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HR's Perspective Towards the Artificial Intelligence in the Selected Sector of Tamil Nadu

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Abstract- Artificial Intelligence (AI) is revolutionizing Human Resource Management (HRM) by improving operational efficiency and decision-making accuracy. AI technologies, which include high-speed computation, vast data sets, and advanced algorithms, enable HR departments to automate routine tasks, optimize workflows, and enhance employee experiences. AI applications in HRM span recruitment, payroll management, talent acquisition, employee engagement, and data-driven decision-making. By automating administrative processes, AI frees HR professionals to focus on strategic activities that add organizational value. Additionally, AI-driven analytics provide insights into workforce trends, facilitating data-informed decisions and helping organizations plan their workforce more effectively. In recruitment, AI tools streamline candidate screening, reduce bias, and accelerate hiring, while personalized learning and development programs enhance employee growth. As AI continues to advance, its integration into HRM offers significant competitive advantages, making it an indispensable tool for modern HR functions. Organizations leveraging AI in HR can achieve optimized cost efficiency, improve employee retention, and drive organizational success in the digital age.

***Keywords*:** Artificial Intelligence, Human Resource Management, Recruitment, Talent Acquisition, Payroll Management, Employee Engagement, Data-Driven Decision Making, AI Analytics, Automation, Workforce Planning, Learning and Development, Strategic HR Functions, Digital Transformation.

1. INTRODUCTION

AI refers to technology designed to perform tasks that typically require human intelligence, such as problem solving, decision-making, and pattern recognition. It utilizes three-core components high-speed computation, vast amounts of quality data, and advanced algorithms. These components enable AI to provide better accuracy and stability compared to traditional software solutions. In HR, AI is transforming various functions, including self-service transactions, recruitment, talent acquisition, payroll, reporting, and access policies. By automating routine tasks and optimizing workflows, AI allows HR professionals to focus on strategic initiatives that add value to the organization.

Integrating AI into HR administration enhances the overall employee experience by streamlining processes and providing personalized interactions. For instance, AI-powered chatbots can handle employee queries related to leave requests, benefits, and payroll, offering instant support and reducing the administrative burden on HR teams. In recruitment and talent acquisition, AI helps screen resumes, match candidates with job descriptions, and predict candidate success using historical hiring data. This speeds up the hiring process, improves the quality of hires, and reduces bias in candidate selection. Additionally, AI-driven analytics provide HR teams with valuable insights into workforce trends, enabling data-driven decision-making and strategic workforce planning.

The collaboration between humans and learning machines is generating and analyzing increasing volumes of HR data in the cloud. This data is crucial for making informed decisions that drive organizational growth and success. AI tools are used for advanced algorithms to identify patterns, predict future workforce needs, and suggest actionable strategies. By leveraging AI-powered analytics, HR leaders can optimize time and budget allocation, enhances employee engagement, and improves retention rates. Furthermore, AI supports personalized learning and development by recommending training programs tailored to each employee's skills and career aspirations, fostering continuous growth and development.

In today's competitive, technology-driven world, staying up to date with AI advancements is crucial for maintaining a competitive edge. Organizations that effectively integrate AI into their HR functions can achieve transformational value at optimized costs.

AI's ability to automate routine tasks, provide accurate data analysis, and enhance employee experiences makes it an indispensable tool for modern HR management. As AI continues to evolve, HR leaders

must embrace these advancements to remain competitive, agile, and innovative. Consequently, effective Human Resource Management is more essential than ever, as it plays a strategic role in driving organizational success and growth in the digital age.

STATEMENT OF THE PROBLEM:

In recent times, Artificial Intelligence (AI) has rapidly emerged, changing the way we perceive and practice marketing. AI has become a powerful tool that helps businesses analyze data, predict consumer behavior, and create personalized marketing strategies. It offers numerous benefits, such as improved efficiency, better customer engagement, and data-driven decision-making. However, to maximize its potential, it is essential to use AI wisely and ethically. This study explores the application of AI in Human Resource Management (HRM) within Coimbatore City. While AI is transforming marketing, it is also reshaping HR practices by automating tasks like recruitment, employee on boarding, and performance evaluation. In Coimbatore, organizations are increasingly adopting AI to enhance productivity, reduce operational costs, and improve employee experiences.

