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## ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE OPERATIONS – A GAME CHANGER

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**Abstract:** The new era named as Artificial intelligence (AI) which is able to transform human abilities like understanding, resolving conflicts and perception. It is being applied to the human resource operation in order to self-activating some features of the system. Almost every major business, including healthcare, advertising, transportation, banking, legal, education, and now our workplaces, uses artificial intelligence in some capacity. With the help of this technology information regarding day to day operations and existing performance of the enterprise can be viewed at any time. Due to increasing workload pressure, business competitiveness managers better understood the significance of AI. Secondary data was used in the research where the data was collected from research papers, publications, websites, HR blogs, survey reports etc. Computers cannot be replaced with the contribution of manpower as they are not having critical thinking ability and are not appropriate at conflicting situations where emotions are required. Machines work only on the basis of embedded system which is pre-loaded in its memory.

**Keywords:** Artificial Intelligence, Machine, Human Resource

### INTRODUCTION

Technology plays an important role in shaping an organisation and its functions. It has its impact on the organisation as well as the whole industry. It has endless applications as it is applied to various sectors and industries according to the usage. The new concept named Artificial intelligence (AI) comes into existence which transforms human intelligence into machines. It is used for streamlining processes and speeding up decision making process.

For human resource it is believed that it acts as a game changer in terms of productivity and efficiency. Organizations are adopting AI into their HR processes at varying rates, but it's clear that as this technology continues to gain momentum, it will have a lasting impact on the sector. For this reason, it is important for HR professionals to prepare for these changes by understanding what technology is and how it applies to different roles. Enterprises are moving towards Artificial intelligence (AI) at workplace to enhance competitiveness in the organisation.

It is an inevitable change which requires support and favour from each and every member of the organisation. It is helpful in reducing work pressure and enhances employee productivity by saving time and energy. Human resource management is one of the important functions of an organisation where Artificial intelligence can be used by replacing manpower and carrying various HR functions like applicant screening, recruitment, allocation of tasks and responsibilities according to skills and capabilities of a candidate, monitoring performance etc. it is important to understand human resource strategy and introduction purpose of artificial intelligence so that it will be helpful in succession planning and achievement of organisation objective.

## RESEARCH OBJECTIVES

1. To study impact of Artificial Intelligence as a change for employees.
2. To study the role of AI in human resource management.
3. To study how AI leads to effect day-to-day operations of HR department.
4. To study how Artificial intelligence act as a replacement agent for manpower.

## RESEARCH METHODOLOGY

The descriptive research design is used for study. In this research secondary data has been used. The data is collected from research papers, published materials, online websites, HR blogs, and survey reports.

## APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN HR OPERATIONS

1. It is helpful in time saving and also enable sorting of applicant list according to the required skill and ability.
2. It will eliminate biasness and enhance right screening of applicants.
3. It will be helpful in checking background of applicants according to the provided information.
4. It will act as a communicator before and after interview sessions.
5. It will eliminate human error and provide information 24\*7.
6. It will save time and energy for a manager which leads to have their focus on important tasks and functions of an organisation.
7. It will automatically verify candidate documents as per needed by the organisation.
8. It will be beneficial for identifying training needs and designing training strategies accordingly.

## CHALLENGES OF ARTIFICIAL INTELLIGENCE IN HR OPERATIONS

1. There are chances of errors in programming of artificial intelligence software which will lead to misleading results in recruitment process and this will affect organisation's overall performance.
2. Human involvement is required in certain situations which is unavoidable, where use of artificial intelligence is not possible such as critical thinking,
3. Hiring the right candidates to handle AI is also a challenge for the organisation as well as for HR department also.
4. Manpower decision making is replaced by technology in day-to-day operations which results into that authority will be conquered by the technology.
5. It require strong database and appropriate programming so that the whole will function effectively and efficiently.

## CONCLUSION

In this competitive world improvement in terms of technology, operations, manpower, resources etc are required at all levels of an organisation, because without these one cannot be able to survive among others. Most of the industries are adopting for artificial intelligence to enhance the speed and accuracy which is economically viable and necessary to beat the competition. Artificial intelligence is needed for smooth working and readily available information in terms of data collection, recruitment, selection, performance appraisal, evaluation etc.

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