



IMPACT ON CHALLENGES OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT IN INDIAN IT SECTOR

M.V.S SuneelaReddy

Asst. Professor Department of MBA, Malla Reddy Engineering College for Women
Medchal District, Telangana State

ABSTRACT:

Artificial Intelligence is a technology that enables machines to think, understand, and perform tasks previously performed by humans. AI has advanced by leaps and bounds in the last decade. Artificial Intelligence helps IT companies make better and faster decisions. This applies to HR as much as anything else. Recruiters have deployed artificial intelligence software to speed up hiring and make the entire recruitment and selection process more skilled. AI technology offers huge opportunities to improve the HR function. This paper explores the credibility and scope of artificial intelligence in HR.

Keywords: AI, Challenges, Human Resource Management, Implementation.

INTRODUCTION

Technology that blends personality with the human mind, such as B. knowledge and problem solving, is referred to as artificial intelligence. One may argue that technology created to look like humans and behave like humans is a replication of human intellect. It is the capacity to organize and carry out tasks that are most likely to result in a particular outcome. A new class of technologies called artificial intelligence makes it possible for computers to simulate cognitive functions that are only attainable by the human brain. Algorithms used in machine learning and artificial intelligence can solve complicated issues and behave intelligently in ways that are similar to those of a human. The goals of today's HR

specialists are streamlining the distribution of human and automated work and establishing a straightforward, fluid, and user-friendly workplace. Release HR can play a major role in controlling AI, even though it seems to favor the use of AI in connection to other company areas like marketing, sales, and service operations. Artificial Intelligence is having a growing impact on human resource management. The hiring procedure is the first step, and the employee departure procedure is the last. This covers record keeping, perks, engagement, training, and more. Here are a few effects of it: The use of artificial intelligence to HRM operations presents a number of obstacles, some of which are covered in this paper.

Literature Review

Artificial intelligence refers to technology that combines personality and the human mind, such as: B. knowledge and problem solving. It can be said that human intelligence is replicated in technology

designed to reflect humans and mimic human behavior. It is the ability to streamline and execute activities that are most likely to achieve a specific goal. Artificial intelligence is an emerging range of technologies that enable computers to



emulate intelligent technologies that are only possible in the human brain.

Artificial intelligence and machine learning use algorithms that provide solutions to complex problems and exhibit intelligent behavior comparable to human intelligence. Presently, HR professionals are concentrating on maximizing the balance between human and automated responsibilities while designing a straightforward, smooth, and user-friendly work atmosphere. Allow more time for creativity, intelligence, and empathy in order to enhance the candidate and employee experience. Although HR seems to endorse the integration of AI in areas like service operations, marketing, and sales, HR also plays a key role in managing the use of AI. The influence of AI on human resource management is continually growing. This starts with the hiring process and ends with the employee exit process. This includes training, engagement, benefits, record keeping, and more. Here are some of its impacts: This paper discusses some of the challenges for HRM arising from the use of artificial intelligence in HRM operations.

Martincevic and Kozina (May 2019) - This article showed that the biggest challenge

Research Methodology

The study is based on secondary data methodology consisting of research papers, print resources, online websites, HR blogs and research reports from

Objective of the Study

Investigate the HR challenges of leveraging artificial intelligence.

Determine how to overcome AI challenges

Need of the study

According to the literature analysis on artificial intelligence provided in the

with AI-based recruiting is that companies make unconscious judgments in the hiring process. They also concluded that companies should be able to train people and machines to avoid such favoritism.

Buzko et al. (2016) – “Artificial Intelligence Technologies in Human Resource Development”.

Researchers consider the hurdles of AI technologies in the human resources department. The authors

It was found that AI plays a key role in determining the effectiveness of training costs. In their research work

The authors found that artificial intelligence technologies facilitate the rapid analysis of data by humans.

Vivek Yawalkar (February 2019) “A Study on Artificial Intelligence and its Role in Human Resource Management” – The findings are descriptive in nature. The researcher used secondary data and concluded that there will be a growing role of AI in various HR functions and robotics companies will be able to handle recruitment, hiring, data analysis and collection, reducing the workplace workload and increasing workplace efficiency.

various IT companies and research organizations. Top IT companies such as TCS, EY, WIPRO, G2, KPMG and some research organizations were used as the sample size for the study.

Examining the effects of artificial intelligence on human resource management

preceding section, there is currently very little research being done on AI-related issues, and it is unclear whether artificial



intelligence is actually necessary for hiring and keeping workers in India. This study aims to examine the implications that technology developments—particularly those related to artificial intelligence—have on the field of human resource

Analysis & Interpretation

AI in HR has the potential to improve employee throughput and overall business growth. HR is an area that serves the entire organization and these companies need to put in more effort. Based on surveys and analysis by various institutions, it has been found that there are various

management. Gaining an understanding of the major issues posed by AI and where it might be applied, as well as how to overcome these obstacles more successfully, are the goals.

challenges in HR management for IT companies.

Company	Challenges	Data Analysis	Findings/Suggestions
TCS	AI is not yet a global part of HRM and some managers are still unfamiliar with the technology, with TCS noting that HR is one of the slower areas for AI adoption within the company.	A survey of 6,000 managers conducted by the HR Professionals Association in 2017, conducted by WIPRO,	Some HR managers remain unconvinced by the technology, with 52% of respondents saying they are unlikely to implement AI in their department within the next five years. 22% of "high performing" HR departments have implemented AI technology; this number drops to 6% in low performing organizations.
G2	Lack of employee skills; budget constraints	Online survey by G2 Crowd Employee engagement reaches 400 Participants	Employees became more productive and had a more positive attitude towards their work, which resulted in a better quality of work.
EY	Talent gap Data protection Running Maintenance Integration	It is based on interviews conducted with HR professionals and leaders across the globe to understand the challenges and	AI based HR candidates have a huge potential to improve employee productivity and help HR professionals improve employee performance.



	options Proven solutions are limited Applications	gaps.	Hence, AI empowered HR professionals will be able to analyze, predict and diagnose, making them more competent and capable personnel.
Jonkoping University	Adapting to new technologies Lack of trust We interviewed experts to discuss the importance of a company's ability to adapt to new technologies and how AI can help them understand the value of AI. It is concluded that AI is how they make adjustments. It has impacted the success and sales of the company. If AI can eliminate gender bias and discrimination among applicants,	Professionals were interviewed to discuss the importance of company's level of adaptability towards new technologies and how AI understand company's value.	It is concluded that the way the decision in recruitment made by AI have impacted company's success and turnover. It is suggested that if AI has been able to eliminate gender biases and discrimination among job applicants.



KPMG	Financial Barrier Improving retention & integral mobility Recruiting& Retention Measuring return on investment Biases in HR decision making	500 members surveyed by Human Resources Professionals Association	Study concluded that use of AI is expected to grow as the technology becomes more reliable and affordable. AI implementations does not replace human capacity to make judgement hence, human Interventions are needed to evaluate unique characteristics.
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Conclusion

From the above studies, the impact on organizational effectiveness can be concluded as follows: It is important to study the actual need for AI adoption and should be considered carefully. AI should be seen as a tool that adds value to knowledge, not as a problem-solving tool or a function that demands difficult

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decisions from all HR departments. Like New It is concluded that technology takes time to solve problems and maximize benefits. It is also concluded that human intervention is required to evaluate AI's unique characteristics and judgments. It is important to keep employee needs and potential outcomes in mind when adopting AI.

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