AI is expected to completely transform marketing and HR in the near future. In a competitive, technology-driven world, staying updated with AI advancements is crucial for maintaining a competitive edge. This study aims to examine the impact of AI in HR within Coimbatore, highlighting the challenges and opportunities it presents for local businesses.

OBJECTIVES OF THE STUDY

- To assess awareness and understanding of AI applications among Human Resources professionals and employees.
- To identify key factors driving AI adoption in Human Resources, such as cost efficiency, productivity, and employee experience.
- To compare Human Resources processes and outcomes before and after AI implementation, evaluating its impact on efficiency and effectiveness.
- To explore challenges and issues in integrating AI into Human Resources functions, including data privacy concerns and technical difficulties.
- To measure satisfaction levels with AI tools and systems, understanding perceptions and acceptance of AI in Human Resources practices.

SCOPE OF THE STUDY:

This study on the application and benefits of Artificial Intelligence (AI) will provide an overview of the historical development of AI as a branch of computer science focused on creating computers and software capable of intelligent behaviour. It will explore how AI has evolved over time and its significance in modern technology. The study will also examine the application and impact of AI on human life, analyzing how it influences daily activities, work processes, and decision-making. Additionally, the research will consider the future prospects of AI, exploring potential advancements and their implications for society and various industries.

RESEARCH METHODOLOGY:

This study focuses on evaluating HR's perspective towards the influence of Artificial Intelligence (AI) in the selected sector of Tamil Nadu. To achieve this, a Descriptive Research Design has been adopted, aiming to provide an in-depth understanding of the perceptions and experiences of HR professionals regarding AI integration. The methodology involves collecting data through structured surveys and interviews with HR professionals in the selected sector. The study will analyze the gathered data to identify trends, challenges, and benefits associated with AI in HR practices. This approach will provide valuable insights into the impact of AI on HR functions and decision-making processes.

AREA OF THE STUDY:

The study is confined to HR's perspective towards the influence of Artificial Intelligence in the selected sector of Tamil Nadu.

SAMPLING METHOD:

For this study, the Convenience Sampling method have been adopted to understand the usage of Artificial Intelligence in Human Resource practices.

SAMPLING SIZE:

Data required for the study have been collected using a Structured Questionnaire from 150 Respondents.

METHODS OF DATA COLLECTION:

PRIMARY DATA:

Primary data information is collected through original or first-hand research. It involves gathering new quantitative data directly from sources such as surveys, focus group discussions, independent observations, and

test results. For this study, the questionnaire method has been adopted to obtain first-hand information from respondents, ensuring the data is relevant and specific to the research objectives.

SECONDARY DATA:

Secondary data refers to that the information has been collected already for another purpose but is relevant to the current research. This type of data can be obtained from various sources, including census reports, trade publications, and subscription services. There are two types of secondary data: internal and external. Internal secondary data is compiled within the organization for purposes other than the current study, such as company reports and historical records. In contrast, external secondary data is gathered from outside sources, including industry reports, government publications, and academic journals. This study utilizes secondary data to provide context, support primary research findings, and enhance the overall analysis of AI's impact on Human Resource Management.

PERCENTAGE ANALYSIS:

Percentage analysis is a method used to represent raw data as percentages, providing a clearer understanding of the collected information. It involves creating a contingency table from the frequency distribution to effectively organize and present the data. This approach helps in interpreting the results more easily by showing the proportion of respondents or observations relative to the total sample. The percentage is calculated using the formula:

Percentage=Xn×100

Where:

- X = Number of respondents or specific observations.
- n = Base figure or total sample size.

This method is widely used in research to analyze survey results and highlight patterns or trends in the data.

RANK ANALYSIS:

Rank analysis is a straightforward and effective data collection method used to understand individuals' perceptions and preferences. It involves asking respondents to rank a set of items-such as products, services, or attributes based on a specific preference criterion. This technique helps researchers determine the relative importance or popularity of each item by analysing the order in which they are ranked. By organizing the data according to preference levels, rank analysis provides valuable insights into consumer choices, decision-making patterns, and overall satisfaction. This method is particularly useful in understanding priority preferences within a target group.

