

Impact of Artificial Intelligence Technology on HR Practices in Indian IT Companies

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ABSTRACT

Artificial Intelligence is an emerging technology that enables machines to think, understand, and perform tasks previously carried out by humans. Artificial intelligence is serving IT companies to make better, faster decisions. AI technologies provide substantial potential to advance functions in Human Resource Management. With using AI technology, organizations are able to improve existing performance and day to day functions.

This research paper is descriptive in nature. The researcher used secondary data collected from research papers, publications, websites, and HR blogs, etc. The main objective of this study is examining the role of artificial intelligence in the HR department, understanding the challenge in the HRM department and also to investigate the effect of Artificial Intelligence (AI) on Human Resources (HR) practices in Indian IT Companies. The research study has concluded that the role of AI is larger into various functions carried out in the human resource department whereby robotics companies can handle all HR operations, analyzing the data, collecting the data, reducing workload at the workplace and improving workplace efficiency.

Keywords: artificial intelligence, machine language, human resource management

I. INTRODUCTION

The development of technology and its rapid progression have brought a fantastic revolution in the industries, and organizations are now adapting to the digital era. The third revolution began in the year of 1970s personal computers and the internet entered into working life, and human labour was replaced by machines. Nowadays digital technologies like machine language (ML) and artificial intelligence (AI) both are entering into day to day working at the workplace and which will lead transformation in business. "Artificial Intelligence (AI) outlined as an ideal intelligent machine that is a bendable agent that comprehend its environment and takes actions that maximize its chance of success at some cognitive content. Artificial Intelligence was coined for the first time in world in 1956. Artificial intelligence is helpful in various business functions where it can help to reduce the workload and work pressure on the employees at the workplace. Rapid changes in business need fast response. With using AI systems, organizations are able to inform the existing performance and day to day function. In this research paper, AI has been increasing, though managers understood the significance of artificial intelligence at the workplace. Nowadays artificial intelligence has entered into the overall system of an organization and one of the areas is the human resource department where by using an AI system human replaced the human and all functions in the human resource department is carried out like candidate screening, recruitment, alignment of human resource activities and performance management.

II. REVIEW OF LITERATURE

The research author (Duchessi, O'Keefe, & O'Leary, 1993) in the research article discussed that artificial intelligence and digital technology has an impact on the ownership and responsibility for decision making, cost reduction and enhanced service, personnel shifts and downsizing, and has impact on organizational structure, workforce management.

Literature Review (Kapoor, 2010) Researcher has examined the role of business intelligence and its use for human resource management. A researcher investigated the directive business intelligence marketer to look into the business intelligence and data Analytics features incorporated in human resource management stream.

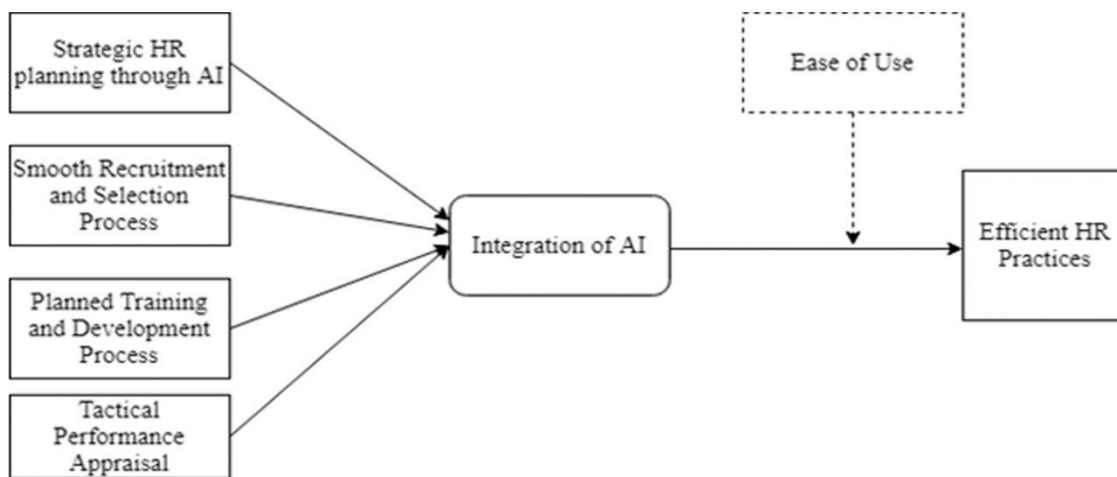
Jain (2018), in his research paper identified the theatrical role of artificial intelligence in human resource management. The researcher has quoted that most of the companies have been adopting modern technology in various HR processes like recruitment process, performance appraisal process, and cloud-based HR systems.

