



Application of Artificial Intelligence in HR Practices: An Review of Literature

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Abstract:

One of the most important aspects of any organization is human resources (HR), which has a direct impact on the lives of those who work for a firm. Employee effectiveness and productivity depend on a safe, friendly work environment. It is HR's duty to guarantee that every employee has the space, intelligence, and empathy necessary to perform exceptionally well as well as a sense of security and support. Artificial intelligence, one of the newest and fastest-growing technologies available today, has significantly improved the HR department. Artificial intelligence handles and automates the majority of low-value HR tasks, giving you time to focus on the strategic scope of work. In the industry, artificial intelligence enables quicker and more effective labor completion. AI technologies can be used by organizations to inform present performance and day-to-day operations. Strict managers have seen the benefits of AI in the workplace as business pressure has grown. Talent management and recruitment are only two areas where AI has the potential to drastically change the employee experience, because to its enormous processing speed and reliability.

Keywords: *Human Resource Management, Artificial Intelligence, Recruitment, Engagement.*

Introduction:

Artificial Intelligence is a wide word that covers a variety of technological applications would be an understatement. This also holds true for the management of human resources. AI is being utilized more and more in HR to support hiring, employee growth, and retention choices.

The term "artificial intelligence" (AI) in HR describes how artificial intelligence approaches and technology are incorporated into an organization's HR procedures and practices. Using automation and data-driven insights, this AI tool seeks to improve the efficacy, efficiency, and strategic impact of HR activities. The use of digital assistants serves as another example of AI's significance in HR. These AI-powered assistants use machine learning (ML) techniques to understand natural language and determine the purpose of a query. They then respond appropriately and provide wise counsel for finishing duties that are required. AI includes a range of methods that enable computer programs to make well-informed decisions. Enhancing organizational performance can be achieved by its incorporation into HRM procedures. In addition to automating processes like payroll and benefits administration, artificial intelligence (AI) is being utilized for a wide range of other purposes, such as the quick production of new contracts, job descriptions, policies, interview questions, and so forth. Additionally, you can use machine learning and predictive analytics to prepare and anticipate results. Coherent computing techniques and pre-programmed algorithms are used by artificial intelligence to make choices in real time. The human resources function will be impacted by artificial intelligence. The panoptic human component of human resources mixed with the intelligence of technology will result in an upgraded and evolved state for companies' applicants and personnel. Furthermore, AI in HR will support the promotion of the importance of delivering results more quickly and effectively.

Research Objectives:

1. To understand the concept of artificial intelligence.
2. To study the previous research work related to role of AI in human resource management.

Research Methodology:

The nature of the research article is descriptive. The researcher has used secondary data websites, blogs dedicated to human resources, publications, research papers, survey reports and interviews of HR Professional etc.

Reviews:

Tiwari, (2020) researcher concluded that proper study and deployment of AI program should be carried out. In order to accomplish Prevent job cuts and confusion, organisations should ensure sufficient service awareness and expertise transfer to HR employees.

Dijkkamp, (2019) These qualitative studies explore the function of the HR expert with inside the recruitment and choice manner transforms whilst corporations enforce synthetic intelligence. The study's findings make contributions to this with the aid of using extending this view with the effect for the HR expert with the implementation of AI and map it for the one-of-a-kind degrees of the recruitment and deciding on manner. Result suggests how the obligations and obligations in sourcing and screening decrease, and as a result, the fee introduced with the aid of using the HR expert additionally decreases on this phase. Hence, the HR expert can alter to their new obligations and obligations after which upload fee to different components of the manner, for the reason that the AI equipment is supportive in place of main in the long run decision-making manner of the HR expert.

George & Thomas, (2019) This paper makes a speciality of qualitative studies and targets to give an explanation for how AI has been included in special capabilities of HR and its effect on the organizations, personnel and HR. The paper concluded that HR has been experiencing a chief revolution with the assist of AI which has been slowly trickled down to the various HR capabilities. These capabilities are reshaped with the assist of a digital assistant which as soon as turned in to totally finished by humans. HR capabilities together with expertise acquisition, overall performance appraisal, learning and improvement are a few of the numerous have been AI had been implemented. Also, with AI in HR, the diverse blessings are - HRs can spend the extra best time in planning and organizing HR activities, progressed efficiency, decreased bias, discount in administrative associated work, set off replies to personnel' queries and speaking to applicants concerning their status.

