

Impact of Artificial Intelligence in Human Resource Management Practice in Manufacturing Industries

Ms. Swathi. K. Iyer¹ and Prof. Ravikiran T. N.²

Asst. Prof., Department of Commerce, Transcend Degree College, Yelchenahalli, Bangalore¹

Principal, Transcend Degree College, Yelchenahalli, Bangalore²

swathiiyer@gmail.com and ravikiranntn@gmail.com

Abstract: *In the present scenario, Artificial Intelligence is making a big impact in all the sectors and Human resource is one among them. Artificial Intelligence is showing a speedy growth in the present world. It performs the tasks that are difficult for human beings. The main aim of this Artificial Intelligence is to solve organizational problems, perform intellectual tasks in the organization like Decision making under uncertainty and risk, and understand Human Relations, Human Communications etc. The concept of Artificial Intelligence is developed to reduce human efforts and to run the organization in a smooth way. With the help of the AI business can concentrate on increasing the efficiency of the business and quality can be improvised. The advanced technology can definitely be helpful in HR sectors like recruitment, internal mobility, employee retention, Onboarding, and in administrative tasks.*

Keywords: Innovation, Efficiency, Administration, Growth, Productivity

I. INTRODUCTION

Artificial Intelligence refers to human imitation of human intelligence in machines which are programmed to think like human beings and stimulate their action. The purpose of Artificial Intelligence is to improve working conditions in an organization. In the past Artificial Intelligence was just the concept of science but most of the professionals do understand that adoption of technology in the working environment is necessary in all the departments of organization and Human Resource is one among them. Artificial Intelligence is a combination of computer science, psychology, mathematics, linguistics, and engineering. By implementing Artificial Intelligence we can save an immense amount of time.

II. LITERATURE REVIEW

John McCarthy first coined the term artificial intelligence in 1956 according to him Artificial Intelligence means, "The study is to proceed on the basis of the conjecture that every aspect of learning or any other feature of intelligence can in principle be so precisely described that a machine can be made to simulate it."

Merriam-Webster defines artificial intelligence this way:

A branch of computer science dealing with the simulation of intelligent behavior in computers.

The capability of a machine to imitate intelligent human behavior.

OBJECTIVE OF THE STUDY:

- To study the concept of artificial intelligence
- To study the role of Artificial Intelligence in Human resource sector in manufacturing industry
- To study the positive impact of artificial intelligence to accomplish business goal



- To study the challenges of artificial intelligence in human resource sector

III. RESEARCH METHODOLOGY

Secondary data has been collected from articles, research papers, published materials, e-journals, websites and survey reports from various organizations.

ROLE OF ARTIFICIAL INTELLIGENCE IN HR

In today's life organizations are heading digital revolution by implementing various machine level implications to simplify the work by using big data, artificial intelligence, cloud computing and robot process automation in human resource processes like recruitment, onboarding, interviewing the candidates and so on. In a research it was found out that 65% of people in the workplace would prefer bots than managers' for advice. The following are the role of artificial intelligence in human resource management;

Recruitment and Onboarding - To enhance the standard of recruitment process AI can be implemented in the organisation. AI can be used for both hiring and for designing job applications as well. AI can design job applications and invite the applicants to apply for the job and that software will streamline the required candidates for the appointment procedure. Based on this the recruiter can easily appoint the qualified applicants. The unqualified candidates details may be stored in the database and can be referred for future. This procedure reduces the administrative burden and enhances the efficiency.

Internal mobility - It is very important to understand the needs and wants of our employees. Using an AI organisation can boost the employee morale. By means of survey and feedback through technology organizations can understand the level of job satisfaction of employees. If the employees are dissatisfied company can find ways to boost morale

Retention of employees - Through the survey company can understand who are the potential employees and which employee is most likely to exit from the company After knowing this organisation can implement certain tactics to retain their potential employees by fulfilling their requirements in the organisation there by job turnover can be reduced.

Administrative work automation - With the help of technology the administration process can be done very quickly. Smart technology can automate the administrative work like, Job applicants screening, Background verification, Interview scheduling, Answering job applicants queries and so on. These technologies will reduce the time and efforts.

Automate employee queries - This will solve the employees problems as and when they need. It works 24/7 and is available to employees to resolve the queries in real time. It handles multiple employees together.

Make HR work easy - Employees need to know about their benefits from the company on a regular basis. For instance, Their balance, casual leave, monthly salary split-up, information about their accomplishments in the company and so on. For this work human intervention is needed and it will consume a lot of time. Thus AI can be used and reduce the work burden and more human intervention.

POSITIVE IMPACT OF ARTIFICIAL INTELLIGENCE TO ACCOMPLISH BUSINESS GOAL:

AI helps to utilize the available resources in the organisation to maximum extent

- It helps in multi - tasking and eases the work
- It operates 24/7 without any interruption
- It minimizes the error in decision making
- It helps in understanding the needs and wants of the employees in organisation
- It helps the organisation to retain the potential employees
- It helps to analyse the employee satisfaction rate
- It will minimize the bias behaviour in the organization



IV. CHALLENGES OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE SECTOR

Even though AI is having many advantages like efficiency, accuracy and so on. But there are people who consider that artificial intelligence cannot manage to become a continuing part of decision making. Several HR departments consider traditional methods over AI even though with lots of benefits because even the organisation needs to have the capacity to buy AI and it is highly impossible for the company to adapt to the new technology. Even though it is being purchased by the company, they might not know how to operate it or they might not have the technical team to utilize the new technology. The major challenge when it comes to AI based recruitment is that all the personal data being shared might be misused and AI don't have the knowledge of organisation tradition to follow during the process. Due to the implementation of AI in industries many human resources are losing their jobs which leads to unemployment. Hence with having advantages it is not free from challenges.

V. FINDINGS

Some of the professionals feel that having human intervention is important and will be easier to communicate without misunderstanding. By using AI, organizations can also explore more applications to make the work easier. AI will definitely going to make the life of human easier and make the work smoother and accurate for that organisation need to do research and implement the best possible in the organisation to make the work environment better

VI. CONCLUSION

Artificial intelligence eliminates most of the manual work and challenging tasks and makes the work easier. Implementing AI will help the HR team in taking unbiased decisions, and can have impactful actions, utilizing the available resources to maximum extent. It will save the time of organization people which they can implement on other important aspects of business. Other benefits of having AI in the organisation is that better decisions can be taken, less scope of errors, work will be done very smoothly without any interruption, handling complexities smoothly. Most of the researchers recommend implementing AI in industries for their betterment.

REFERENCES

- [1]. Jain, D. S. (2018, March). Human Resource Management and Artificial Intelligence. International Journal of Management and Social Sciences Research (IJMSSR), 7(3), 56-59.
- [2]. <https://journals.sagepub.com/doi/abs/10.1177/0008125619867910#:~:text=This%20article%20identifies%20of%20challenges.to%20management%20decisions%20via%20data%2D>
- [3]. [cmswire.com/digital-workplace/7-ways-artificial-intelligence-is-reinventing-human-resources/](https://www.cmswire.com/digital-workplace/7-ways-artificial-intelligence-is-reinventing-human-resources/)
- [4]. Lee Speetor, Evolution of Artificial intelligence, AI 170(2006), pp.1251-1253, www.sciencedirect.com
- [5]. International Journal of Engineering and Innovative Technology (IJEIT) Volume 4, Issue 10, April 2015
- [6]. <https://www.shrm.org/ResourcesAndTools/legal-and-compliance/employment-law/Pages/How-Can-Artificial-Intelligence-Work-for-HR.aspx>

