resource**

Nowadays HR departments heading towards the digital revolution and using various methods to simplify the resources by using big data analysis, artificial intelligence, and cloud computing. (Amla & Malhotra, 2017) Most organization has been using artificial intelligence or digital technologies in HR like chatbot, machine learning, and robot process automation in human resource management which supports the recruitment, screening, onboarding, interviewing, etc. Following is the role of artificial intelligence in human resource management;

1. **Recruitment:** The researcher (Amla & Malhotra, 2017) in his paper defined that only 40 percent of companies and industries are using artificial intelligence. Organizations like SAT, Facebook, GE are using digital technologies in screening, interviewing, and identifying the new talent for the recruitment process in a organization. Through AI recruitment manager can examine the application and the candidate can get a quick response. Chat box system or automated answering machine plays a essential role to solve the requires and problems regarding the process of recruitment in an organization.
2. **Screening and Interview Process:** Artificial intelligence is helpful in automating the interview process by examining them with word or speech patterns exams. Through AI software digital interviews can take place and AI also help to improve the candidate experience. Tools like Amy and Clara are used to schedule interviews, working meetings.
3. **Reduce Administrative burden:** In an organization, HR has to play multitasking roles were using technology and Artificial intelligence companies try to reduce workload. AI provides solution to problems and it helps to increase the efficiency of HR in an organization.

4. **Selecting:** The researcher (Rajesh, Kandasamy, & Rakesh, 2018) has examined that through AI human resource managers can able to trace the right candidate in a short time span and technology will help out to identify the suitable candidates as per required skills sets. IJRAR February 2019, Volume 6, Issue 1 www.ijrar.org (E-ISSN 2348-1269, P-ISSN 2349-5138) International Journal of Research and Analytical Reviews (IJRAR) www.ijrar.org 23
5. **Reduce Discriminations:** Nowadays, AI is being used to reduce favoritism and will help to increase transparency in the workplace. In such a way organization can able to select the resume. AI applications can be used to analyze job descriptions (Rathi, 2018).
6. **Increase Efficiency:** Artificial Intelligence will help to reduce the redundancy of employees at the workplace. The various robotic task has been carried out to increase efficiency at the workplace. Robotic task includes collecting data, filing reports, copying data, identifying required data from available data, processing, collecting data for HR and payroll systems, etc.
7. **Enrich workplace learning:** Nowadays, computers and digital technology can do a behind-the-scenes role in the industry. Through computers and modern technology, industries can able to manage data analysis and provide real-time feedback during training, alteration of the course of actions based on progress, and responses that industries got (Riebli, 2018). To save time companies used Microsoft 365 which helps employees to work and increase efficiency at the workplace. AI tools like Engazify (To Provide feedback), Obie and Niles (For knowledge sharing), Wade & Wendy (For Career advancement), and Duolingo (Learning domain) are used (Amla & Malhotra, 2017).

#### **Benefits of Artificial Intelligence in Human Resource**

1. Reduce the burden on administrative staff in the company.



2. It will help in talent acquisition and identify the right candidates for the job.
3. AI help stop predict the rate of employee retention at the workplace.
4. It can overcome the limitations of humans and work accordingly.
5. The chance of error will be less.
6. It will maintain the workflow in various departments.
7. Through AI companies can able to get accurate results.
8. It will increase employee engagement at the workplace.
9. It will minimize biased behaviour in decision-making.

### Challenges of Artificial Intelligence in Human Resource

Nowadays, a necessary skill set for employees is required due to the involvement of artificial intelligence in the human resource department. Most of the time it is difficult for employees to adopt and learn the AI tools and have proficiency in the field of digital technologies (Jain S., 2017). The core part of any company is their human resource and implementing the AI system may have an impact on levels of management which will lead fearlessly in the mind of employees. Getting the right candidate to handle AI tools is one core challenge in front of the industry and it can be difficult for the HR department. One more limitation and challenge is restricted HR department to make decisions in day-to-day life as technology overcomes the authority and role of HR in decision making in an organization.

### Conclusion

In the competitive era, there is tremendous growth in the industrial sector. Managing continuous improvement is one challenge in front of industries. To enhance the speed and for routine work, most of the industries adopt modern technologies. Most of the researchers and experts also recommend industries to make use of artificial intelligence tools, digital technologies. Artificial Intelligence and machine language has been used by many companies in the field of the human resource department where AI plays an integral role in

recruitment, selection, hiring, analyzing performance, collecting data regarding employees, providing real-time information, and providing accurate information.

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