IS ARTIFICIAL INTELLIGENCE –THE NEXT BIG THING IN HR ?

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ABSTRACT

As technology continues to move at a breakneck pace and the world has become a global village, and everyone is connected with each other through internet. AI helps the systems to think and act like rational human beings so as to gain the benefits of performing the work at a faster pace with less computational errors and less fatigue. Artificial Intelligence in HR helps in understanding the cognitive science and cognitive behavior modeling. Fast paced digitization and AI helps in integrating different systems and can provide unified platform that can support full range of HR function starting from recruitment, selection, training, development, compensation and performance management. Periodical training, learning and development programs should be conducted at all levels of organization to impart digital skill set to the employees so as make processes more efficient, less time consuming and more productive.

*Keywords***:** *Artificial Intelligence, HR*

I. INTRODUCTION OF ARTIFICIAL INTELLIGENCE

As technology continues to move at a breakneck pace and the world has become a global village, and everyone is connected with each other through internet. Corporate are expecting that global population is expected to reach 10 billion by 2050 and therefore they are expanding their geographic markets through collective learning. They are trying to develop the agility to evolve and innovate to gain a competitive edge over competitors. Every type of industry whether it is service or manufacturing are focusing on performing the processes exponentially at a faster rate by adopting latest technological advancements like Artificial Intelligence which can mimic, think, plan and perform in the same ways as the human brain. [1]

Artificial Intelligence can be defined as the art of creating machines that perform functions that require intelligence when performed by people" (Kurzweil,1990). The branch of computer science that is concerned with the automation of intelligent behavior." (Luger and Stublefield, 1993) [2]

AI helps the systems to think and act like rational human beings so as to gain the benefits of performing the work at a faster pace with less computational errors and less fatigue. Because of the growing demand of digital skills, the companies are taking various digital training initiatives to impart digital skills, conduct different digital learning exercises and develop creative digital tools to reduce the digital skill gap. [3]

HR managers play an instrumental role in developing digital skills, digital maturity and digital transformation capability and competencies in the organization. HR has occupied a central stage in organization.

Artificial Intelligence in HR helps in understanding the cognitive science and cognitive behavior modeling. AI in HR involves an effective analysis of past, present and future events. Study of past events is known as

Reporting, study of present events is known as Analysis and study of future events or expectations is known as Predictive Analysis. Study of all the three will lead to effective planning and forecasting of different HR activities in order to achieve overall organization objectives. [17]

II. ADVANTAGES OF USING ARTIFICIAL INTELLIGENCE IN HR [4] [18]

Nowadays, Organizations are spending huge amount of time and money in developing innovative strategies and technologically proficient skill based workforce that can handle Artificial Intelligence in organization. Human Resources should have the capability to intelligently integrate different technologies like computer science, mathematics, complex programming and other complex sciences in making various employee based decisions.

Artificial Intelligence is proving to be a "game changer" to revolutionize both manufacturing and service industry. Artificial Human Intelligence can process high amount of data with greater level of accuracy in less time by following HR statistical models in employee based decision making. Cognitive computing is used in many artificial intelligence (AI) applications, including expert systems, natural language programming, neural networks, robotics and virtual reality. Cognitive Computing helps in modeling human intelligence by simulating human thought processes in a computerized model. Cognitive computing systems use machine learning algorithms that acquire knowledge from data fed into them by data mining. These intelligent systems involves self learning models, pattern recognition and natural language processing that are capable of anticipating problems and modeling possible solutions by mimicking the way human brain works. Because of the benefits of cost effectiveness and reduction in the chances of error in different cognitive decisions, application of AI in corporate sector is growing at an exponential scale. Artificial Intelligence is meeting Emotional Intelligence. Different robots are using automated reasoning, learning, complex programming and perception abilities that can recognize the other person's emotions and feelings. They will provide emotionally intelligent information to guide, think, behave and manage emotions according to the changing environment. They develop the smart abilities to do laborious work with less efforts and with greater accountability. Repetitive monotonous jobs can be best carried out by these intelligent machines. These intelligent machines perform multi tasking skillfully thereby finish the different tasks in less time. With the computers starting thinking, organizations are taking the help of these Digital Assistants who can actually interact with the users rationally and logically. [9]