Matsa & Gullamajji, (2019) highlights the effect of artificial intelligence on the management of human capital. The paper further explores the ways in which artificial intelligence is useful. The paper concluded that Since HR is a strategic commercial enterprise function, there's a large scope in this vertical to conform to more recent technologies. AI has grown in prominence across all verticals of companies such as Marketing, HR, I.T, Sales. Artificial intelligence has begun to introduce an ocean of knowledge with the fantastic arrival of statistics inside the world of human

resources, into core fields often unknown, such as competitiveness, managerial effectiveness, employee participation and talent evaluation. AI also aims to overcome one of the most significant issues facing HR people today, i.e., to create and execute development plans, and to propose special actions to fix these concerns well in advance.

P. B. Kumari & Hemalatha, (2019) The research addressed and examined the different AI technologies currently being used in IT companies in Chennai in human resource management activities and analyzed the understanding of HR workers of AI technologies in HRM. The analysis found that workers have a truly favourable view of AI technology and employees do not consider the AI structure as a cure. It observes and highlights the significance of AI generation with inside a hit role of the HR branch and the strategic gain of the market. The evaluation has additionally described a couple of variables that preserve up the software of the AI device in HR practices. In conclusion, the take a look at well-known shows that the employees are without a doubt assertive approximately AI technology and agree that AI technology is approximate to boom HR personnel in all diverse alternatives. To take a look at additionally discovered that corporations have to focus on the software of AI generation in human useful resource control sports along with forecasting & policymaking, recruiting, learning& development, overall performance evaluation and work-lifestyles balance.

Vivek & Yawalkar, (2019) study the function of artificial intelligence in human aid branch and recognize the demanding situations in HR branch and found that the majority of the business uses artificial intelligence or digital technology in human resources management, for example, chatbot, machine-learning, and robot process automation to help recruiting, screening, onboarding, and interviews. Many human resource firms have used artificial intelligence and machine language, where AI plays an integral role in interviewing, finding, hiring, evaluating, gathering employee data, delivering real-time information and delivering reliable information. AI thus has a greater role in multiple positions in the human resources department, where robotics businesses can hire, recruit, evaluate the data, collect the data, minimise workload in the workplace and improve the productivity of the workplace.

Rathi, (2019) makes a speciality of the use of AI in HR, the blessings of AI, demanding situations being confronted in its implementation and the street ahead. AI and ML are vital tech-developments that want to be blanketed for riding inch-best managerial and operative human's

management. In order to just accept the difficulties, the HR group sought to be fortified to decrease their fears. The researcher concluded that AI and ML want to be enthusiastically usual for decision-making and powerful human's management. In order to cope with the obstacles, the HR group sought to be advocated to reduce their fears. Employers ought to educate the HR branch to paintings in concurrence with superior technology so one can understand the electricity of robotics in HR. The examiner additionally concluded that Artificial Intelligence primarily based totally software program will allow HR to carry out and supply the best. Thus, releasing up the HR body of workers to get on with greater evocative obligations and assignments which genuinely subjects for the organisation to carry out.

Wright & Atkinson, (2019) paper set out to reflect artificial intelligence (AI) and the effect on the recruitment industry. This study explored during the key stages of the recruiting process how employers and applicants are inducted by AI. The paper argued that the entire HR operation will be impacted by AI and the procurement process is the first element that will see the transition. As a result, major institutional improvements will be made to incorporate the above recommendations in the next 5 years, allowing substantially improved recruiting outcomes, reduced daily costs and a comparative edge over other talent teams.

Parveen et al., (2019) Survey reveal that recruiters invest more time between 40% and 60% on the recruiting of AI applicants will cut down on time. Today Companies use AI for 50% administrative purpose, while 24% of workers state that AI will help minimize the amount of time. The value of using AI for administrative purposes should also be taken into account by senior workers of organisations Enhance strategic strategy.

