



AI – Driven Human Resource Practices in Indian IT Industry

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ABSTRACT: The paper presents the use of artificial intelligence in human resources due to changes of technology in IT landscape. Almost all companies are using artificial intelligence to increase efficiency of human resources in IT Sector. The initiative begins with automated process in recruitment till performance appraisal of employees. Organizational leaders and human resource executives have faith that merging artificial intelligence (AI) into HR functions like on-boarding and administration of benefits can and will improve the overall employee experience. We will be discussing both the viewpoints in this article, as people take artificial intelligence as a boon and a threat to their jobs. We have analyzed some of the top companies as reference which are into artificial intelligence for our study. We have focused on the challenges and limitations of artificial intelligence in the present industry scenario. The study will also give a brief understanding of the future aspiration of artificial intelligence.

Keywords: Personality traits, Employee turnover, Higher educational institutes

Introduction

Artificial intelligence is a computer term which is used for software, machines and computers. In the year 1920 during a science fiction play named Rossumovi Univerzální Roboti which means- Rossum's Universal Robots, also better known as R.U.R. by Czech writer Karel Capek the term ROBOT was firstly used. The term artificial intelligence was first introduced by John McCarthy in 1956 in his first academic conference on the subject. But this journey of knowing this area in more depth had started much before than that by exploiting machine learning, the company will see an acceleration in its processes. A long-term approach will involve regarding AI and human labour as a collaboration. By applying a factual approach, the first service to be affected by AI is IT.

Firstly, we can tell about the change roles, customer-based services, such as help desks, chatbots, customer care and help centre, will be increasingly more automated. The link between the professional and the end user is being reconfigured, so as to maximise availability and minimising time-consuming tasks. If we think about sourcing or buying roles, AI will be able to compile efficiently all smart data and deliver more efficient dashboards. From now on, employees will have to include the machine's assistance and way working in to their daily work. Where AI may replace them in certain tasks. Managing the technology will be the responsibility of skilled employees. Another development will be seen in cases AI will replace human in labour tasks, giving them space to generate value and become specialist. With machine costing less and performing better than certain human resources. This will allow companies to change and diversify their investment.

69% employers' attributes insufficient talent intelligence too bad hiring. Department of labour USA says that the average tenure of employees is 1.5 yrs. attrition cost amounts \$ 2 1.5 BNN corresponding rehire cost is thrice no fit. The reasons can be attributed to lack of insights on candidate profile, alignment to company culture and subjective evaluation of hard and soft skills. Artificial intelligence and machine learning can solve your problem, make your HR smart and efficient, make HRdigital. AI engine gather structured and unstructured data from candidate resume and relevant job description performs benchmark with your existing employees base with similar profile validates the profile against job opening by analysing interview transcripts and provides an intelligent analysis of the candidate profile using AI natural language processing and machine learning. AI engineers is to lie agnostic. It seamlessly connects to your existing human capital management systems through open API's, retrieve relevant data to perform the analysis and provide user friendly information to the desired aggrieved accuracy you want.

Review of Literature

Merlin & Jayam, “Artificial Intelligence in Human Resource Management” - International Journal of Pure and Applied Mathematics (2018) This paper tries to address the possibilities of how Artificial intelligence is transforming and supporting the Human Resource functions like recruitment, training, talent management & retention through real time examples, gives insights on intersection of Artificial intelligence & Human resource management cases and finally it addresses the future impact on the HR workforce. They have used secondary research to addresses the possibilities of how Artificial intelligence is transforming and supporting the Human Resource functions like recruitment, training, talent management & retention through real time examples, gives insights on intersection of Artificial intelligence & Human resource management cases and finally it addresses the future impact on the HR workforce.

Geetha R & Bhanu Sree Reddy D, “Recruitment through artificial intelligence: A conceptual study” (2018) The major objective of this paper is to study how Artificial Intelligence influences the recruitment strategy. The study also throws light on the techniques used by companies in AI while recruiting. This study is entirely done based upon secondary sources of information like conceptual papers, various peer reviewed journal articles, books and websites are used to further explore the concept. Secondary sources such as Websites, Journals, Reports, Publication of professionals and books are referred for drafting the entire paper. In conclusion the role of AI –it’s the combination of humans and AI that leads to data maintenance, save the cost and time to the organizations with more accuracy and access in total recruitment process.

Malathi Sriram and L. Gandhi, Shri Dharmasthala Manjunatheshwara “Exploring the dynamic Virtus of Machine Learning (ML) in Human Resource Management - A Critical Analysis of IT industry” (2017) This paper focuses on the use of machine learning that has replaced certain functions related to Human Resources Management, specifically in the IT industry. The objective is to understand the use of AI and ML in HR functions in the IT industry. - To attempt a model based on the findings. A few companies’ cases have been selected in this paper to show how they transformed their HR processes through the use of Machine Learning. Sample cases are taken to highlight how the companies succeeded in implementing Machine Learning in HR. In conclusion there can be many innovative ways of applying Machine Learning and Artificial intelligence in HR functions.

Shweta Jain-The Engine Driving the Next Wave of Transformation in Business (2017), in this paper author discuss about how artificial intelligence bring out total digital transformation when the organization well coordinate with the different units like HR, marketing, Finance, Manufacturing or process. In the report author concluded that HR professionals can make use of different AI technology and tools for all the functions of HR be it recruitment, selection, training, development, performance management, compensation and reward management

Robert Charlier and Sander Kloppenburg, PwC, Artificial Intelligence in HR: A No-brainer (2017) - To find right talent against low costs and in less time, this is a huge argument in today’s organisation. As per this paper which was based on research after the various aspects of artificial intelligence by the global network of PwC, the input of business partners, interviews with experts in the field, and the valuable remarks of the participants of our Round Table session in October 2017, and which was organised in cooperation with Seed link. This study helps us to understand how do we embrace AI successfully with a case study on L’Oréal Business.

