

## **ROLE OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT AND THE FUTURE OF WORK**

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**Abstract**—This paper explores the role of Artificial Intelligence in transforming Human Resource Management. It analyses how AI tools are reshaping recruitment, employee engagement and performance management and discusses the future of work in the era of human-machine collaboration. Human resource is highly dealing with the human beings focussing on the recruitment, training, development, pay roll, counselling etc., while dealing with human beings is very challenging at the same time it is based on personal contact and relationship. Approaching the employees with great concern and physical contact helps in promoting smooth functioning of the organisation, this approach was followed yester years and today but now the approach need to be shifted or facilitate with the intervention of artificial intelligence tools in every field of our life. Undoubtedly, it reflects in the management of human resources too. The paper attempts to study the role of Artificial Intelligence in Human Resource Management and the Future of Work is based on secondary data from journals and industry reports.

**Keywords:** Artificial Intelligence, HRM, Recruitment, Future of Work, HR Tech.

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### **INTRODUCTION:**

The term HRM stands for Human Recourse Management. Human as Resource department plays a vital role in the functioning of every organization. Human beings are being considered as resourceful. These resources has to be used in an effective means of employees well-being with organizational effectiveness. It deals with entry of the employee through Recruitment and to retirement. Those days it took much time to complete these process. Today in the era of AI it has become easiest task in recruiting, engaging and managing of the employees in an organization. Companies like TCS, Infosys, Google are began using AI in HRM to manage Employees in its Premises.

AI is facilitates to automate the repeated tasks in a structured techniques. Educational Institutions and Health Organizations have identified the significance of AI in modern era. For example Meenakshi Mission Hospital and Research Centre (MMHRC) in Madurai District TamilNadu has introduced robotic treatment facilities to mankind. In this connection, the present study aims to understand the concept of AI in the field of HRM with various application of AI in HR Roles and to analyse the impact of AI on the Future of Work.

### **REVIEW OF LITERATURE:**

**Davenport et al. (2020)** in the Harvard Business Review resulted that AI is designed to augment human capabilities rather than replace them. Human professional are freed up to focus on strategic initiatives like organizational design, culture building and leadership development rather than the routine task as payroll formatting or leave processing.

**The Deloitte (2023)** Global Human Capital Trends report highlights a critical gap between the perceived value of AI in HR and an organization's actual readiness to implement it securely. While 79% of organizations believe AI in HR improves the employee experience, a mere 26% feel they are ready to handle the data security challenges that come with it. This massive 53% readiness gap underscores a major vulnerability: companies are eager to adopt advanced automation for talent acquisition, retention, and performance management, but their data governance, privacy protocols, and compliance frameworks are lagging far behind.

**Bersin (2023):** Argues that future of work will be Skills-based, not Job-based, and AI will be the backbone for skill mapping.

## **APPLICATIONS OF AI IN HRM:**

**Recruitment and Hiring:** The traditional procedure adopted for recruiting is giving advertisement in newspaper the candidates send their biodata based on the criteria if the candidates fulfill it, then they were called for written cum personal interviews test. First they scrutinize the biodata, check with the original certificates then asked to appear for the written examination after looking into the scores then they were asked to attend the interview. But today and in near future with the assistance of Artificial Intelligence these process are simplified and assisting with the help of AI tools for scanning the resumes, finding out the apt skills towards matching job description, applicants chosen based on their rank and schedule initial interviews via chatbots.

**Talent Acquisition:** In the process of acquisition of talents in today's context the screening of resumes are done through ATS, AI video interview analysis, Chatbots for initial Question and Answers are used.

**Onboarding:** The employees had a brief introduction and training used to be given in the previous phase in due course of time today with the Virtual assistants like AI guide new joiners could be oriented with the recorded audio and videos with update tools of AI, even it offers digital guides based on the personalised requirements, answers the queries which are frequently raised and makes it available at any time with track compliance.

**Learning & Development:** Digital era and advancement in technologies have made the learning simple and easy so everybody can grasp the idea fastly and vastly, videos are Personalized enables the learning paths in a better way (LinkedIn Learning, Coursera). It also provides a way to equip the employees to have upskill programs, recommends custom training path.

**Content Generation:** In generating the content for writing posting of jobs, drafting policy summaries and in creation of communication templates takes few seconds. Everything could be generated within a stipulated time.

## **AI AND THE FUTURE OF WORK:**

Technological change, geoeconomic fragmentation, economic uncertainty, demographic shifts and the green transition – individually and in combination are among the major drivers expected to shape and transform the global labour market by 2030. The Future of Jobs Report 2025 brings together the perspective of over 1,000 leading global employers—collectively representing more than 14 million workers across 22 industry clusters and 55 economies from around the world—to examine how these macro trends impact jobs and skills, and the workforce transformation strategies employers plan to embark on in response, across the 2025 to 2030 timeframe. The future work model will be Hybrid, Skills-based, and Augmented.

**Task Automation:** AI assists the humans in different tasks like data analysis, routine writing and code generation much quicker. The lengthiest process could be cut short and stay focussed in accomplishing the task.

**Role Augmentation:** Instead of replacing the roles of humans fully, AI could shift human workers from creation to curation, it also focus on judgment, context and strategic direction. AI even expands in generating problem framing, strategic oversight and contextual review.

**Retention:** The ability of the organisation to retain its employees is referred to as employee retention. Combining big data, machine learning, and human interaction is essential for successfully leveraging AI for retention. Any company that chooses to utilize AI to enhance employee development and retention should ensure that its HR staff understands the fine line that must be drawn between relying too much on technology and the intangible benefits of working with people. AI may be used by employers in a variety of creative ways to improve worker retention and happiness, such as Work-life balance achieved through flexible schedule, recognising growth prospects, increasing efficiency.

## **Challenges:**

1. **Data Privacy and Ethical Issues:** AI assists in completing the task on time but at the same time its challenging in handling huge volumes of data which is highly sensitive and personal also. Then corporate data creates severe risks for leaks will undervalue the credibility of the individual performance and overall the risk in safeguarding the data for the company.

**Misinformation and deepfakes:** AI generative tools can rapidly produce realistic synthetic text, audio, video it may also produce to mislead, defraud or manipulate the public.

**Employee Resistance and Fear of Surveillance:** AI creates fear, anxiety among employees as they are always observed and under surveillance. This situation is an hindrance to perform their work efficiently and excellently.

## **CONCLUSION:**

AI is not a threat to HRM but a powerful tool to make HRM more efficient and human. The future HR professional must be tech-savvy, data-literate, and ethically aware. Organizations that balance technology with human touch will succeed in the Future of Work.

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