Workplace, (2019) concluded that It is apparent that AI is getting more popular in the workplace and workers are much passionate about using it than ever. Complication and computer protection and privacy uncertainties may be challenges to AI adoption at work. In order to make the best of AI and machine learning technologies, businesses need to clarify how AI is ethically used and have ways to resolve security and privacy problems. Organizations working aggressively to foster AI adoption would be able to accelerate creativity and build new markets and maintain and extend their presence on existing markets.

People Matters, (2019) instrumentally concluded to strengthen the function of a recruiter. An AI method will take plenty of details, for example, hundreds of summaries, and scan easily and select the best 10 per cent of candidates based on your own historical recruiting decisions. It can also be used to simplify much of the earthly activities that hire time.

Limited, (2019) concluded that an increasing number of HR companies are now undergoing digital HR transitions to effectively exploit AI. Organizations now want their application for human capital to lead to optimum efficiency by digital systems without human interference. The key goal is to encourage staff to concentrate more on sensitive and strategic areas.

Kulkarni & Che, (2019) this paper outlined how recruiting and expertise acquisition received significance inside the HRM field, additionally the advent approximately the modern-day equipment utilized by the IT experts for recruiting and describes the Artificial Intelligence-based equipment which has begun out gambling an increasing number of critical roles. The research concluded that the brand-new AI- powered equipment assists HR experts to become aware of and attain potential candidates quick and display screen them faster, thereby reducing the time of recruiting cycle, that's a bonus for each the organization in addition to the capacity candidate.

Johansson et al., (2019) The goal of this research is to study the consequences for the recruiting process that technological developments, especially Artificial Intelligence (AI), have. It seeks to discover whether or not AI may be added with inside the traditional recruiting method and doubtlessly makes the method extra effective, in addition to the consequences of inclusive of AI with inside the recruitment method. The studies concluded that the use of AI in recruiting is relatively recent, and few companies use AI in all facets of their recruitment process. Pre-selection and conversation with recruits, as well as sending out recruitment reports with applicants, are examples of recruitment activities, are the most suitable elements to incorporate AI in standard recruitment. The most important benefits of AI have been obvious for a long time. because the speeded first-rate and removal of ordinary tasks, even as the principal undertaking changed in to visible because of the organizations' usual readiness closer to new technologies.

Parihar (2019), the aim of this case study is to clarify the recruiting and hiring procedures of an Indian IT MSME and all the measures involved, such that the problem of weak or slow recruitment can be improvised to fulfill the company's goals, concentrating on precedence requests and having a proper understanding of processes. The exploratory experiments have been used as an introductory stage and findings have been used to establish basic strategies for a wider

analysis. The study concluded that recruiting was taken as a conventional job quite lightly but if it is taken extremely and politically, it could minimize mistakes, while increasing the performance and productivity, merely posting and calling would be a poor endeavor, as the observation indicates, if taken seriously, both measures would produce positive results.

Mukundhan, (2019), gave a clear picture of the latest trends in recruitment in India. The research concluded that the companies which adopt the innovations are the one that merely succeeds and instead of completely avoiding using traditional methods, blend of modern and traditional techniques of recruitment can be used. The researcher also summarised that all the recruiters should adapt to the change in the recruitment process to catch up with the pace of the youth population of India.

N. Kumari, (2018) attempts to explain and classify the most influential retention variables according to employee preferences. The researcher used Bengaluru's IT service industry to sample. The study concluded that hiring and maintaining professional and talented workers is a very challenging challenge and occupies the organisation's time and effort. It is observed that greater IT organisations have more human and material capital deployed in HR role to build and implement employee retention strategies, and studies have indicated the importance of focusing on implementing retention strategies through massive job and workplace shifts.

Anand et al., (2018) To better understand the efficacy of recruiting, its process, and organizational support for the advancement of information. This research describes the recruiter's view on the recruiting process and investigates the recruiter's operational assistance during the hiring process. According to the results, the HR boss of the chosen company should concentrate on attracting the best candidates through other avenues such as campus, placements, sourcing, walk-ins, and consultation. The candidate's expertise, experience, and abilities that are strongly needed for the positions in the organisation are assessed during the selection process.

