Perception of Artificial Intelligence towards the Development of Human Resources Management Practices

Dr.Shreya Panwar
Assistant Professor
Subharti management college, subharti University, Meerut

Abstract: This research paper explores the perception of artificial intelligence (AI) and its impact on the development of human resources management (HRM) practices in organizations. As artificial intelligence continues to advance rapidly, its potential to transform various aspects of HRM is becoming increasingly evident. This study examines how HR professionals and employees perceive their perception of artificial intelligence, its potential benefits, challenges, and ethical implications for HRM practices. The paper also delves into the readiness of organizations to adopt AI-driven HRM solutions and the factors influencing their decisions. The findings aim to shed light on the current state of AI adoption in HRM and provide insights for HR practitioners and organizational leaders to navigate the integration of AI technologies effectively.

Keywords: Artificial Intelligence, Development of Human Resources Management, Perception, HR Professionals.

1. Introduction

Human Resources is one of the most dynamic parts of any organization it is directly affiliated with the lives of the employees working under the organization the employees need to have a well-communicated and healthy work environment for them to be efficient and productive. The role of HR is to make sure every employee is feeling safe and getting the required help and provide them space for creativity, intelligence, and empathy to offer excellent work. But now in the technology era, the future Workplace found that human resources professionals believe Artificial intelligence can present opportunities for mastering new skills and gaining more free time, allowing HR professionals to expand their current roles in order to be more strategic within their organization and complete the majority of low-value HR tasks so that more attention may be focused on the strategic scope of work. AI-based software for systematizing HR functions and cloud

tools demands their application in the personnel management system of organizations. AI means HR provides human resources with progressive tools for reliable decision-making to solve human resources business problems by systematizing repetitious tasks.

There are certain tasks that require human beings to use their intelligence the use of artificial intelligence is one of the great advances in technology that has made it more. Sensitive to Man's mind. Wars and artificial social conflicts can be stopped completely. Therefore, those bad aspects must be destroyed by the rulers before they can be exploited. Artificial intelligence should only develop the good side. As everyone is aware of artificial intelligence and they are using Google Maps and Google Assistant for smart work, in this universe god gives the blessings to the human mind to have the ability to think right and wrong. Because technology has advanced too much, robots have been created to make life easier.

Research Objectives

- To identify the level of awareness among HR professionals and employees regarding the use of AI in HR management practices.
- To identify the best talent from the industry by using Artificial Intelligence.
- To evaluate the difference in cost incurred by the industry by using traditional methods and now using AI towards the screening and recruitment process

Literature Review

Industries like healthcare, education electric power, and manufacturing, and even in HRM Advancement in Artificial Intelligence technology have transformed the human resource department, allowing HR professionals to utilize machine learning and algorithms to make their work more efficient and improve and analyze their decision-making ability. Certain organizations are hesitant to adopt the use of Artificial Intelligence due to existing restrictions and weaknesses In this article we shall explore and make the perception clear the several methods in which Artificial Intelligence is altering the field of HR factors to consider when implementing it with the potential extent to which this trend may develop.

Elish & Boyd, 2018.

It is important to understand how this technology affects our daily lives. Applications of artificial intelligence are growing at breakneck speeds and becoming more ingrained into our society with each passing day. This includes the growth of artificial intelligence within the human resources department.

Artificial intelligence and big data are now seemingly inseparable, and big data is becoming usual in today's business world, in operations, customer service, marketing, and even human resources

(Jayashree et al., 2020).

HR 4.0, which is a game-changer in the human resources dimension, has been embraced by many global companies, such as Google and IBM. Also, majority of Malaysia's neighboring countries are in the process of bridging the gap between HR 3.0 and 4.0

(Halid et al., 2020).

This gives rise to a need for such an empirical study to be conducted. It is essential to note that this research is a replication of the perception study on the adoption of AI in HRM processes and its potential influences on organizational performance, focusing specifically on companies in Malaysia

Vasile Gherhes 2018

Perception, expectations, hopes, and benefits that AI can generate concrete benefits in the future. He has stressed that the future will be with the development of AI-sophisticated robots and is totally assertive that new jobs will emerge. The job issue in the sense that people are being replaced by robots is debated intensely nowadays, and his study addressed this replacement will lead to the creation of new jobs with new skill sets, to the emergence of new trades. He concluded that even though the emergence and growth of AI are seen as a danger to life and jobs, the real objective of AI is to make our work more efficient, make our lives comfortable, and solve complex problems that society is about to face.

"Jyoti Kapoor,2022

HR teams to extract insights from data and give recommendations in real time. AI also removes many of the common human biases and inconsistencies in a function that is as sensitive and crucial as Human Capital Management. Thus, decisions powered by Artificial Intelligence are potentially faster at scale and more data-informed consistent, and unbiased. AI in Human Resources opens doors to limitless opportunities and is a huge intervention in creating path-breaking value for the Human Resources Professional.

