A Study on Artificial Intelligence in Human Resource - Challenges

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ABSTRACT

Artificial Intelligence (AI) is transforming Human Resource (HR) management by enhancing efficiency, decision-making, and strategic planning. This study investigates the integration of AI in HR functions such as recruitment, employee engagement, performance evaluation, and workforce analytics, while focusing on the challenges that accompany this technological shift. Key issues explored include data privacy concerns, ethical implications, bias in AI algorithms, resistance to change, and the need for new skill sets among HR professionals. The research emphasizes the importance of balancing automation with human oversight to ensure fairness, transparency, and accountability. Understanding these challenges is essential for organizations aiming to harness the full potential of AI in HR while maintaining a human-centric approach.

KEYWORDS: Artificial Intelligence (AI), Human Resource Management (HRM), Recruitment Automation, Employee Engagement, Performance Evaluation, Workforce Analytics, Ethical Challenges
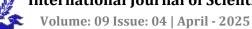
INTRODUCTION

Artificial intelligence can possibly improve profitability, productivity and exactness over an organization when implemented. Many dread that the ascent of AI will prompt machines and robots, suppressing human specialists, many also view this upgraded innovation as a risk opposed as an instrument to better ourselves. The principal organizations utilizing AI frameworks in all their departments will increase an upper hand, lessen the cost of tasks and projects, expel the excess head counts and create imaginative advancements. AI will positively affect our economy by making employments that require the range of abilities to execute new frameworks.

According to the father of Artificial Intelligence John McCarthy, it is "The science and engineering of making intelligent machines, especially intelligent computer programs". Artificial Intelligence is a way of making a computer, a computer-controlled robot, or a software think intelligently, in the similar manner the intelligent humans think. AI is accomplished by studying how human brain thinks, and how humans learn, decide, and work while trying to solve a problem, and then using the outcomes of this study as a basis of developing intelligent software and systems. While exploiting the power of the computer systems, the curiosity of human, lead him to wonder, "Can a machine think and behave like humans do?" Thus, the development of AI started with the intention of creating similar intelligence in machines that we find and regard high in humans.

SCOPE OF THE STUDY

Organizational performance is considered to be one of the core aspects for a successful business. This research shows how adopting artificial intelligence will create an impact in the near future, transforming the landscape of a business itself for the company. Performance measurement is the link between the organization's goals and the decisions that are taken. AI can help the organization take better and accurate decisions, which in return improves the overall performance of the organization itself.

OBJECTIVE OF THE STUDY

- To portray the employee profile of Xavy Technologies, Coimbatore District.

- To study the relationship between artificial intelligence and the performance of the organization.

- To analyze the challenges that is considered threat-full when artificial intelligence is associated with the organization.

RESEARCH METHODOLOGY

This methodology explain about the overall objective of research design, data collection method, sampling procedure, construction of questionnaire, tools of analysis.

RESEARCH DESIGN

A research design is the arrangement of condition for collection and analysis of data in manner that aims to combine relevance to the research purpose with economy in procedure. The study is descriptive in nature. As it is describes, the effectiveness of employee grievance.

SAMPLING METHOD

The study depends on primary data. A pilot study is conducted with 30 respondents to validate the questionnaire and to confirm the feasibility of the study. Based on the pilot study, the questionnaire is modified suitably to elicit response from the sample group. To study the Convenient Sampling Method is adopted. To study the relationship between artificial intelligence and the performance of Xavy Technologies, Coimbatore District.

SAMPLING SIZE

The employees of Xavy Technologies, Coimbatore District were taken as the sampling area to conduct the survey for the purpose of study. The sample size of the study is claimed as 110.

STATEMENT OF THE PROBLEM

The concept of Artificial Intelligence has been existential for quiet sometime. Adopting artificial intelligence for better organizational performance automatically upgrades the company among its competitors on a global platform. The company comes across consequences and challenges when adopting artificial intelligence in terms of organizational performance that interrupts their operations. The ethical aspects and usage of artificial intelligence in various department of the organization has not been highlighted.

SUGGESTION

- Since it is very obvious and predictable that Artificial intelligence is the future, the government should start allocating funds and establish schemes that would benefit the smaller industries or organization to implement Artificial intelligence at a cheaper cost.

- Organization should start experimenting with artificial intelligence in terms of management activities. They could come up small concepts such as Chatbot or voice recognition. Software's that could detect administrative slacks and take faster data driven decisions.

- Training and awareness sessions could be conducted to educate the employees in the organization who are not aware on how Artificial intelligence works. This could motivate them work smarter and not toile in long labor hours.

- It is true that many experts are doing research in the field of Artificial intelligence and in future machines will become more and more powerful. But anything which has advantages there exist disadvantages also so there can be ethical issues related to machines. For example, if any machine is made for very sensitive work and did any mistake than who will be responsible.

- If an AI program is made for diagnosis purpose and it gives the wrong answer, then we cannot claim the doctor for it. So for it policy will have to make. And in future such kind of machines will be developed which will communicate with us same like the human and will be able to guess what should be done in which situation.

CONCLUSION

Artificial intelligence is implemented to make work easier and smarter. Developers should make sure that the man-made technology is not too far ahead or advanced than its time. This could in return become dangerous or be imposed as a threat of taking away employment opportunities as how people think it would be. India ranks 6th among the top 15 countries with the most advanced technology in the world. Having this factor as an advantage, Indian industries and software companies could start developing programs that could simplify the management tasks and activities of an organization. Indian being a developing country with majority of the MNC's having back offices in India where paper or data work is piled up, AI could give in a hand to make work simpler and productive. Artificial intelligence provides an impressive range of applications that cover a wide range of the Organization's management activities and performance. Artificial intelligence as a whole help to sharpen the understanding capacity of human reasoning and the nature of intelligence.

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