Viswanathan, (2018) The study was conducted to know the Artificial Intelligence technologies for HR transformation. The study concluded that Public and Private Organizations are loaded with employee, HR, and performance data. Demographic & social/professional network data are easily accessible. In international companies, almost 40% of HR functions are currently using AI-applications. The research also concluded that there will always be a better hand of humans in terms of judgement, people management and decision. AI will always allow more time, more ability, more room in the budget and more information.

Tambe et al., (2018) objective are to identify four challenges in the usage of data science strategies in HR activities are identified: the sophistication of HR phenomena, 2) restrictions imposed by limited data sets, 3) ethical problems related to justice and authorized restrictions, and 4) response of workers to administration by database algorithms. The study concluded realistic solutions to these problems and converged on three overlapping concepts that could be both commercially successful and socially appropriate for the use of data analytics in workforce management - causal inference, randomization, and process formalization.

McGovern et al., (2018) this report mentioned that AI-based applications which are used have strong potential to increase employee's productivity. The report suggested that it is also very important to focus on employee's needs and requirements while adapting AI into operations for a deeper acknowledgement of employees.

Murgai, (2018) This paper highlights the effect of Artificial Intelligence on human resource management and examines the fields in which Artificial Intelligence is useful. The study has ended with the enormous explosion of data in human capital, artificial intelligence, delivering a season of insights into key fields that are mostly unknown, such as competitiveness, efficiency, interaction with workers and talent evaluation. This has allowed HR administrators to better understand their employees and to predict employee patterns and recognise conflict areas well in advance. AI also aims to overcome one of the most significant issues facing HR people today, i.e. to create and execute development plans and to propose special actions to fix these concerns well in advance.

Geetha & Bhanu Sree Reddy, (2018) This research seeks to explain how Artificial Intelligence impacts the recruiting policy. The report also illustrates the methods used in the recruitment of AI firms. The study found that artificial intelligence is becoming more significant as compared with conventional recruitment approaches in the automation of hiring. AI technology has a significant effect on recruiting operation because it helps the recruiter to align all unstructured bio-data for applicants, create a standardized profile, define and fit the expertise needed for the industry. The result was that the function of AI is the mixture of people and AI, contributing to facts maintenance, saving organisations time and costs with greater precision and access to the entire recruiting process.

Iqbal, (2018) explores the effect of Artificial Intelligence (AI) on recruiting, training, growth and employee productivity in organisations. While AI is already having a big effect on this field, a very new development in the human resource (HR) environment, the paper reflects on the impacts in depth. The study reflects on some external papers to present some observations of the effect of AI on contemporary organisations. The study shows AI has a beneficial influence on workforce management in organisations and recommends more investment in AI progressions to push HR administration to the succeeding level and AI enriched structures have additionally been capable of lessening employee turnover in businesses through analyzing records received from AI-assisted predictive and other technology and taking preventive steps to lessen team of workers turnover.

Mélanie Claudé, (2018) the goal of this observes is to offer deeper information about the role of people and Artificial Intelligence within side the decision-making technique of organizations. The analysis focuses on knowledge-intensive businesses. The thesis highlighted how a detailed understanding of Artificial Intelligence with its use in sense of knowledge-intensive business decision-making helps individuals to be strengthened and make informed decisions. AI cannot currently substitute humans in the decision-making process, according to experts. Indeed, while AI has a faster and deeper analysis of very specific subjects than humans, it does not combine emotional and ethical requirements, and AI cannot solve a problem or solve a new topic from its range of experience without human input and preparation.