CHI-SQUARE:

The chi-square statistic is a statistical test used to compare observed values with expected values to determine if there is a significant difference between them. It helps in assessing whether any discrepancies are due to random chance or if they indicate a meaningful relationship between variables. By calculating the difference between observed frequencies (collected data) and expected frequencies (theoretical distribution), the chi-square test evaluates the independence or association between categorical variables. It is commonly used in hypothesis testing to check the validity of assumptions in research studies.

LIMITATIONS OF THE STUDY:

- The study is limited to Coimbatore city, which may restrict the generalizability of the findings to other regions.
- The sample size is relatively small, making it challenging to identify significant relationships, as statistical tests typically require larger sample sizes for accuracy.
- Time constraints posed a limitation, potentially affecting the depth of data collection and analysis.
- Rapid societal changes, including digitalization and advancements in AI, may impact the relevance and validity of the study's results over time, limiting their applicability to the current context.

REVIEW OF LITERATURE:

Merlin & Jayam, "Artificial Intelligence in Human Resource Management" - International Journal of Pure and Applied Mathematics (2018) this paper tries to address the possibilities of how Artificial intelligence is transforming and supporting the Human Resource functions like recruitment, training, talent management and retention through real time examples. They have used secondary research to addresses the possibilities of how Artificial intelligence is transforming and supporting the Human Resource functions like recruitment, training, talent management, retention through real time examples, gives insights on intersection of Artificial intelligence and Human resource management cases, and finally it addresses the future impact on the HR workforce.

Arslan et. al (2022) investigated to concentrate on the difficulties HRM executives and departments in organizations experience as a result of the cooperative agreement between AI (robots) and human workers at the team level. The connection between AI (especially robots) and HRM in modern enterprises is examined in this research by integrating several streams of literature. The results showed that before putting human workers in teams with robots, organizational support mechanisms including a conducive environment, training opportunities, and assuring a feasible technological competence level are vital. Finally yet importantly, we discovered that one of the most difficult problems for HRM was performance assessment in teams where humans and AI (including robots) coexist.

Kambur and akar (2022) undertook a study to establish a valid and accurate scale as well as to uncover HR personnel's perceptions of AI and assess the changes AI has brought about in the HR department. The largest firm in Turkey provided a sample of 821 HR managers and staff. It was concluded that HR staff members and managers believed technology would relieve them of monotonous labour, lessen the stress associated with finding qualified individuals, and give them access to a larger pool of prospects. It was revealed that AI was incorporated into the process of employee training and development and that with AI, training's lack of concentration will be reduced.

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.

DATA ANALYSIS AND INTERPRETATION

Table-4.1

TABLE SHOWING BENEFITS OF ANTICIPATE FROM IMPLEMENTING AI IN HR OF THE RESPONDENTS

S. No	Particulars	No. of Respondents	Percentage (%)
1	Improved efficiency	16	12.8
2	Enhanced Decision-Making	25	20
3	Cost Savings	0	0
4	Concerns and Challenges	0	0
5	Cost Savings, Concerns and Challenges	4	3.2
6	Enhanced Decision-making, Concerns and Challenges	4	3.2
7	Enhanced Decision-Making, Cost Savings	4	3.2
8	Enhanced Decision-making, Cost savings, Concerns and Challenges	2	1.6
9	Improved Efficiency, Concerns and Challenges	21	16.8
10	Improved efficiency, Cost Savings	10	8
11	Improved Efficiency, Cost Savings, Concerns and Challenges	11	8.8
12	Improved Efficiency, Enhanced decision-making	13	10.4
13	Improved Efficiency, Enhanced Decision making, Concerns and Challenges	5	4
14	Improved Efficiency, Enhanced decision- making, Cost savings	3	2.4
15	Improved efficiency, Enhanced Decision- making, Cost savings, Concerns and Challenges	7	5.6
Total		**125**	**100**

Source: Primary Data

Interpretation:

From the above table determines that 12.8% have chosen Improved efficiency, 20% have chosen Enhanced decision-making, 3.2% have chosen Cost savings, Concerns and Challenges, 3.2% have chosen Enhanced decision making and Concerns and Challenges, 3.2% have chosen Enhanced decision-

making and Cost savings, Enhanced decision-making, 1.6% have chosen Cost savings and Concerns and Challenges, 16.8% have chosen Improved efficiency, Concerns and Challenges, 8% have chosen Improved efficiency and Cost savings, 8.8% have chosen Improved efficiency, Cost savings, Concerns and Challenges, 10.4% have chosen Improved efficiency, Enhanced decision-making, 4% have chosen Improved efficiency, Enhanced decision-making, Concerns and Challenges, 2.4% have chosen Improved efficiency, Enhanced decision-making, Cost savings and 5.6% have chosen Improved efficiency, Enhanced decision-making, Cost savings.

Majority (20%) of respondents have chosen Improved efficiency benefits of anticipate from implementing AI in HR of the respondents.

Table-4.2

TABLE SHOWING CONCERNS OR CHALLENGES THAT FORESEE IN ADOPTING AI IN HR OF THE RESPONDENTS

S. No	Particular	No. of Respondents	Percentage (%)
1	Privacy issues	20	16
2	Employee resistance	22	17.6
3	Lack of understanding	12	9.6
4	Skill Set and Training	6	4.8
5	Employee resistance, Lack of Understanding	6	4.8
6	Employee resistance, Lack of understanding, Skill Set and Training	4	3.2
7	Employee resistance, Skill Set and Training	12	9.6
8	Lack of understanding, Skill Set and Training	2	1.6
9	Privacy issues, Employee Resistance	8	6.4
10	Privacy issues, Employee resistance, Lack of understanding	2	1.6
11	Privacy issues, Employee resistance, Lack of understanding, Skill Set and Training	9	7.2
12	Privacy issues, Employee resistance, Skill Set and Training	2	1.6
13	Privacy issues, Lack of understanding	6	4.8
14	Privacy issues, Lack of understanding, Skill Set and Training	2	1.6
15	Privacy issues, Skill Set and Training	12	9.6
Total		**125**	**100**

Source: Primary Data

Interpretation:

From the above table determines that Privacy issues have chosen by 16% of the respondents, Employee resistance have chosen by 17.6% of the respondents, Lack of understanding have chosen by 9.6%, Skill Set and Training have chosen by 4.8% of the respondents, Employee resistance, Lack of understanding have chosen by 4.8% of the respondents, Employee resistance, Lack of understanding, Skill Set and Training have chosen by 3.2% of the respondents, Employee resistance, Skill Set and Training have

chosen 9.6% of the respondents, Lack of understanding, Skill Set and Training have chosen 1.6% of the respondents, Privacy issues, Employee resistance have chosen 6.4% of the respondents, Privacy issues, Employee resistance, Lack of understanding have chosen 1.6% of the respondents, Privacy issues, Employee resistance, Lack of understanding, Skill Set and Training have chosen 7.2% of the respondents, Privacy issues, Employee resistance, Skill Set and Training have chosen 1.6% of the respondents, Privacy issues, Lack of understanding have chosen by 4.8% of the respondents, Privacy issues, Lack of understanding, Skill Set and Training have chosen by the 1.6% of the respondents, Privacy issues, Skill Set and Training have chosen by the 9.6% of the respondents with the concerns or challenges that foresee in adopting AI in HR.

Majority (17.3) of the respondents have chosen employee resistance with the concerns or challenges that foresee in adopting AI in HR**.**

CHI SQUARE ANALYSIS

Table-4.3

HOW AI IS MORE EFFECTIVE BASED ON EXPERIENCE AND AGE OF THE RESPONDENTS

Null Hypothesis (Ho): There is no significant relationship between numbers of members in the how AI is more effective based on experience and Age of the respondents.

Alternative Hypothesis (HO):

There is a significant relationship between how AI is more effective based on experience and Age of the respondents.

