

Analyzing the Perspectives of HR Staff Members Regarding the Integration of AI Into HR Operations at the Wise Kinfra Park in Palakkad

Dr. M. Dhanabhakym¹ and Sandra S Nair²
Professor and Former Dean, Department of Commerce¹
PhD Research Scholar, Department of Commerce²
Bharathiar University, Coimbatore, India

Abstract: Artificial intelligence (AI) technologies are developing at a rapid pace, which has profound effects on many industries, including human resources (HR). AI is being used by businesses more and more to automate HR processes like hiring, employee engagement, performance management, and data analytics, therefore it's important to know how HR staff members feel about this change in technology. The purpose of this study is to investigate the attitudes, convictions, and worries of HR staff members about the integration of AI into their day-to-day work. The research aims to identify possible advantages, difficulties, and the willingness of HR professionals to include AI into their workflows by looking at their perceptions. It follows a descriptive research design. Data were collected from 95 respondents who were working in the HR department in WISE KINFRAPark, Palakkad. A self-constructed questionnaire was used for gathering data from respondents. Mean score analysis was applied to study the perception of HR employees towards AI application and the problems faced by the employees with regards to application of AI in HR activities. Secondary data were collected from journals, websites etc. The study reached at a conclusion that the HR are employees are having a positive perception towards the application of AI in HR activities even though they are facing some challenges in working with AI

Keywords: Artificial Intelligence, Perception of HR employees, Problems with AI, Application in HR activities.