

Paramount Of Artificial Intelligence Among Human Resource In IT Industry

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Abstract

Artificial Intelligence plays a pivotal role in many disciplines. In human resource management from the recruitment of employees to performance management artificial intelligence acts as an aid. Artificial intelligence completely re-shapes and re-defines the characteristics of workforce in the organization. The human resource department has to face the challenge to compete with artificial intelligence across the globe. They have to put in lots of efforts to train and retransform their workforce. The study aims in analyzing the impact of artificial intelligence on human resource management in this technological era. The study finds the role played by artificial intelligence in human resources among the IT workforce in Chennai.

Keywords: *workforce, artificial intelligence, human resource, IT, re-define*

Article Received: 18 October 2020, Revised: 3 November 2020, Accepted: 24 December 2020

1. Introduction

The role of bringing machines and humans together is played by artificial intelligence. Now it is playing a key influence in human resources. It helps in increasing the efficiency and in enhancing business process automation. The future of human resource relies both on digital media and human, because the human resource managers aim in optimizing the work of human as well as machines. Since human resource is more human, personal and intuitive, the human resource team is focusing on improving the fluency in artificial intelligence.

Many organizations have started using artificial intelligence for talent acquisition. The screening time for the candidates has been drastically reduced by using automation. It acts as a great benefit to the recruiters. The sourcing, marketing and engaging the candidates, which was previously taken care of by the team of human resource is now taken care of by chatbots. The chatbot is trained to assess the candidates and to answer the queries of the candidates. The highly performing candidates can be identified with the help of artificial intelligence in a faster pace.

Artificial Intelligence in India has not seen a good growth so far. The expert team is still not

sure whether the integration will give a clear and satisfactory result. Because they feel that human resource department involves intuition and empathy and a machine cannot give that. According to the experts the decision taken by the human resource team is purely not triggered by data. Human intervention is needed for the successful accomplishment of the goal.

Majority of the companies are trying to boost their workplace with automation. From the social media profile many candidates are identified using artificial intelligence. Nearly 80 per cent of US employers and 40 per cent of Chinese employers use artificial intelligence to communicate with the employees. Artificial intelligence is not replacing employees, but it helps in enhancing their capabilities to spend more time on strategic aspects that require human attention.

Artificial Intelligence is mainly used in four main streams. They are administration, payroll, analytics of workforce and HR services. The human resource services mainly include cognitive call guidance mainly to improve issue resolution. In administration, the main application of artificial intelligence is to reduce complex data management. In analytics, artificial intelligence aims in bringing in proper skill mix and to hire candidates.

2.Literature Review

The organisation has to be up to date on the current technological changes in order to strive hard to keep up with the competitive advantage. In order to sustain in the competitive market, the organisation should upgrade themselves. Human resource management is involving different dimensions, it includes recruitment, training employees, development of employees and maintaining employee relations (Wall & Wood, 2005).

The technological advancement used in recruitment helps in automation of the process. It helps in reducing the time consumption on the recruitment activities. Researchers feel that the human element in recruitment tend to reduce (Bondarouk & Brewster, 2016).

Currently the 'new age of HR' is the term given to the organisation that are using artificial intelligence in human resource management. It changes the human resource activities done by any sector by replacing the regular tasks that have been conducted by human recruiters (Upadhyay & Khandelwal, 2018).

According to Dhamija (2012), the recruitment which is done online that is termed as e-recruitment, is reducing the standard procedure used by traditional recruiters, thereby saving the time, cost and paper work. The online recruitment helps in identifying the potential candidates who are more efficient for the job in a more effective manner.

Upadhyay and Khandelwal (2018), in the study mentions that the biasing can be avoided in online recruitment. The artificial intelligence once given the specification, will choose the candidates based on the job requirement. The system is more intelligent in the sense that if a person is rejected, then the reason behind rejection is listed, apart from giving what all skills the candidate should develop to get selected in future. Certain tasks which were considered as repetitive in traditional recruitment are eliminated in recruitment through artificial intelligence because once the algorithm is given it will manage the process. There are many techniques such as vocal analysis and micro expressions to improve the selection process of the candidates. By using these techniques the traits of high performing employees of each department is fed, so when selecting prospective candidates, the traits can be matched (Buranyi, 2018).

3.Data Analysis and Interpretation

Data was collected among the employees of IT sector using convenient sampling technique. The data was analysed using percentage analysis and ANOVA.

From the analysis results tabulated in Table 1, it can be interpreted that routine paper work and surveillance of the employees are ranked as top two which require the implementation of artificial intelligence to save time and money. The process of scheduling ranks third as it is also a time consuming activity, which when given to artificial intelligence, helps in speeding up the process.

Table 1: Job Aspects where Artificial Intelligence can be implemented

Job Aspects	Frequency	Percentage	Ranking
Scheduling	28	55	III
E-mail response	18	35	V
Accounting	26	54	IV
Surveillance of employees	33	35	II
Routine paper works	35	69	I
Employee management	28	55	III

Table 2: Factors affecting the implementation of artificial intelligence

Affecting Factors	Frequency	Percentage	Ranking
Privacy	32	64	III
Cost	37	74	I

Lack of technical knowledge	32	64	II
Lack of quality	15	30	V
Lack of skilled team	22	44	IV

The employees feel that the major reasons affecting the implementation of artificial intelligence are Cost of implementation, technical

knowledge to learn and match with the growing technology and privacy with the data.

Table 3 The role of AI on HR based on educational qualification

HR FACTORS/QUALIFICATION	Master's Degree	Bachelor's Degree	Diploma
Recruitment	2.963	4.215	2.433
Training and Development	4.315	3.245	3.125
Work life Balance	3.546	2.364	2.269
Performance analysis	3.567	2.368	3.347
F	1.229	0.936	2.425
P	0.340	0.511	0.085

It can be interpreted that candidates with bachelor degree feel comfortable to adopt themselves with the artificial intelligence implemented in the organisation among different elements in human resource.

4. Conclusion

The human resource department should try to balance the technological advancement with transparency. The feeling of taking decisions in a biased way among the employees should be eliminated. Transparency is essential to build trust among the employees regarding the technology. There are numerous advantages when artificial intelligence is included in human resource department. Although artificial intelligence uses data to find solution to various aspects of human resource department, the emotional touch that is given when employees deal with any issue is not possible. Everything depends upon the needs of the business. If a particular business requires to streamline the process and reduce costs incurred on each and every activity, then artificial intelligence can be implemented. It is for sure that as the growth of artificial intelligence is increasing, this will be considered as a norm for the business in future.

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