A Study on Artificial Intelligence its Opportunities and Challenges in Human Resource Management

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Abstract

Every organization has to operate in an environment and it also gets affected if there is any change in the surroundings. In the boom of the digital age, the impact of artificial intelligence is redesigning the functions of organizations and HR. Artificial intelligence is demonstrated by machines, in contrast to the human skills which have shifted to build a better future in the industries by remodeling its plans.

Automation in HR is more prevalent with companies all over the world implementing the rise of new technology, trends for a better workplace Artificial Intelligence in Human Resources Industry have changed many functions for growing companies- especially in recruiting, hiring, and others benefits of management.

This paper will emphasize on applications of AI respect to human resource of an organization an attempt is made to present a conceptual overview of AI and its impact on various areas of human resource by analysing various journals and published materials on the emergence of artificial intelligence.

Keywords: ArtificialIntelligence, HumanResources, Organisation, Challenges and Opportunities, Digitalisation, Future Development.

Introduction

Artificial intelligence with machine learning are becoming increasingly prevalent across various industries like Healthcare, Marketing, Biotechnology, Banking and Communication etc., and now we see it used in the HR industry as well. It is reshaping the way that companies manage their workforce and make HR plans, which increases productivity and employee engagement. The primary concern of any HR is to cope up with the people in the organizations, focusing on policies and systems to improvise employee performance.

AI promises to streamline this process by relying more on the analytical processing of data instead of individual observations. Today environment is changing very rapidly to sustain in this cutthroat competition one has to take help of a computer because we have to accept that we human beings have some limitation irrespective of our I.Q levels.

Companies are hiring young, techno-savvy workers who are comfortable doing things themselves and sharing information in a transparent way for the better performance of the organization.

Opportunities for AI in Human resources Management

AI has been under constant brainstorming as to what its scope is and how it can be applied in different industries, will be productive or will take off jobs? Keeping in mind the HR industry, AI will certainly impact few aspects of HR as well.

So there would be some certainties and uncertainty for the HR industry where AI provides excellent cost reduction and efficiency once it reaches the tipping point the opportunity for HR professionals will be vast. Major driver of AI is blooming of big data. The use of software to track and analyze employee data. (Such as vacation, workflow, sick days etc.). Today most of the organization has switched to some degree of computation to simple software systems.

AI has significantly impacted in some or the other ways concerning to HR.

- Examining of Application. In today's environment, AI tools can engage the candidate before and after they apply for a position in an organization. This involves asking the candidates relevant questions about the role.AI can also help to get a first line feedback helping HR's to assess the candidate easily.
- Candidate involvement. Once the candidate applies for the job through job portal, it takes a while to communicate to them, leaving the candidates impatient and clueless of the situation. AI can be used to make this processes automated by sending automated emails or messages keeping the candidates involvement and letting them know that the process is still on.
- Re-Engagement. : Unwanted applications are often ignored once the job application is closed. AI might allow you to reconsider some candidates determining their interest level, using engagement opportunity to update individual records which might be updated since last time. This saves a lot of time to look for new candidates or applications.
- Follow-ups. Once an offer letter is given to the candidate it takes 2 weeks to a month to join depending upon their notice period. During this time some of the candidates turn up and some don't. AI can be helpful in engaging and to follow up such candidates to increase the chances of joining.
- Onboarding: Once the candidates join, they have to go through the company orientation program lead by HR, introducing them to the company, the company's culture, policies, and processes. AI could be the answer for this, providing new candidates with information and resources.
- Employee Training. : Learning is a continuous process where a candidate should upgrade his skills from time to time depending on the change of new technology customized training which is not always provided by the manager. It provides the desired training and path information to every employee being a mentor.
- Employee Relationship Management: Most of the employee's queries in the organization are solved by HR. Queries regards to leave policy, bonus, and payments, sometimes get complicated and might require a conversation with the HR manager. AI can be used in the form of chat, virtual room or email and if the question gets complicated then a meeting is booked between HR and the employee.

Challenges in HR industry

The tasks before HR are of humongous proportions. If the organization is transitioning to the new technology, the industry has to aid and assist the workers in managing this discontinuous change and train for new jobs because totally different set of skills will be in demand.

