The New Gen: Artificial intelligence for HR functions, Benefits and Challenges

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Abstract
In today’s challenging world, the use of data has become vital in planning and functioning of a business operation. In strategic decisions for human resources, the data analytics plays a vital role in recruiting, selecting, training, development and motivating the human resource. Artificial intelligence (AI) is used to group, analyze and represent the data in a form that is easily accessible and understood and can be acted upon by the HR managers, — in other words, it acts like a tool which is trained to perform what a human can perform. With an advent of data in the HR area, AI has the capacity to provide a lot of opportunities and insights in HR areas. This key feature of artificial intelligence helps in predicting the future business opportunities in HR field. This enables the HR Personnel to become highly proactive and more strategic with planning and organizing. AI is a branch of computer science that uses machine learning algorithms that mimic cognitive functions; making machines more humanlike. AI is most attractive as it helps leverage intelligent machines, which enables HR managers to focus on the needs of candidates and employees. The important objective of this paper is to understand the role of AI in HR. It also gives insight on the techniques used in HR. This paper is based on conceptual study and for this purpose the information is gathered from various secondary sources and from various websites and books. Also various literatures are reviewed to understand the concept.

Key words: Artificial Intelligence, HR, Decision making.

Introduction
A new era has emerged. This “4th industrial revolution,” or “Business 4.0,” brings with it extremely innovative, incredibly powerful technologies, that have the potential to vary the approach work is completed. Advancements in rising technologies, from Robotic process Automation (RPA) and chatbots, to more sophisticated technologies like AI (AI) and machine learning, are giving way for gap up new business opportunities for different organizations –in
many cases, simply by streamlining processes and tasks previously performed manually by humans. AI automation offers various opportunities which enhances HR functions, such as enabling HR personnel’s towards self-service transactions, recruiting, selection and talent acquisition, payroll, reporting, access policies, programs and procedures. Human resource department have developed faith that, the arrival of AI in HR administration functions will benefit and enhance the overall employee productivity and experience at the workplace. This will provide more capacity, more time and budget, and more accurate information which will improve the process of decisive people management. Artificial intelligence is transforming the working environment. Human resource and human made machines are working closely together in networks, powered by an ever-growing amount of data in the cloud and the use of big data and artificial intelligence to determine and direct them. This advancement is beyond a wide range of disciplinary and organizational boundaries and requires a great shift in thinking about how to execute and operate. Being the most complicated, handcrafted and data-dependent business process, HR professionals must rethink its added value and license to operate. The judgment calls of the human skilled area unit, and always will be, decisive in people management. But AI will provide more time, capacity, budget, space and better information to do so. AI leads to development and advancement in various fields and industries like finance, healthcare, education, transportation, and more. Various HR bots used are Mya BOT, TARA BOT, OlaBOT, Esther BOT.

**Literature review**

Heena,(1997), Competence based model is an HR tool that helps the organisation to manage their manpower by effectively recruiting, planning and developing the candidates.

G Liddon, (2006) [10], described the competence model as a description of competency, Knowledge, Skills, Capabilities and Behaviors. These traits are essentials to successfully perform any job or functions. For hiring, selection, assessment, performance management, training and development and career development of its human resources, organizations can use a competence based system as a business strategy which will enhance the process.

Anjana Raviprolu , (2017),Role of Artificial Intelligence in Recruitment, Industry experts and professionals emphases on implementation of artificial intelligence at workplace will ease the work of recruiters and hiring managers in real time. AI will redefine the entire process of recruitment in the future and will pave way for many advancement in recruitment sectors.
Objectives of the study

1. To understand the role of Artificial Intelligence in HR.
2. To understand the benefits of Artificial Intelligence in HR.
3. To understand the challenges or problems faced by Artificial Intelligence.

Research Methodology

This is a conceptual based study. This paper reviews the literature of others to understand and analyze the concept of Artificial Intelligence and its role in HR functions. To collect the information the secondary sources were used including various books and websites.

Definition of artificial intelligence

Artificial intelligence (AI) is the simulation of human intelligence processes by machines, especially computer systems. This technology include learning (the acquisition of information and rules for using the information), reasoning (using rules to reach approximate or definite conclusions) and self-correction. AI includes various applications in particular it includes expert systems, speech recognition and machine vision.

