

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

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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 KINFRA Park, 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.

I. INTRODUCTION

One of the most revolutionary technologies of the current period is artificial intelligence (AI), which is drastically changing the way people work, live, and interact with the outside world. Artificial intelligence (AI) is the replication of human intellect in computers that have been designed to think, learn, and make judgments. This mimics cognitive processes like decision-making and problem-solving. Artificial Intelligence has many uses in a wide range of areas, including healthcare, banking, education, and entertainment. These applications range from sophisticated algorithms powering autonomous vehicles to virtual assistants like Siri and Alexa. AI offers previously unheard-of breakthroughs and efficiency as it develops, but it also raises significant ethical and societal questions about how it may affect security, privacy, and employment.

Artificial intelligence (AI) in HR is seen with mixed feelings by HR professionals, who express both hope and anxiety. Many human resources professionals are aware of how artificial intelligence (AI) can improve productivity by mechanizing monotonous processes like interview scheduling and resume screening. This frees up HR professionals to concentrate on more strategic and human-centered duties. Additionally, they view AI as a potent instrument for data-driven decision-making, providing insights that can enhance employee engagement and talent management. Nonetheless, concerns exist over the precision and impartiality of AI-powered procedures, especially in domains such as hiring, where prejudices may unintentionally become more pronounced. Furthermore, some HR professionals worry that AI may displace specific HR positions, creating employment instability. Thus, while excitement surrounds AI's potential to revolutionize the workforce, ethical standards, openness, and training are also critical to guaranteeing that AI is applied in a way that enhances and supports the human workforce.

Artificial Intelligence (AI) is transforming HR operations through the automation and improvement of multiple HR-related tasks. AI-enabled tools can expedite the hiring process by effectively vetting resumes, evaluating potential candidates, and setting up interviews, saving a great deal of time and effort for HR staff. In the context of employee management, AI can analyse large volumes of data to provide insights into employee performance, engagement, and retention, facilitating more informed and proactive decision-making. AI-powered chatbots and virtual assistants can also handle routine HR inquiries, such as benefits information and policy clarification, providing employees with round-the-clock assistance. AI-powered tools can also improve learning and development programs by effectively screening resumes, conducting initial candidate assessments, and scheduling interviews. AI benefits HR departments by boosting output, enhancing accuracy, and providing a more tailored and responsive experience for workers.

AI Tools Used in HR activities

1. Natural Language Processing

A subfield of artificial intelligence called Natural Language Processing, or NLP, is concerned with how computers and human language interact. NLP is used extensively in HR to create chatbots and virtual assistants that can respond to standard employee inquiries on leave balances, corporate policies, and benefits. Natural language processing (NLP) assists in automating the preliminary screening of job applications by examining and comprehending the language used in emails, resumes, and other documents. This guarantees a more uniform and objective assessment of applicants while also expediting the hiring process. Additionally, HR teams can utilize natural language processing (NLP) to analyse employee input from performance reviews and surveys in order to assess employee attitude and pinpoint areas in need of development.

2. Machine Learning

Algorithms that are trained to learn from data and generate predictions or judgments without explicit programming are known as Machine Learning (ML) algorithms. By examining trends in past data, including employee engagement levels, performance indicators, and tenure, machine learning (ML) can be used in HR to forecast employee turnover. HR specialists may proactively address problems that could cause turnover because of these predictive capabilities. By suggesting courses and resources based on individual learning preferences and historical performance, machine learning algorithms can help tailor staff training and development programs. Furthermore, by more precisely matching applicants to job opportunities based on criteria like skills, experience, and cultural fit, machine learning (ML) improves the hiring process.

3. Robotic Process Automation

Software robots are used in Robotic Process Automation (RPA) to automate repetitive and rule-based processes. RPA in HR helps expedite administrative tasks including onboarding new hires, processing payroll, and compliance reporting. RPA, for instance, can create employment contracts, update personnel records automatically, and make sure all required documentation is completed quickly. RPA frees up HR workers to concentrate on more important responsibilities like employee engagement and talent management by taking care of these repetitive jobs. Using RPA in HR not only boosts productivity but also lowers the possibility of processing and data entry errors.

4. Predictive Analytics

Predictive analytics examines past data and projects future events using statistical methods and machine learning algorithms. Predictive analytics in HR can assist in identifying prospective high-performing workers and those who are likely to leave the company. HR specialists can create focused retention strategies and succession plans by examining variables such career advancement, attendance records, and performance appraisals. Additionally, predictive analytics is essential to workforce planning because it enables companies to project future employment requirements based on patterns in employee churn and business growth. HR teams can successfully integrate their strategy with organizational goals by taking a proactive approach.

5. Employee Engagement Platforms

Sentiment analysis, machine learning, and natural language processing are used by AI-powered employee engagement solutions to track and improve worker productivity. Real-time insights into employee engagement and morale can be obtained via these systems through the analysis of social media activity, employee interactions, and feedback. These tools give HR professionals the ability to spot patterns and trends, address problems before they get out of hand, and put positive work environment initiatives into action. Personalized communication and recognition programs can also be made easier by AI-driven engagement solutions, which will encourage an enthusiastic and appreciative culture inside the company.