Alamanova, (2018) the study investigates the perception of Artificial Intelligence and other e-HRM technologies among practicing HR professionals who work in the fields of consultancy, leadership, recruitment and other areas. Also, to understand the perception of Artificial Intelligence among Human Resource professionals and draw a picture of the current state of HRM by comparison of the interviews taken from the active HR professionals and the available articles in the scientific databases as well as open online materials. Although the research is focused on the applicant's observation of AI, the important component of the study is to recognize the existing practices of technologies in Human Resources departments generally. The results of the study show that participants have mixed feelings towards new technologies, being on the one hand excited about the possibilities of reducing manual work, and from another hand being cautious about providing too much functionality to computing machines. Hence it is concluded that there are major difficulties in recruitment processes, despite the usage of numerous applications and candidate sourcing channels, recruitment has been highlighted as one of the most difficult parts of the current HR practices.

Ashwini & Patil, (2018) This paper highlights AI's apps to the human capital of an enterprise to provide a theoretical analysis of AI with effect at multiple ranges of human resource by reviewing different papers and reported knowledge on the growth of artificial intelligence. The study concluded that AI guarantees to convert HR departments, now no longer to lead them to redundant, it is an extension of technology. The majority of HR professionals see AI as the opportunity to revolutionize core HR roles, such as hiring, performance measurement and learning.

Rajesh et al., (2018) This paper identifies the cumulative effect of artificially intelligent devices on enterprises' talent management processes with the deeper knowledge of the latest AI technologies to automate the monotonous HR tasks. The research concluded that Although robots will decrease the drudgery of monotonous jobs, opinion leaders and HR managers would be responsible for ensuring that the AI system is free of all human prejudices. Talent Acquisition and Human Resource leaders should focus to make a good strategy and take the best and possible use of technology for employee growth and betterment of the company. Humans cannot be completely replaced by artificial Intelligence.

Ruby Merlin. P, (2018) explores the possibilities of how Artificial Intelligence transforms and facilitates Human Resource roles such as recruiting, recruitment, talent acquisition & retention by real-time scenarios, offers insights into the convergence with Case studies on Artificial Intelligence and Human Resource Management are identified, and the future impacts on the HR workforce are addressed.

Sharma, (2018) aims at how AI can transform current employment, affect the organisation of jobs and the skills needed for improved jobs in the AI era, and also build the best possible structure for the development of skills for potential jobs. The study concluded that AI will bring new opportunities for organizations as well as individuals. Humans will be taking up more value-adding and critical jobs. The application of intelligent machines will help reduce the time and costs of doing business. AI should thus lead to increased prosperity. Employees in the workplace will need to build a collaborative partnership with intelligent machines. Thus, technical skills across professions will have to improve.

Joshi Naveen, (2018) explained that artificial intelligence can remove the guesswork of managers during the decision-making task and also it can be very beneficial while selecting the best employee among all. The author showed both the present and future scenario of AI in the field of HRM. Hence it concluded that not only in HRM but also another field should also adopt AI.

Jain Surbhi, (2018) is secondary research and the paper focus on the examples of AI in Business Organizations and challenges in adopting artificial intelligence in an organization. Integrated and digital experience is required at work – a collaboration, competitiveness and empowerment – and it is needed to be provided by HR.

McGovern et al., (2018) mentioned that AI-based applications which are used have strong potential to increase employee's productivity. The report suggested that it is also very important to focus on employee's needs and requirements while adapting AI into operations for a deeper acknowledgement of employees.

Veena & Sharma, (2018) the goal of the analysis is to highlight transformations in human resources management by artificial intelligence. The study concluded that AI has its occurrence in recruitment and projecting analysis. AI is located changing recurring responsibilities in recruitment with the least interference with the aid of using humans. AI is visible facilitating in recruitment technique with the aid of using accomplishing CV screening, sending automatic messages and assisting reference checks. Above all, Machines had been located to carry out higher than the HR crew with the aid of using lowering the attrition fee and enhancing skills retention.

P & Vanithamani, (2018) observe approximately the idea of digital Recruitment, utilization of social media community websites in e-recruitment, kinds of recruitment in business enterprise and the blessings and downsides of e-recruitment. The efficiency in adapting e-recruitment in organizations are explored in the study. Online recruiting is also useful in terms of the productive control of talent processes. It found that electronic recruiting is expected to develop in the next few years. E- recruiting has created some impressive cost and productivity benefits

Sharma Tandon et al., (2017) explained in the paper usage of technologies to turn effective HR into sustainable HR, also evaluating how the HR method would revolutionize artificial intelligence. For the research descriptive study was done and used secondary data from articles written by numerous academic organisations, books and web outlets in newspapers, magazines, HR websites, research journals, survey studies, as well. The conclusion they came up with indicates that both employers and staff profit from this technological transition.

