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THE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ON HRM:
A DESCRIPTIVE RESEARCH

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Abstract
In the current competitive environment, human resources are a necessary asset for enhancing corporate performance. To outperform their rivals and increase productivity, firms must work to implement cutting-edge HR strategies. HRM will soon shift from traditional HR approaches to more sophisticated ones involving automation, augmented intelligence, robots, and artificial intelligence. It has been demonstrated that AI can change our lives. Artificial intelligence (AI) has the power to fundamentally change the way we live and work, from the automation of repetitive and time-consuming jobs to the enhancement and amplification of human capabilities. For HR, this is not just a chance but also a pressing need to change and grow. In order to create a straightforward and user-friendly work environment, HR professionals today are more focused on maximizing the blend of human and automated work. They have ample time to implement the improved staff performance. The true problem now lies with the corresponding HR department in how they will train and re-transform their staff in understanding AI and collaborating and working with AI and robotics in order to compete with AI and advanced robots.

Keywords: Artificial Intelligence, Human Resources Management, Recruitment.

1.   Introduction
Artificial intelligence is imitation of human intelligence in machine which are planned to act like humans and imitate their action. Human resource management is a process of managing the workers, working traditions and maintaining of working environment. Primarily, the Human Resource department spotlight on recruitment, hiring and training and development programs of employees. So, the application of artificial intelligence in HR helps human resource manager to work easily and cost effectively and it also saves time and manpower. Now days the application of Artificial intelligence is becoming trend setter in all over the sectors namely, financial institutions (banking), telecommunications, Educational institutions and Corporation sectors. In recent days the most of the corporate sectors focusing on application of Artificial Intelligence in HR department for effective work performance. Application of artificial intelligence in human resource department makes the work easier, simple and smoother. Implementation of artificial intelligence is not easy task. Adoption of artificial intelligence is one of challenging task at work place. For the application of artificial intelligence in HR requires skilled manpower to deal with it and for its effective usage one should have knowledge of technology and way of using it. Sometimes lack of technology knowledge, lack of data privacy and lack of security issues may impact negatively on the HR department and it becomes costly too. Hence for the effective usage of artificial intelligence in HR, organization must recruit the person one who has required skill for better performance.

2.   Review of Literature
Prasanna Vatsa and Kusuma Gullamjji (2019) In the paper titled "To Study the Impact of Artificial Intelligence on Human Resource Management", it is clearly stated that the integration of HR practices with AI based applicants definitely have a stronger impact in enhancing the organizational performance. The study depicts that AI is everywhere in HR, be in recruitment, training, on

boarding, performance analysis, retention and so on, but many of the organizations are still lagging in integrating AI to its HR – practices because of its cost associated in integration.

Senja Herranen and Jennifer Johansson (2019) the use of AI in recruiting is still relatively new and few firms have integrated AI into every aspect of the hiring process, according to the paper "The Application of Artificial Intelligence in Human Resource Management." It also notes that the primary advantages of AI are thought to be the accelerated quality and removal of repetitive jobs, while the primary obstacle is thought to be the organizations' general preparedness for the new technology.

Albert Christopher (2019) the author claims that AI-based apps increase worker productivity in his paper, "Use of Artificial Intelligence in Human Resource Management." It is possible to focus on the needs and results of employees while analyzing, forecasting, diagnosing, and becoming a more competent resource. However, there are drawbacks such as lack of established applications, privacy, skill gap, maintenance, and integration capabilities. AI systems need to be handled properly, which includes locating trustworthy learning data sets, selecting the best implementation strategy, looking for clarity, getting rid of bias, and taking accidental effects into account.

Barbara Van Pay (2018) it was made very evident in this article on how AI is redefining HR that businesses are primarily seeking to AI solutions for their operations because they are afraid to entrust their operations to a machine rather than a human. By screening several candidates and gathering data, a business can use artificial intelligence (AI) to shorten the time it takes to fill job openings and hire individuals. The AI ranks candidates based on various factors, such as experience and skill set, to identify the best fit. Interviewing is the next important step after determining who is the best candidate for the position; these days, AI interviewing tools like Hike Vue and Mya are most frequently employed. AI technology handles everything from sourcing to interviews, significantly cutting down on the time it takes to fill positions. It also helps to identify and select qualified applicants who can fulfill particular job requirements, making placements much simpler and quicker.