Ortega Carrasco, et al 2018.

Perception is the cognitive process of consciousness that consists of recognition, interpretation and meaning for the elaboration of judgments. Conversely, an attitude is the mental disposition of a person to develop certain behaviors.

Lucas Kromann Bogehoj Nielson 2016

"Human Intelligence and the rapid transformation of digitalization and datafication that our current society is going through" has explained relevant concepts such as Big Data (BD), datafication, and algorithms. He has discussed what constitutes machine intelligence, and how it is different from human intelligence by means of the Turing test. Lastly, he has stressed about personal fears and their reflections. He stated he does not believe robots will turn evil and destroy us, but he fears that people are losing more grip on reality the more ease of life they achieve.

(Upadhyay & Khandelwal, 2018).

Humans and learning machines are working together to produce an ever-increasing amount of HR data in the cloud, and the use of artificial intelligence analyses offers better insight into how to execute and operate. The success of any organization depends on how effectively it combines people, processes, and technology intelligently to deliver transformational value at an optimized cost. AI will help to efficiently automate many back-office functions for reliable HR transactions and service delivery. This document is focused on conversational AI capabilities for HR transactions and provides insight into intelligent automation via the technology-agnostic chatbot. The adoption of AI in HRM and in recruiting can be called the new age of HR', since AI changes the recruitment industry by replacing routine tasks that human recruiters have conducted

Many research articles focus on workers' perceptions of machine labor and its potential to replace some aspects of their work (Harari, 2017). In most cases, the machine is not a replacement, but rather an addition to the workforce (Topol, 2019).
A recent study found that workers' level of fear of being replaced did not significantly affect their level of preparation for this potential replacement, such as acquiring new skills. Furthermore, appreciation of the new technology and perceived opportunity positively influenced workers' attitudes toward automation (Rodriguez-Bustelo et al., 2020)

Artificial Intelligence in Human Resources Management:-

The applications of AI technologies have the potential to streamline HR processes, improve decision-making, and enhance overall efficiency. Here are some ways where AI is being used in Human Resources Management. These areas are discussed with the help of diagram (HR1) below.
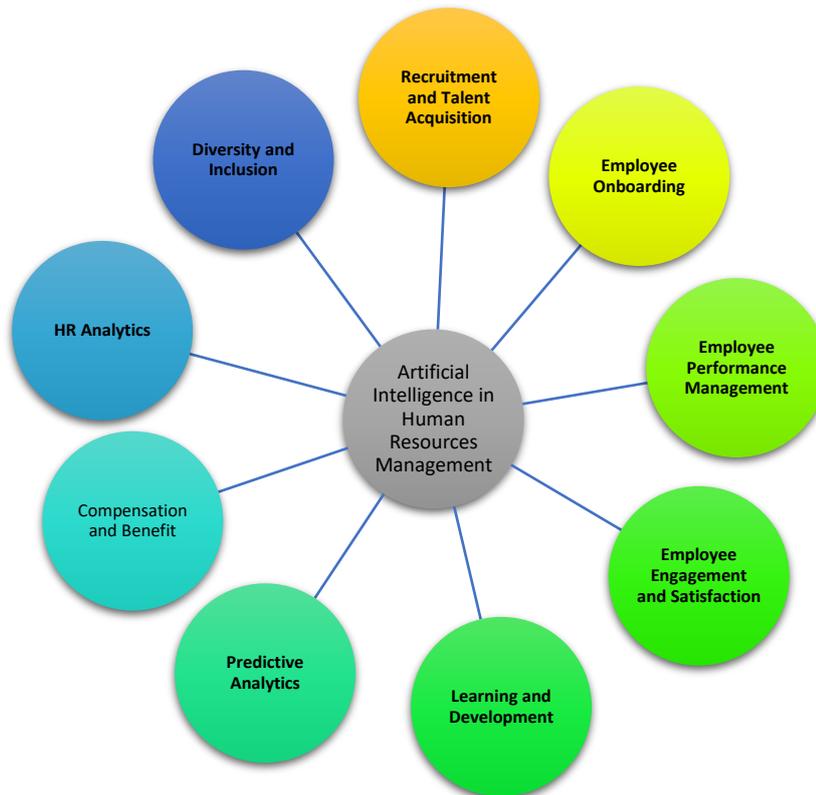
Figure 1HR1

- Recruitment and talent acquisition is a specialized and critical function for organizations looking to build cutting-edge like understanding your Needs, Building a Strong Employer Brand, Networking, and using AI in Recruitment. Collaborate with Universities, Diverse Hiring, Assess Problem-Solving and Critical Thinking, Retain and Develop Talent, Continuous Feedback and Adaptation. However, with a well-defined strategy and a commitment to creating an attractive environment for professionals, you can build a strong technical team to drive innovation and success within your organization.

- Employee Onboarding is the process of integrating new employees into an organization while incorporating new technologies and strategies an effective onboarding system should maintain personal interactions and support organizations that need to be mindful of data privacy and security when especially dealing with sensitive employee information.