Amla & Malhotra, (2017) The use of Artificial Intelligence, HR Chatbots, Machine Learning, Robot system automation in making the essential functions of human beneficial useful resource control smarter, quicker and effective. The advantages of getting AI in Human useful resource control, demanding situations all through upkeep and answers to conquer the ones demanding situations has additionally been located with the times of Indian corporations. The look at concluded that Human useful resource control is all about human touch and that touch will gain more electricity with the useful resource of technology. As HR is at the forefront of the fourth digital revolution it's crucial to facilitate this improvement without impeding the human element.

Maditheti, (2017) seeks to examine the subject of human resources and technology in order to recognize emerging developments in resource technology and to propose some promising ways for future research. The author has reinforced the need to research in particular HR technology inferences. The discoveries subsidize a more complete view of the topic. A philosophical structure aimed at directing and educating future research efforts is also proposed. During the technical age, HR has adapted its skin to accommodate the competing environment to satisfy employers and employees' requirements. HR would switch from conventional to digital in this direction. The researcher then offered the reader a description of the area of HR digital science and a conceptual framework of multiple fields of interest.

Raviprolu, (2017) concluded that AI believes that with the aid of using imparting greater unique analyses of candidates and commercial enterprise standards with those new techniques of analysis, AI can keep recruiting corporations time and resources.

Banerjee & Dutta, (2017) clarified A.I's position with the sense of data gathering and data management in an organization's development and retention of individuals. It contains the A.I. stages. This data collection can accommodate the measurement and analysis of evaluations and personnel mapping, storage and documentation. The paper further explains how the use of artificial intelligence in H.R.M. paves the way to a variety of procedures, such as recruiting and selecting appropriate applicants. The paper clarified AI's inconveniences and also A. I's reach. The analysis concluded A.I. in revolutions to be taken to H.R.M. May always stay as good as a human brain can do and always be hit by human instincts, ethics and values that ever change in the situation.

Nigam et al., (2011) evaluate and understand the effect of anticipated human resource management on firm results in the Indian service industry. The study examined the various other organizational attributes, which also simultaneously contribute towards the performance of the firm viz business strategy, organizational culture, structure etc. The data was collected from 25 firms in the service sector. 848 responses were collected. The outcome was to make a way for the firms in the service sector in India to achieve the most sustainable competitive advantage through its human resource management thereby helping Indian firms to create an appropriate Human resource management base to compare with the global giant entering the Indian market in the service sector. The results have provided a better understanding and operational definition of three broad Human Resource Management approaches – Universalistic, contingency, configurationally approach and have reported different dimensions of Human Resource Management strategy, which emerged as predictors for impacting effectiveness.

Conclusion:

Artificial intelligence is the phrase we use to refer to technology that is capable of decision-making independent of human participation where computers don't need direct instructions. The HR practitioners today concentrate on maximizing the integration of human and automatic function in order to provide a simple, seamless and intuitive working environment. In order to give candidates and employees a positive experience, it allows time for creativity, intelligence, and empathy. The HR procedure could be complicated, repetitive, and prone to human error and distortion. AI is revolutionizing human resource management and giving businesses the resources they need to streamline existing procedures and adjust to unforeseen developments. By offering thorough insights on workforce performance and potential, the technology can save time and empower HR managers to make data-driven decisions that support organizational objectives. AI can improve staffing needs forecast, which lowers employee turnover, encourages a better work-life balance, and helps avoid underutilization and overexertion of employees. By examining market trends and internal performance indicators, AI can determine which talents are likely to be in demand in the upcoming years and offer training program recommendations.

In simple words we can say that, Artificial Intelligence (AI) is transactional technology that has been arranged as a help to human workers in the management of complicated and boring activities in many domains.

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