Dirican, (2015), in his research paper title on “The Impact of Robotics, Artificial Intelligence on Business and Economics” has studied that use of Robotics and Artificial intelligence in business may have neutral impact on the whole functions of an organization like production, operations management, performance management, sale management, strategic planning, customer relationship management, banking system.

(Buzko, et al., 2016) In paper title, Artificial Intelligence technologies in human resource development. The researchers ponder on the hurdles of AI technologies in the human resource area where authors noted that AI is not able to identify the effectiveness of training costs. In the research paper authors noted that artificial intelligence technologies facilitate the prompt analysis of data by humans.

(R & D, 2018) In this research paper title on “Recruitment through artificial intelligence: A Conceptual Study”. The researchers have narrated the role of AI in recruitment where artificial intelligence plays an integral role in the recruitment process. Artificial Intelligence helps in screening the applicants, machine generated messages to candidates, employee’s relations, scheduling the interviews and other functions in HRM.

(Jarrahi, 2018) In his research paper title, Artificial Intelligence and the Future of work: Human- AI Symbiosis in Organizational Decision Making. The research papers talked about the usefulness of AI for humans. Artificial intelligence has been supporting decision making, dealing with uncertainty, and especially equality of decision-making in an organization. Still in an industry the role of humans is essential and technologies have to depend on humans when subconscious decisions are essential to evaluate and facilitate the outcomes of decisions.



Proposed Conceptual framework

III. RESEARCH OBJECTIVES

To study and understand the concept of Artificial Intelligence.

To investigate the effect of Artificial Intelligence (AI) on Human Resources (HR) practices in Indian IT Companies.

To acquiring benefits & Challenges of Artificial Intelligence in Human Resource Management.

IV. RESEARCH METHODOLOGY

The research study is using the descriptive research design. In the research study the researcher has used secondary data. The secondary data has been collected from various national and international research papers, text books, published materials, online websites, HR blogs, and survey reports published by various research organizations.

Managing Organizational Resistance to Change

Organizational resistance and change management are two major obstacles to the use of artificial technology in human resource management (HRM) procedures. There may be resistance and hesitation among workers and stakeholders when introducing AI systems since doing so often necessitates a change in procedures, roles, and responsibilities. Organizational leaders must address employee fears and misunderstandings, properly convey the advantages of adopting AI, and include workers in the decision-making process. To enable seamless transitions and lessen resistance to change, change management measures should be put into place, such as training courses, seminars, and open lines of communication.

Legal and Ethical Aspects of AI Adoption

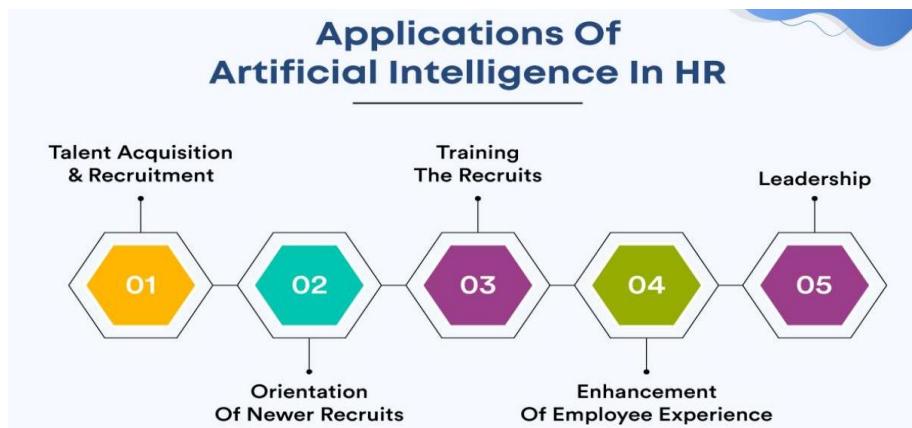
Organizations must manage the ethical and legal implications of the implementation of artificial technology in HRM. If not properly created and controlled, AI systems may unintentionally perpetuate prejudices, promote discrimination, or infringe privacy rights. Organizations must make sure AI systems are responsible, transparent, and fair. This entails developing explainable AI methodology, setting up clear rules and norms for data handling, permission management, and data protection, as well as routinely monitoring and analyzing AI algorithms to detect and resolve biases. The legal and regulatory frameworks governing employment laws, anti-discrimination laws, and data protection requirements must also be followed by enterprises. To enable responsible AI adoption in HRM, ethical and legal issues should be included into the design and deployment of AI systems.