TABLE-4.3

HOW AI IS MORE EFFECTIVE BASED ON EXPERIENCE AND AGE OF THE RESPONDENTS

OBSERVED FREQUENCY

Age of the Respondents	**How AI is more effective based on experience**				
	Answering queries manually	**AI answering the queries**	**Manually supervised AI led answering of queries**	**Others**	**Total**
21-25	24	34	10	3	71
26-35	10	25	9	1	45
36- 45	3	3	2	0	8
Above 45	1	0	0	0	1
Total	38	62	21	4	125

Calculation

O	E	O-E	$(O-E)^2$	$(O-E)^2/E$
29	25.8	3.2	10.24	0.3969
38	39.56	-1.56	2.43	0.0615
12	14.33	-2.33	5.43	0.3788
7	6.3	0.7	0.49	0.0778
11	15.9	-4.9	24.01	1.5101
27	24.36	2.64	6.97	0.2861
11	8.83	2.17	4.71	0.5333
4	3.88	0.12	0.01	0.0037
4	3	1	1.00	0.3333
4	4.6	-0.6	0.36	0.0783
2	1.66	0.34	0.12	0.0696
0	0.73	-0.73	0.53	0.7300
1	0.3	0.7	0.49	1.6333
0	0.46	-0.46	0.21	0.4600
0	0.16	-0.16	0.03	0.1600
0	0.07	-0.07	0.00	0.0700
Calculated Value				6.7828

Degree of Freedom:

= (R – 1) * (C-1)
= (4-1) * (4-1)
= 3*3
=9

Degree of Freedom : 9
Calculated Value : 6.7828
Level of Significance : 5%
Table Value : 16.919 Significant / Not Significant : Not Significant

Interpretation:

At the 5% level of significance, the calculated value of chi-square for degree of freedom 9 is 16.919. The calculated value (6.7828) is lesser than the table value (16.919). Hence, the null hypothesis (Ho) is accepted and alternate hypothesis (Ha) is rejected.
Therefore, there is a no significant relationship between how AI is more effective based on experience and gender of the respondents.

HOW AI IS MORE EFFECTIVE BASED ON EXPERIENCE AND GENDER OF THE RESPONDENTS

Gender of the Respondents	HOW AI IS MORE EFFECTIVE BASED ON EXPERIENCE				
	Answering queries manually	AI answering the queries	Manually supervised AI led answering of queries	Others	Total
Male	21	39	12	4	**76**
Female	16	21	9	3	**49**
Transgender	0	0	0	0	**0**
Total	**37**	**60**	**21**	**7**	**125**

Null Hypothesis (Ho):

There is no significant relationship between number of members in the how AI is more effective based on experience and Gender of the respondents.

Alternative Hypothesis (HO):

There is a significant relationship between how AI is more effective based on experience and Gender of the respondents.

Table-4.4

HOW AI IS MORE EFFECTIVE BASED ON EXPERIENCE AND AGE OF THE RESPONDENTS

OBSERVED FREQUENCY

Calculation

O	E	O-E	(O-E)2	(O-E)2/E
27	26.1	0.9	0.81	0.0310
40	40.02	-0.02	0.00	0.0000
14	14.5	-0.5	0.25	0.0172
6	6.38	-0.38	0.14	0.0226
18	18.9	-0.9	0.81	0.0429
29	28.98	0.02	0.00	0.0000
11	10.5	0.5	0.25	0.0238
5	4.62	0.38	0.14	0.0313
Calculated Value				**0.1689**

Degree of Freedom:

= (R – 1) * (C-1)
= (3-1) * (4-1)
= 2*3
= 6

Degree of freedom : 6
Calculated Value : 0.1689
Level of Significance : 5%
Table Value : 12.592
Significant / Not Significant : Not significant

Interpretation:

At the 5% level of significance, the critical value of chi-square for degree of freedom 9 is 12.592. The calculated value (0.1689) is lesser than the table value (12.592). Hence, the null hypothesis (Ho) is accepted and alternate hypothesis (Ha) is rejected.

Therefore, there is a no significant relationship between how AI is more effective based on experience and gender of the respondents.