III. ROLE OF ARTIFICIAL INTELLIGENCE IN DIFFERENT HR FUNCTIONS [5] [6]

By leveraging the use of number of AI tools, the company can engage the candidate more effectively both before and after they enter the organization . Fast paced digitization helps in integrating different systems and can provide unified platform that can support full range of HR function starting from recruitment, selection, training, development, compensation and performance management.

Recruitment & Talent Engagement: HR professionals can make use of different AI technology and tools, to get real time feedback and information from the candidates through an interface where they can quickly answer the common queries of the candidates in real time . This will help in creating a better corporate image of the company in the corporate place. These real time interactive sessions will enable the candidates to get cognitively and emotionally connected with the organization and with their job roles. Which may not have been possible only through automated emails. In today's vibrant economic environment where employee's productivity is the

most important element for an organization's success, it's important to acquire, manage and engage the talented employees in an organization in a valuable way. Therefore, AI allows you to maintain a data base of candidates who apply for the different roles, which can be used to re-engage the candidates whenever in need. The technology helps in eliminating traditional silos and allows to work across functions in order to achieve better ROI.

Career Development & Training Activities: Once the employee is acquainted with the company culture, processes and policies. It is essential to provide an ongoing career development opportunities so as to keep the employees motivated. AI tools helps in developing Customized Career development, training, learning and development plans that will help in improvement in employee productivity, less absenteeism, improvement in job satisfaction, lower employee turnover, higher returns to shareholders and lower stress.

When the employee is engaged at the organizational level, it focuses on aligning the organizational values to HR strategy so as to develop intellectual awareness to effectively achieve not only HR goals but overall organizational goals and objectives holistically. Virtual Reality, use of robots, machine learning and predictive analysis will fundamentally alter the foundation of success for organizations

Improved Employee Relations through better HRIS systems: Ever increasing competencies gap, undecided demographic factors, cross-generational and culturally diverse employees and the leadership gaps are affecting the different HR activities and functions. These gaps can be effectively reduced when AI tools in the form of chat, emails, or virtual meeting room, software's, metrics, etc is used to extend emotional synergy between teams. AI uses information gathering, processing and analysis tools – that helps in better investigation of different complaints and requests. For effective information gathering it is important to have a team of supportive leaders and mentors with good listening and communication skills.

IV. CHALLENGES OF ARTIFICIAL INTELLIGENCE IN HR [7]

Organizations are trying to have more lucrative HR strategies, especially for their key employees, to avoid attrition in different industrial sectors. Sometimes it is difficult for the people to adopt and learn different AI tools and techniques proficiently. This may create a hurdle in achieving the organizational goals.

The corporate environment is marked by complexity, volatility and uncertainty. Digital era offers many opportunities for HR. However, HR managers should have a robust grasp over its limitations as well. With the AI technology, employees must be given periodic training and development on digital skills. HR monitoring and control of Artificially Intelligent Human systems is essential. There are certain human phrases, signals and language that can only be understood by people. Creativity, empathy, teamwork and the ability to work with AI systems can assure achieving a healthier environment in the organization.

V. CONCLUSION

In the highly competitive global market, there is a tremendous growth in the industrial sector. This is making way for many multinational companies to adopt technologically innovative processes in the organization that can help in increasing the productivity and overall employee satisfaction. Artificially Intelligent Human resource systems will help in thinking, behaving and predicting the same way as human brain works. This will in turn make the overall processes more efficient, less time consuming and more accurate result giving

processes. For this Periodical training, learning and development programs should be conducted at all levels of organization to impart digital skill set to the employees. However, monitoring and controlling of Artificially Intelligent Human systems is very essential. Creativity and empathy are certain issues that only humans can bring to the organization.

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