➢ Role of artificial intelligence in HR

1. Initial screening of candidates: AI tools and chat box are used by the HR managers to do the initial screening of the candidates. These tools and chat box are used to ask questions from the candidates and the answers are analyzed by the HR personnel to understand the various traits of the candidates.

2. Engagement of Candidates: Most of the candidates who apply for the job don’t get the communication from the company. The AI tool helps in sending the customized information and message to the prospective candidate.

3. Re-engagement of candidates: Many times most of the records of the candidates are lost once the requirement of a vacancy is met. But with AI, once the record of the candidate is used and also updated in real time it will not be lost. The additional qualifications or duties of the candidate will also get updated.

4. Customized training and development: Training and development is imparted to candidates to improve their performance and hence enhance their productivity. Each employee
need specific training to improve specific skills which needs to be updated. AI tool helps in providing customized training and development to individual employee to improve their skills, competencies, performance and help in career growth and development.

5. Post offer acceptance: once a candidate is selected, he is on a notice period. In this notice period, if there is no communication of this employee with the employer then he might leave the organization and move on to the other. AI can help to overcome this problem. It helps in having a good relationship with the employees by regular communication. This helps to retain the employees and saves lot of time and money which otherwise would have been wasted in the recruitment of new employees.

6. Orientation of new employees: Orientation is important for the new employees in making them familiar with the culture policies and processes of the organization. But the employers don’t like wasting the time on orientation. AI helps in conducting the orientation of employees. The employees also can get any doubts clarified with the help of AI.

7. Employee relations: Most of the employees have many doubts ranging from simple questions to the complex ones. AI helps in providing the answers of the simple and routine questions.

➢ To understand the benefits of Artificial Intelligence for HR

1. Voice recognition: The main advantage in Voice recognition is enabling actions based on voice commands such as website, opening a portal, a file or program.

2. Decision Making: AI provides accurate information at the right time which enables in taking timely decisions to generate business opportunities.

3. Authentic Information: It helps in getting accurate information on time, which enables to take correct and timely results.

4. Learning and development: Increasing employee skills for maximum efficiency in assignments requiring cross-training abilities. Rather than the functional head
recommending training needs for her team, AI can individualize training needs, based on the interests, previous track record and even the browsing history of the employee.

5. **Automation**: Managing workflows through automation, regulation and conditional situations.

6. **Coaching Success**: I programs offer HR departments’ ways to train their staffs, earn certifications, cross-train and learn new skills.

➢ **To understand the problems or challenges faced by AI.**

1. **High Costs**: To meet the latest requirements the hardware and software needs to get updated time to time which increases the cost. The repairs and maintenance cost of the machine also adds up to the cost.

2. **Unemployment**: The increasing number of machines is resulting in unemployment and job security issues. As machines are replacing human resources are increasing, the rate of people losing their jobs will increase.

3. **Can’t think out of box**: Robots will be instructed to do the work that they are programmed to do. They cannot act on their own to make any decisions.

4. **Can’t feel Compassion and Sympathy**: There is no doubt that machines are much efficient when it comes to work but they cannot replace the human connection that makes the team. Machines cannot develop a bond with humans.

5. **Highly dependent on machines**: In future with the heavy use of application of artificial intelligence, human may become fully dependent on machines for doing simple to complex tasks losing their mental capacities, innovative and creativity skills.

6. **Talent gap**: Adapting AI is a tedious process as it requires employees with high talents and skills and have expert knowledge in using the AI at workspace and this results in making the AI very expensive.
Conclusion

Artificial Intelligence is rapidly changing the ‘‘future of work,’’ and it will eliminate many aspects of jobs. Even worse, as AI becomes more sophisticated, it will be able to overtake many of the difficult jobs. Our ‘‘future of work’’ can also be interpreted as meaning ‘‘new and innovative ways of working’’ must be created and established since AI will be overtaking many of our current positions in all the ways.

“The future is here and employers have good reasons to embrace AI’s increasing role in HR functions,’’ said Scott Allinson, vice-president of public affairs at the Human Resources Professionals Association, in a news release. “Implementing AI at workplace doesn’t results at worker displacement but it is a useful mechanisms paired with human judgment which allows HR professionals to focus on strategic planning which leads in organizational growth by reducing administrative burdens.”

References:


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