Anupam Jauhari (2017) How AI and machine learning can impact HR practices today is the title of the paper. AI is growing more and more important, changing how firms use and carry out every task. Recruitment is made easy for practitioners by machine learning technology, which uses chatbots to do all tasks. AI screens applicants and emails them with acceptance or rejection. In the Delloite 5th annual global human capital trends study of India research, 53% of organizations are prepared to use digital tools, while 22% have actually done so.

Edge Administrator (2018) the workforce around the world feels intimidated by the powerful technologies that now control the world. Among all the technologies, artificial intelligence is arguably the most revolutionary. As significant as the application of AI is in practically every industry, including banking, health insurance, and insurance, the outcomes are astounding. Since the majority of businesses worldwide are utilizing AI, India is not an exception. In order to remain competitive and more visible, new businesses, particularly startups, are incorporating AI into their operations. In India, a few start-ups have incorporated AI into their operations: ARYA.ai, BOXX.ai, cuddle.ai, Imbibe, Edge networks, and Haptic, to mention a few.

Scott W. O'Connor (2020) In the article titled Artificial Intelligence in Human Resource Management, the author clearly says that artificial intelligence will continue to positively shape the field of human resources management in the coming years. HR professionals should also be more aware of the challenges that they might face. Thus, to prepare for the future of human resource management, professionals should take the necessary steps to learn about the current trends in the field, as well as lay a strong foundation of HR knowledge that they can build upon as the profession evolves.

Prasanna Vatsa and Kusuma Gullamjji (2019) In the paper titled "To Study the Impact of Artificial Intelligence on Human Resource Management", it is clearly stated that the integration of HR practices with AI based applicants definitely have a stronger impact in enhancing the organizational

performance. The study depicts that AI is everywhere in HR, be in recruitment, training, on boarding, performance analysis, retention and so on, but many of the organizations are still lagging in integrating AI to its HR – practices because of its cost associated in integration.

Jennifer Johansson and Senja Herranen (2019): In the paper titled "The Application of Artificial Intelligence in Human Resource Management", it is mentioned that the area of AI in recruitment is new and there are not many organizations that has implemented AI in all parts of the recruitment process. It also mentions that the main benefits of AI are seen as the speeded quality and elimination of routine tasks, while major challenge is seen as the companies' overall readiness towards the new technologies.

Albert Christopher (2019): In his article names as "Use of Artificial Intelligence in Human Resource Management, the author says that AI – based applications raise employee productivity. It has the ability to analyze, predict, diagnose and become more capable resource while focusing on employee need and outcomes. However, there are challenges like privacy, talent gap, maintenance, integration capabilities or limited proven applications. AI systems must be managed carefully by finding reliable learning data sets, using the right implementation approach, seeking clarity, eliminating bias and considering unintentional consequences.

2.1 Problem Statement
Time is flying increasing the pace of life and its processes. Modern age is the age of internet and technology. This has resulted in shifting of whole paradigm of working environment of businesses and converting it into a completely different form. Companies who wish to strive in the modern culture of business are steadily incorporating artificial intelligence in their organizations, whereas those which didn't were seen to be vanishing from the industry. Rapid and phenomenal developments have been occurring in the business field making things different from how they were before. With time human resources have also evolved and so have the all functions of HR involved in artificial Intelligence. Rapid changes which can be witnessed in the business functions at the same time integration of technology has also provided them with numerous techniques of improving making them robust and efficient. Considering this fact, this study is being carried out in order to highlight the effects of artificial intelligence which can effected human resource management and its function.

2.2 Research Questions
- Do the software used for hiring process in your organization is based on application of AI or latest technologies?
- Are AI - based software helping to find the best talent for the job?
- Is AI - based software future of HR practices?
- Is AI easing HR operations?
- Implementing AI in HR practices will lead to the loss of Human Jobs? 6. Are organizations interested in seeing AI-based software for HR practices?