There is a fear that the overall employment level will substantially reduce the jobs .The story of man versus machine. Perhaps centuries old which happened at the beginning of industrialization? Adapting to new technologies will be the competence in high demand. It is surely a difficult transition to make. But we are at a stage when nobody is able to stop this onslaught of artificial intelligence.

Technological obsolescence has worried working people talk of AI taking away jobs. Where New Set of Jobs Will vanish old occupations with automation and artificial intelligence?

In the early seventies, the Gov. of Maharashtra constituted a committee to study the issue. The committee, of which the convenor was Dr .VG Mhetras, who later became Director of Bombay Labour Institute [as it was called then] said that some industries may lose manual jobs, but new jobs requiring different skills would be created.

Technology usually creates jobs in a different sector where machines are becoming smarter than humans. They are different, requiring skills and training that have no precedents. The future predicts that the three new categories of AI-driven business and technology will create jobs. It can be labeled as instructors, interpreters, and sustainers. Humans in these roles will complement the tasks performed by cognitive technology, ensuring that the work of machines is both effective and responsible — meaning it is fair, transparent, and auditable.'

- 'Instructors' will instruct AI systems on how to respond to people's questions with sympathy and depth.
- 'Interpreters' will bridge the gap between technologists and business leaders. And will help to provide clarity, which is becoming all the more important as AI systems' imperviousness increases.
- 'Sustainers' will help to ensure that AI systems are operating as designed and unintended consequences will be addressed with the appropriate urgency.

But the issue on the minds of everybody is will AI lead to higher unemployment. McKinsey's Quarterly published an insightful article 'Where is technology taking the economy?' In it, the author says that we are going to experience what Keynes called the 'Technological Unemployment.' The future of employment scenario seems gloomy! The report forecasts that by 2030, as many as 800 million jobs could be lost worldwide due to technology.

Some studies have shown that even with the implementation of AI the sustainability of the jobs is based on the genuine creativity, such as being an artist, a scientist, developing a new business strategy. Occupations that involve building complex relationships with people: for e.g., nurses. Jobs those are highly unpredictable – for e.g. a plumber. Creativity or complex relationship will survive on the outset of the technological development.

The biggest problem will be the distressing feeling that machines have taken over the lives of human beings. Imagine the picture of autonomous cars moving on streets, plying their way responding to the distance from other carriages, and stopping and starting at signals. That thing can work without us which gives pleasure in the short run but will be perceived negatively by people at work.

The resultant effect is that we created machines which can't match our intelligence. But this very barrier will be broken with machine learning and AI. To people, working with machineries which think and do better than us can be a discomforting experience.

Typically we see younger employees are more comfortable handling new technology than older. And they are usually at the lower side of the pyramid. Internet and e-learning are not entirely exploited by organizations because of older men at different levels we can see the possibility of high resistance to change, as well as the obsolescence of senior employees.

The other challenge the industry would face with the implementation of AI towards the ethical values, work culture, making up of decisions based on emotions of people as most of the HR managers are concerned about the employee's wellbeing in the organization. The issue is can AI learn to decide on values? The current state of technology seems to suggest that the answer is yes, though this is likely to be achieved a few years later.

Conclusion

AI is leading to the development of a wide range of artificially intelligent tools. Which work under the guidance of a human and sometimes without external assistance can solve, helps in increasing the range of problems with all these rapid progress we can be sure that the future isn't too far away and that Artificial intelligence can be soon implemented in most of the organizations. It is a matter of time until AI helps in all the aspects of an organization and the future grows by leaps and bounds. The technology development is astounding. For a layman, there are so many new concepts to learn and many surprises. "The trouble with future is that it arrives before we are ready."

The implementation of AI will not take the jobs off of HR, just as steam machines and computers did not send us into precipitate. AI promises to transform HR departments, not to make them redundant, it is an extension of technology which many HR professionals are already in use at their homes, be it Cortana, Alexa or any other AI-based device. It's a small wonder, then, that the majority of them see AI as offering the potential to revolutionization key for HR responsibilities, such as recruiting, performance evaluation and education.

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