Buzko et al. (2016) found that the main factor for influencing the amount of training in the company is the net income of the company for the previous year and the transition from discrete paradigm of information processing to continuous paradigm allow faster and more accurate adapting to environment requirements. The authors have concluded that in the modern business conditions, it becomes more relevant to use artificial intelligence technologies for decision making.

Dianna L. et. al (2015) review the current effects of technology on HR processes and discuss the advantages and potential limitations of using information systems. The authors suggested that the movement towards her is expected to grow in the future but many of the traditional HR research findings also apply to HR.

Objectives of the study

To understand the role of AI in today’s Human Resource Management.

To understand the reasons of adopting Artificial intelligence.

To identify few of the business outputs of Artificial intelligence.

To study the kind of skill set required so that man machine collaboration & HRM function can work

hand in hand.

Research Design

Research Method is quantitative for this study. Scale was designed as per the objective of our study and the data is secondary which is being analyzed by multiple researches done by many IT companies.

Sources of Data

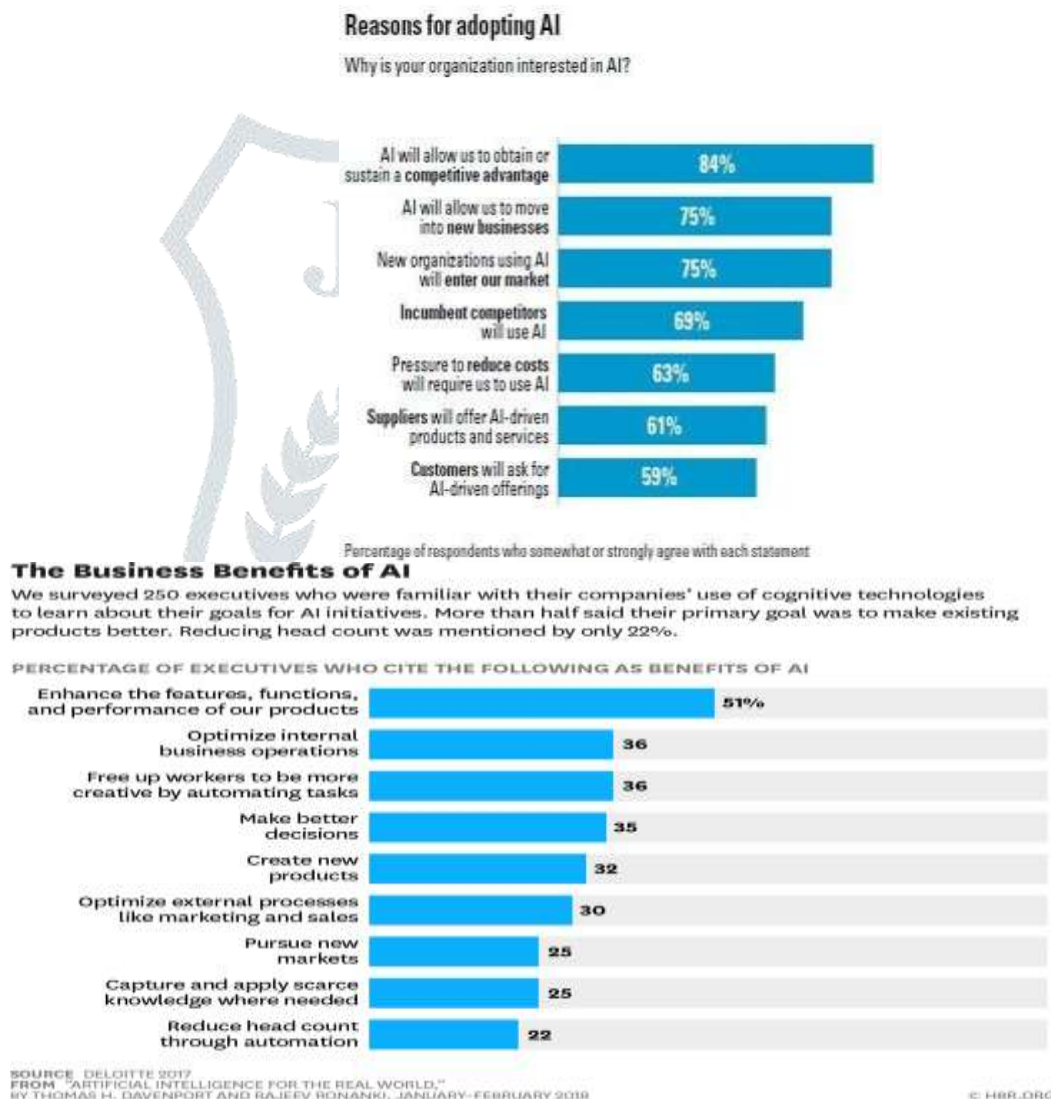
Secondary data is collected through research papers, journals and articles published.

Sampling Method

The proposed study consist sample from the Indian companies and multinational companies which are established in India. Convenient and judgment sampling technique has been used to collect the primary data. Sample selection of the companies in IT sector based on the turnover as well as employee strength of the company.

Data Analysis

Here are some of the attributes and parameters which have been used for the study as reference.



Conclusion

From the above analysis, AI has its presence in recruitment and predictive analysis. AI is observed replacing routine tasks in recruitment with least interference by humans. AI is seen facilitating in recruitment process by conducting CV screening, sending automated messages and helping reference checks. Above all, Machines were observed to perform better than HR team by reducing the attrition rate and improving talent retention. AI is seen successfully carrying out simple activities of HR but how far it can take up complex issues of HR is yet to see.

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