- Employee Performance Management requires careful planning, data privacy considerations, and addressing potential concerns about transparency and trust. Employees need to understand how AI is being used and be assured that it is enhancing, not replacing, the role of human managers but enhancing their performance evaluations and development. Additionally, ethical considerations, such as data privacy and bias mitigation, must be considered to ensure a fair and effective system.

- Employee engagement and satisfaction is a rapidly evolving and demanding field for productivity, innovation, and retention their employee for ensuring success and creating a supportive work environment for professionals to thrive in this challenging field.

- Learning and Development in HR Artificial Intelligence plays a significant role in revolutionizing the way organizations train, upskill, and develop their employees and develop more efficient, personalized, and data-driven.

- HR analytics is a rapidly evolving field, and it has the potential to transform the way HR departments operate by providing data-driven insights that can lead to more effective talent management and organizational decision-making. However, it also raises important ethical and privacy considerations related to the use of employee data, which need to be carefully managed.

- In Compensation and Benefits it can help to maintain Salary Benchmarking and determine competitive salary ranges based on market data. Which can analyze employee preferences and needs to tailor benefits packages.

- **Perception towards the traditional cost incurred in Artificial Intelligence**. In traditional recruitment methods. This might include job postings, advertising, physical office space, and paper, printing, and personnel costs for manual screening. This may include software, hardware, training, and ongoing maintenance costs.

- This can involve gathering data on expenses, salaries, and time spent by HR personnel. Analyze the performance and longevity of employees hired through traditional methods. Determine if there were issues with skills or cultural fit. Factor in the potential legal and ethical risks and costs associated with using AI in recruitment, such as bias and discrimination concerns. Costs related to compliance and addressing these issues should be included.

3 Perceive Benefits and Challenges of AI in HR Practices

Artificial Intelligence has the potential to revolutionize Human Resources practices, offering numerous benefits as well as posing certain challenges. Here's an overview:

Benefits of AI in HR Practices:

- In the recruitment process a large number of resumes and applications are much faster than human recruiters, identifying qualified candidates more efficiently. This speeds up the hiring process and reduces the time-to-fill positions.
- During the recruitment process, providing timely feedback and personalized communication enhances the overall candidate experience focusing solely on relevant qualifications, skills, and experience. This can lead to a fairer and more diverse workforce and can help minimize unconscious bias in recruitment
- For better decision-making HR professionals make data-backed decisions related to employee performance, engagement, turnover, and other crucial HR metrics to identify patterns and factors that impact employee engagement and satisfaction. This allows HR teams to implement strategies to improve retention and boost overall employee morale.
- It helps to identify skill gaps and recommend personalized learning paths for employees, promoting continuous learning and development within the organization.
- On large amounts of Data privacy and security sensitive employee data. Ensuring the security of data is crucial to prevent potential breaches and maintain trust within the organization.

Bias and fairness concerns

- It can also inadvertently reinforce biases present in historical data. Careful monitoring and continuous improvement are necessary to avoid perpetuating discriminatory practices.
- Employees may prefer human interaction in certain HR processes, such as discussing sensitive issues or receiving emotional support during challenging times which shows a lack of human touch.
- Small and medium-sized businesses may find it financially challenging that HR practices require significant investment in technology, training, and integration with existing systems.
- HR professionals may resist the adoption of AI due to concerns about job displacement, job role changes, or fears about technology taking over human decision-making entirely.
- HR requires vast amounts of data Privacy and protection including sensitive personal information about employees. Ensuring the proper protection and secure handling of this data is crucial to maintaining employee trust and complying with data protection regulations.
- AI algorithms are only as good as the data they are trained on. If the training data contains biases or reflects historical discrimination, the AI systems can perpetuate those biases, leading to unfair hiring decisions and existing inequalities.
- HR departments must comply with various labor laws and regulations when making hiring, promotion, and termination decisions. Employing AI in HR processes may require organizations to navigate new legal and ethical challenges.

- Cost and scalability for smaller organizations. Ensuring that the AI solutions are scalable and cost-effective is essential for long-term sustainability.

HR practices with careful planning, ethical considerations, and ongoing evaluation and improvement. Transparency, inclusivity, and a human-centric approach are essential to harnessing the full potential of AI in HR.

Conclusion

- In HRM Artificial intelligence has significant implications for both organizations and employees. It is a boon for humans because it will make the work much easier and develop the mental abilities of humans, while it can offer numerous benefits, it also poses potential challenges that need careful consideration. This involves addressing concerns about bias, transparency, privacy, and employee trust. Collaboration between HR professionals, data scientists, and IT experts is vital for successful integration in HRM processes. By leveraging AI effectively, organizations can enhance HR efficiency, employee experience, and overall organizational performance, as well as the traditional recruitment methods Artificial intelligence can help us to make more informed decisions about which approach is more cost-effective for your organization.

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