

# The Impact of Artificial Intelligence on Human Resource Practice

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## Abstract

Artificial Intelligence (AI) is changing Human Resource (HR) practices in the digital age. From hiring to employee engagement and performance evaluation, AI tools and platforms help HR departments become more strategic and efficient. This paper examines how AI is reshaping traditional HR models by improving personalization, trust, and operational efficiency. Through surveys and a literature review, the study explores the role of AI-powered influencers in HR, evaluates ethical concerns regarding AI use in HR, and identifies factors that determine AI credibility and influence. The findings suggest that AI's effectiveness in HR largely relies on perceived authenticity, transparency, and employee relatability. The research concludes with practical tips for integrating AI into HR strategies responsibly.

## 1. Introduction

The rapid move to digital business functions has changed the HR landscape. AI technologies like chatbots, machine learning platforms, and HR analytics dashboards make smarter hiring, real-time employee feedback, and better performance management possible. As employees increasingly expect personalized and genuine interaction from their organizations, AI has become a major tool to meet these needs. AI-powered influencers have specifically transformed HR communication by building trust and transparency.

These AIs not only change how HR departments operate but also affect employee behaviors and decisions. By using AI tools for tasks such as candidate screening, onboarding, and career development, HR professionals can offer more personalized, efficient, and data-driven employee experiences. However, despite their benefits, AI applications raise ethical questions about data privacy, fairness, and bias in decision-making.

## 2. Literature Review

### 2.1 AI in Modern HR Practices

AI in HR automates routine tasks like resume screening, interview scheduling, and employee onboarding. Tools such as predictive analytics and natural language processing allow HR professionals to make data-driven choices, improve diversity hiring, and reduce unconscious bias. Chatbots handle common employee questions, and algorithms track performance metrics to pinpoint training needs. AI's ability to predict also helps forecast attrition and plan for succession.

### 2.2 Role of AI-powered Influencers

AIs act as digital representatives who promote HR processes and values. Unlike traditional celebrity endorsements, AIs offer relatability and accessibility. Their appeal comes from authenticity and two-way engagement, making them influential in building employee trust and behavior. In HR, AIs often direct employees through self-learning portals, highlight best practices in workplace behavior, and boost morale through interactive content.

### 2.3 Digital HR and eWOM

Electronic Word of Mouth (eWOM) on social platforms allows employees to share and receive feedback instantly. AIs play a vital role in this process by creating trustworthy content that resonates with audiences. Studies show that peer recommendations on AI-powered platforms affect HR software adoption and training involvement. AIs help establish a decentralized HR communication model based on trust, transparency, and quick feedback.

### 2.4 Ethical Considerations

Major concerns include the transparency of AI-generated content, the authenticity of shared insights, and the extent of commercial influence. The literature highlights the need for ethical AI use and clearer disclosure standards to maintain employee trust.

Organizations must ensure that AI systems are explainable, fair, and inclusive. Ethical frameworks, like those proposed by the IEEE and WHO, suggest practices for algorithmic transparency and accountability.

### 2.5 Research Objectives

- To analyze how AI-powered influencers shape employee perceptions.
- To assess how AI credibility affects employee decisions.
- To examine ethical challenges in AI integration within HR.
- To recommend best practices for effective AI use in HR strategies.

## 3. Research Design and Methodology

This research adopts a descriptive approach, combining survey responses with existing studies. We distributed a set of structured questions to a sample of 36 participants from Dehradun, including students and working professionals who use AI-powered HR platforms.

Sampling Method: Convenience sampling

Tools Used: Google Forms (for data collection), MS Excel (for data analysis)

We collected primary data through surveys focused on employee views on AI trustworthiness, digital HR value, and AI recommendation influence. The questionnaire included both closed and open-ended questions, providing a mix of numerical data and personal opinions.

Secondary data comprised academic journals, industry reports, and HR whitepapers related to AI in HR. This data provided a theoretical basis for understanding AI's operational, psychological, and ethical implications.

We ensured ethical clearance by obtaining informed consent and anonymizing responses.

## 4. Data Analysis and Interpretation

- Gender: 84.3% of participants were female, and 15.7% were male.
- Age Group: Most (47.1%) were in the 21-35 age range.
- Digital vs. Traditional HR: 90.2% preferred digital HR; only 39.2% favored traditional HR.
- AI Platform Usage: 82.4% used AI-powered platforms often.
- Source of Information: 78.4% considered AIs trustworthy for credible HR process information.
- AI Impact on Decisions: 78.4% reported buying HR-related products based on AI recommendations.
- Trust in AIs: 70.6% saw AIs as credible and reliable.

- Open-ended responses showed that users find AIs relatable and helpful in understanding real-world HR applications. Respondents noted AI recommendations' practicality in identifying skill gaps, selecting HR software, and preparing for job interviews. However, some participants expressed concern about over-relying on AI and emphasized the need for human oversight.
- Sentiment analysis indicated high engagement with AIs viewed as honest and authentic. Sponsored content, when disclosed as such, received generally favorable responses. However, undisclosed promotions caused distrust.

## 5. Findings and Discussion

Respondents clearly prefer digital HR and AI engagement over traditional methods. AIs were valued for their honesty, relatability, and ability to simplify HR decisions. Most participants indicated that partnering with AIs increased visibility and employee engagement for HR departments.

AIs also act as virtual HR consultants, bridging the gap between HR departments and employees by providing timely, relatable, and clear information. For instance, HR tools reviewed by AIs experienced higher adoption rates due to perceived peer validation.

Challenges persist:

- Awareness Gaps: Some users were unclear about AI's role in HR.
- Misinformation: Misleading AI content impacted employee trust.
- Ethical Issues: Concerns arose about paid promotions lacking disclosure.

Organizations must address these challenges through education, transparency, and effective governance frameworks.

## 6. Conclusion and Recommendations

### 6.1 Conclusion

AI is transforming HR practices through automation, personalization, and trust-building. The credibility and authenticity of AIs are crucial in shaping employee perceptions. While the benefits are evident, organizations must confront the ethical risks and transparency issues associated with AI communications. The findings stress that AIs should be integrated as collaborative partners rather than replacements for human judgment.

### 6.2 Recommendations

HR departments should collaborate with credible AIs that reflect company values. Transparency in AI-sponsored content is essential.

AIs should receive training in ethical communication and HR compliance. Organizations should collect regular employee feedback to enhance AI strategies.

Future research should examine sector-specific AI-HR integrations, such as in construction, IT, and healthcare.

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