II. REVIEW OF LITERATURE

Ginu George and Mary Rani Thomas (2019), in their paper titled “Integration of Artificial Intelligence in Human Resource” studies about the HR functions in which AI has been implemented, its benefits to the organizations, employees and HR professionals and the extent to which AI has been implemented in corporates. Since no primary research was done, the study mostly relied on secondary data. To find papers, a thorough search was done across a number of databases, including ProQuest, Google Scholar, and grey literature. Eventually, about 20 unpublished and 6 published pieces were gathered from various sources. The study also used an interview approach, focusing on HR experts employed by corporations, with the aid of standardized questions. The study collected original data from approximately 117 professionals in order to gain insight into the application of AI. This work, which is grounded in qualitative research, advances the theory development of HR and AI. The study's conclusions showed how AI has been incorporated into many HR tasks, improving their effectiveness and systematization. The report also emphasizes the different advantages that AI integration offers to organizations, HR departments, and employees. The results highlight the need for AI to be included into HR operations across all businesses.

Shivani Tiwari (2020) has conducted a study titled “Artificial Intelligence and its Role in Human Resource Management” with an aim to investigate the application of Artificial Intelligence (AI) in Human Resource Management (HRM) and examine the ways in which AI technologies might improve HR processes like talent management, training, and recruitment. Using primary and secondary data sources, the study uses a descriptive research design. A survey was administered to members of the HR Association's Romandes Section; out of the 541 respondents, 310 were considered eligible for study. To assess the data and find patterns and correlations regarding AI's influence on HR procedures, statistical techniques such as descriptive analysis and hypothesis testing (t-tests, Chi Square, and ANOVA) were applied. According to the findings, AI is being included into HRM procedures more and more, and a sizable percentage of respondents recognized that AI may improve decision-making and efficiency in hiring and staffing. There are advantages and disadvantages of using AI in human resource management. HR practitioners must be aware of the ethical ramifications and potential job displacement connected with automation, even while AI technologies have the potential to greatly improve HR functions and contribute to corporate success. In order to ensure that businesses can successfully navigate the changing landscape of workforce management, the author recommends for a balanced strategy that preserves the human aspect in HR practices while utilizing AI's capabilities.

The paper titled “An Empirical Study of Artificial Intelligence and its Impact on Human Resource Functions” by **Garima Bhardwaj, S.V. Singh and Vinay Kumar (2020)** discuss about the impact of AI on HR functions. Numerous fields have extensively explored the AI phenomenon. The usage of artificial intelligence and its effects on HRM as a result of technical advancements in the IT landscape are the main topics of this article. Currently, the majority of businesses are integrating AI into their functional areas to boost employee productivity. AI's role in HR begins with hiring and continues through employee performance reviews. The current study aims to investigate if innovativeness and usability in HR operations affect the relationship between artificial intelligence and human resource functions in the IT industry in Delhi/NCR. In the Delhi/NCR area, 115 HR professionals from various IT sectors participated in this survey. The hypothesis was tested using the multiple regression approach, which verified the positive association between these two factors and the idea that greater usage of AI in the workplace leads to improved HR functional performance. However, there is a strong correlation between AI and both simplicity of use and innovativeness, which suggests that AI influences HR through both of these factors. This research will provide insights into artificial intelligence, or Industry 4.0, a new industrial revolution.

Seema Bhakuni (2023) conducted a study titled “Application of Artificial Intelligence on Human Resource Management in the Information Technology Industry in India”. With an emphasis on hiring, training, performance review, and the opportunities and difficulties given by AI, the study attempts to investigate how AI is integrated into human resource management (HRM) in the Indian IT industry. The methodology used consists of a survey administered on a Likert scale to HR professionals working in IT businesses, with secondary data derived from publications and research articles added for context. The findings indicate that artificial intelligence (AI) technologies, like performance evaluation systems and job aggregator software, improve decision-making and efficiency in human resources operations. The results demonstrate the potential of AI to revolutionize conventional HR practices by showing a strong positive association between AI application and enhanced HR outcomes. In order to stay competitive, the conclusion highlights the need for HR professionals to adapt to AI technologies.

OBJECTIVES OF THE STUDY

- To analyse the perception of HR employees in WISE KINFRAPark with regards to application of Artificial Intelligence in HR activities.
- To understand the problems faced by the HR employees with the implementation of Artificial Intelligence in HR activities.

III. RESEARCH METHODOLOGY

This study focuses on the perception of HR employees to the application of Artificial Intelligence in HR activities in WISE KINFRAPark, Palakkad. It follows a descriptive research design. Data were collected from 95 respondents who were working in the HR department in WISE KINFRA Park. 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.

