Integration of Artificial Intelligence in Strategic Human Resource Practices for Developing Organizational Performance

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Abstract: *Strategic human resource management practices focus on coordinating different activities in the organization. The digital revolution has transformed nearly every sector globally, and strategic human resource management (SHRM) is no exception. This led to the integration of human resource practices and their implications with Artificial intelligence. This study examines the integration of strategic human resource management practices and how it contributes to the organization's development as a whole. The research mainly focuses on how the integration of artificial intelligence and its implications can contribute to the organization. A quantitative research approach is adopted, utilizing a structured questionnaire administered to professionals across various sectors. Data will be analyzed using Structural Equation Modeling (SEM) to test the proposed mediation model. The findings are expected to contribute valuable insights into the transformative role of artificial intelligence. This study offers strategies for Human resource professionals aiming for better implications in the Human resource department.*

Keywords: Strategic Human Resource Management (SHRM), Artificial Intelligence (AI), Organizational Development, Human Resource Practices and Digital Revolution