Ensuring Accountability and Transparency

When using artificial technology in HRM procedures, transparency and accountability are crucial. Employees and stakeholders must comprehend how AI systems operate, how choices are made, and how insights and suggestions created by AI are put to use. By clearly communicating the goal, constraints, and advantages of adopting AI, organizations should promote transparency in the implementation of AI systems. To sustain trust and engagement, employees should have the chance to query, confront, and comprehend AI-driven processes. Accountability systems need to be in place in order to address concerns and remedy any biases or faults that could appear in AI systems. AI algorithms should be regularly monitored and assessed, and feedback mechanisms should be set up to enable staff to provide suggestions and voice concerns.



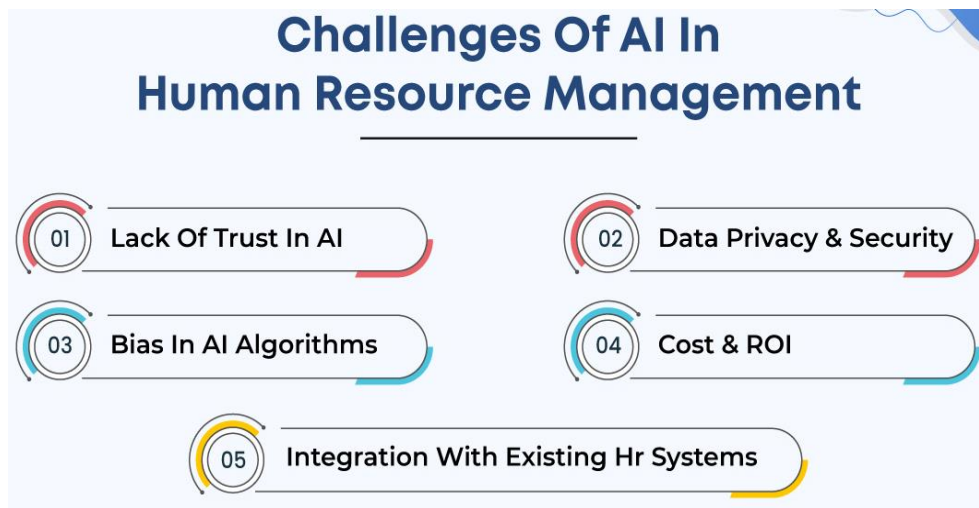
As a result, the use of artificial technology in HRM practices raises issues with organizational opposition, change management, moral and legal issues, and assuring accountability and transparency. Organizations may take use of AI's advantages in HRM while preserving fairness, privacy, and adherence to moral and legal norms by proactively addressing these difficulties and putting in place the necessary methods and safeguards.



V. BENEFITS OF AI IN HR PRACTICES

- Faster Recruitment process
- Reduces employee attrition
- Customized on boarding
- Automation of human resource tasks
- Effective training

VI. CHALLENGES OF AI IN HR PRACTICES



VII. CONCLUSION

In this research study, we observed and conclude that the young mind working professionals perceives that leverage AI into HR amorphous shape shall enable the ability of the Human Resources arena. It believes that AI is not going to replace the HR functions have also undergone various changes with the usage of AI and their capabilities that will lead to a collaborative environment. To enhance the speed and for routine work most of the industries adopting modern technologies such as Machine Learning (ML) and Artificial Intelligence(AI). Flutter in HR have started to inception due to business need and other powerful factors. This research study and perspectives of present workforce makes it clear that Artificial Intelligence is future of HR. The implementation of AI, mainly in terms of cost savings and enhanced budget management, as well as increased efficiency in HR processes, appears to be associated with positive outcomes.

In recent study, KPMG report talked about HR professionals are not fitted out to expression forthcoming by 2025. This study comes as caution for HR professionals to tie your belts and gear your skills and welcome artificial intelligence to take your positions in Indian IT Companies. After we have observed many areas, we propose to that further analytical studies can be undertaken to see the implementation of AI and the challenges that HR professionals. In this study, various challenges to the implementation of Artificial Intelligence in Human Resources Management practices have been discussed, also certain solutions and their practical implementations are presented.

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