IV. ANALYSIS AND INTERPRETATION

1. Perception of HR employees towards application of AI in HR activities – Mean Score Analysis

Table-1 Mean Score Analysis of Perception to Artificial Intelligence

Sl. No	Statements	Score
1	I have a good understanding of artificial intelligence and its applications in HR.	3.8
2	I have received sufficient training on how to use AI technologies in HR processes.	4.1
3	I stay updated on the latest advancements in AI and their implications for HR.	4.0
4	Implementing AI in HR can help reduce operational costs.	4.1
5	Using AI in HR can enhance the decision-making process.	4.3
6	I believe that AI tools are easy to use and can be seamlessly incorporated into HR workflows.	4.5
7	AI can make the recruitment process more efficient and effective.	3.9
8	AI is an essential tool for the future of HR.	4.1
9	The benefits of using AI in HR outweigh the potential drawbacks.	4.9
Mean Score		4.18

Table – 1 depicts the results of mean score analysis of perception of HR employees towards the application of Artificial Intelligence in the HR activities on five-point scale. Nine statements were analysed in the five-point scale in order to measure the perception of the HR employees towards the application of Artificial Intelligence in HR activities. The mean score 4.18 revealed that the HR employees are having a positive perception towards the application of Artificial Intelligence in HR activities. Among the nine statements, “The benefits of using AI in HR outweigh the potential drawbacks” got the highest score (4.9). The statement “I have a good understanding of artificial intelligence and it’s applications in HR” has the lowest mean score (3.8).

2. Problems faced by HR employees with the application of AI in HR activities – Mean Score Analysis

Table – 2 Mean Score Analysis of Problems with Artificial Intelligence

Sl. No	Statements	Score
1	The AI tools we have implemented are not user-friendly and require extensive training to operate.	2.6
2	Integrating AI tools with our existing HR systems has been challenging and time-consuming.	3.7
3	There is resistance from HR staff in adapting to new AI technologies.	3.5
4	There are insufficient measures in place to protect sensitive HR data handled by AI.	2.9
5	There is a risk that AI-driven HR processes could lead to unfair treatment of employees.	2.7
6	There is inadequate training available for HR employees to effectively use AI tools.	3.5
7	HR staff do not fully understand how AI systems work, leading to misuse or ineffective application.	3.9
8	I am concerned that AI might make decisions that lack the human touch and ethical considerations.	4.0
9	HR employees feel that their roles are being diminished or replaced by AI technologies.	3.7
Mean Score		3.38

The above table shows the results of Mean Score Analysis of problems faced by HR employees with the application of Artificial Intelligence in HR activities. The overall score obtained for the analysis was 3.38 which means that the HR employees are facing problems with the application of AI in HR activities. The statement “I am concerned that AI might make decisions that lack the human touch and ethical considerations” have scored the highest score (4.0) which indicates that the major concern of HR employees is a scenario where AI might make unethical decisions. The statement “The AI tools we have implemented are not user-friendly and require extensive training to operate” has the lowest score (2.6).

V. CONCLUSION

The research aimed at analysing the Perception of HR employees towards application of Artificial Intelligence in HR activities in WISE KINFRA Park, Palakkad. The intention of the research was to analyse the perception of HR employees with regards to application of Artificial Intelligence in HR activities and also to understand the problems faced by the HR employees with the implementation of Artificial Intelligence in HR activities. The results show that, on average, HR professionals in the WISE KINFRA have a positive perception of AI (mean score of 4.18) indicating that they believe the benefits outweigh the potential drawbacks. However, there are concerns, particularly with regard to AI's potential to make decisions devoid of human judgment and ethical considerations, which scored the highest concern (4.0). Although the majority of employees recognize the benefits of AI, the relatively low score (3.8) on understanding AI and its applications emphasizes the need for improved training and awareness. Moreover, the issues related to user-friendliness and extensive training requirements, scoring the lowest (2.6), indicate that the ease of adopting AI tools remains a challenge. Thus, although HR professionals are hopeful about AI's ability to simplify HR processes, resolving issues with ethics, judgment, and usability is essential for a successful rollout.

VI. SUGGESTIONS

Based on the above findings, the researcher has put forward the following suggestions.

1. To increase HR staff members' comprehension of and confidence in applying AI technologies for HR tasks, organizations ought to fund AI training and development initiatives.
2. AI technologies should be made to be more intuitive and user-friendly in order to increase adoption and reduce the requirement for intensive training.
3. To make sure AI-assisted judgments uphold ethical standards and are consistent with human values, HR departments ought to create explicit ethical guidelines for AI use.

4. Feedback and evaluations should be carried out on a regular basis to find problems with AI tools and make sure they keep fulfilling the requirements of HR tasks.
5. Enhancing cooperation between AI specialists and HR specialists can assist in better customizing AI instruments to HR tasks and bridging the divide between technology and HR administration.
6. Prior to full implementation, smaller teams can conduct pilot testing of AI solutions to assist detect potential issues and enable a more efficient and successful wider rollout.

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