SUGGESTIONS:

Human Resource (HR) professionals in Tamil Nadu's selected sector are increasingly recognizing the transformative potential of Artificial Intelligence (AI) in reshaping HR practices. From recruitment and talent acquisition to performance management and employee engagement, AI offers numerous opportunities to enhance HR processes, making them more efficient, data-driven, and scalable. HR professionals in this sector view AI as a valuable tool that can streamline repetitive tasks, allowing them to focus on more strategic activities, such as fostering organizational culture and employee development. AI-powered tools, like chatbots for recruitment and machine learning algorithms for talent matching, are enabling HR teams to work more effectively, making data-backed decisions with greater accuracy. Additionally, AI can enhance employee experience through personalized learning and development opportunities, improving retention and satisfaction.

The HR community in Tamil Nadu's selected sector sees AI as a tool for augmenting human potential rather than replacing it. HR's role is evolving from merely administrative tasks to becoming a strategic partner that integrates technology with human-centered approaches. Balancing automation with empathy, ethical considerations, and organizational values is key to AI's successful integration into HR practices.

3. CONCLUSIONS

In conclusion, Artificial Intelligence (AI) is reshaping the landscape of Human Resource Management in Tamil Nadu, just as it is globally. HR professionals in various sectors are increasingly leveraging AI tools to enhance recruitment, streamline operations, improve employee engagement, and facilitate data-driven decision-making. However, while AI brings numerous advantages such as efficiency, cost-effectiveness, and scalability, it also presents challenges that HR departments must carefully navigate. These challenges include the need for up skilling, managing the human aspect of employment, and addressing concerns about job displacement.

The selected sector in Tamil Nadu has shown a strong inclination towards adopting AI technologies, but HR professionals must balance automation with human-centered approaches to ensure a positive organizational culture. As AI continues to evolve, HR's role will increasingly be one of facilitating the integration of these technologies while ensuring the workforce is prepared for these changes.

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6) Arslan et. al (2022) investigated to concentrate on the difficulties HRM executives and departments in organizations experience as a result of the cooperative agreement between AI (robots) and human workers at the team level.

7) Kambur and akar (2022) undertook a study to establish a valid and accurate scale as well as to uncover HR personnel's perceptions of AI and assess the changes AI has brought about in the HR department.

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BIOGRAPHIES (Optional not Mandatory)

Dr. P. Ramachandran, M.Com., M.Phil., MBA., MA., Ph.D., is a highly accomplished academic and professional with a rich background in marketing, finance, and public administration. He is currently serving as an Assistant Professor at Sankara College of Science and Commerce (Autonomous), Coimbatore-641 035, where he specializes in marketing strategy, consumer behavior, and financial management. With a commitment to fostering excellence in education, Dr. Ramachandran has over a decade of teaching experience across various prestigious institutions. He holds a Ph.D. in Marketing from Bharathiar University (2024). His academic journey reflects a strong foundation in both the theoretical and practical aspects of business and commerce. He has contributed significantly to the academic community through numerous Publications, Conference Papers, and active participation in Seminars, Skill Development, Faculty Development Programme, Webinars and workshops.

He has authored several Research Articles published in International Journals, focusing on the Impact of Social Media on Consumer Buying Behavior, Corporate Social Responsibility, Digital Payment Systems, and Traditional Marketing Strategies. He regularly attends and presents papers at National and International Conferences, staying updated with the latest trends in Marketing, Finance, and Education.

He is a recipient of several awards, including the Best Teacher Award at Sankara College of Science and Commerce for the academic year 2021-2022. His leadership extends beyond the classroom Placement Coordinator, NSS Coordinator, and Board of Study

Member, contributing to the holistic development of students.

In his personal and professional life, Dr. Ramachandran has actively participated in Social Initiatives, including Road Safety Awareness Programs, and is a recognized volunteer in NCC and NSS. He is also a member of the NAAC accreditation team for his college, ensuring academic quality and compliance with national standards. His passion for teaching and research, combined with his dedication to professional development, makes him a valuable resource for students, academics, and organizations alike. He is committed to using his expertise to help shape the future of marketing education and contribute to the growth of the industry.