2.3 Research Objectives
The following main objectives are;
- To research artificial intelligence as a concept.
- To investigate artificial intelligence's application to HRM.
- To research artificial intelligence's advantages for HR administration.
- To study the difficulties that artificial intelligence poses for the human resources division.

2.4 Research Gap
Regarding the industry's hiring and selection procedures, there is a specific gap. The research that is now accessible focuses more on general HR practices that are connected to productivity, job satisfaction, and organizational performance than it does on hiring procedures and technology. The majority of earlier studies focused on the wide topic of how IT is changing the HR process. Even while AI is an application of IT, it is not the same.

3.   Research Methodology

The particular steps or methods used to locate, pick, handle, and evaluate data on a few subjects are referred to as research methodology. The methodology part of a research article gives the reader the opportunity to assess the general validity and reliability of the study. Sociologists use a variety of qualitative and quantitative research techniques, such as secondary data, participant observation, survey research, and experiments. Classifying, counting, and creating statistical models to verify theories and provide an explanation for data are the goals of quantitative approaches. A comprehensive, in-depth account of observations, including the background of events and conditions, is the goal of qualitative approaches.

3.1 Research Design

In general, there are two ways to look at research design: quantitative research design and qualitative research design. Both of them can be applied or utilized separately or in combination. There are four different types of quantitative research designs, which are used to investigate the relationship between variables and utilize numbers and statistics to interpret and analyze the findings. Using descriptive research, one can characterize the features of a population or phenomenon under study. It doesn't provide an explanation for how, when, or why the traits happened. The "what" question that is, "what are the characteristics of the population or situation being studied?" is instead addressed. Descriptive categories, another name for a categorical scheme, are typically employed to characterize the situation or population. Population data will need to be collected in order to fully understand our issue. For our investigation, we would thus use this design.

3.2 Correlational design research

This uses statistical analysis to determine whether two variables are related to one another or are associated in any way while the variable is being observed. Research using an experimental design can be utilized to determine the cause and effect relationship between two or more variables. To see how changing the independent variable affects the dependent variable, it is modified. For instance, a group that has been exposed to a variable may be compared to a group that has not.

3.3 Qualitative Research

Using case studies, a qualitative research design is used to investigate the nature of people's experiences and the meaning and comprehension of complicated social situations. Conversely, the exploratory nature of qualitative research design stems from its attempt to investigate rather than forecast.

3.4   Questionnaires

Sincere gratitude is given to questionnaires in order to get data from a large number of people, including those who do not have the time to engage in experiments or attend interviews. They provide consumers the opportunity to demand their time, accept it, and return to the questionnaire at a later time. Participants can express their opinions or sentiments in private without worrying about the researcher's potential response. Regretfully, some people can still feel pressured to provide responses that are acceptable in society. To prevent the researchers from forming erroneous conclusions from their study, people should be urged to answer the questions honestly. Multiple choice, closed-ended, open-ended, and attitude scale questions are frequently seen in questionnaires. One disadvantage for researchers is that their response rate is usually quite low, and other people may not always provide accurate answers to all of the questions or may not provide answers at all. There are several methods to distribute questionnaires, including mailing them by mail or as email attachments, posting them online, giving them out in person, or giving them to a captive audience (like conference attendees). The questionnaire may even be given out in person by researchers, which has the benefit of incorporating participants who struggle with reading and writing.

Since the researcher will be recording the participant's responses, the participant can feel more like they are taking part in an interview in this scenario rather than answering a questionnaire. For the study, we'll employ the questionnaire approach. Because it can gather information from a huge variety of sources and assist us in obtaining people's genuine perspectives. To bolster the study, theories and literature have been looked up. After that, the study question and problem were

defined, and a research methodology was chosen. The next stage is to gather data using the prearranged techniques. Following data collection, the researcher used a few chosen hypotheses to assess the data. Finally, a conclusion is reached. This study uses a combination of qualitative and quantitative research approaches in its research methodology. By developing a questionnaire and surveying the respondents, the primary source of data for the study was used to gather the data. The information was also gathered from secondary sources, such as previously published papers and the writings and blogs of well-known authors. Using references from previously published papers and articles, the record-keeping approach has been applied in the context of qualitative research methodology.

3.5 Data Collection

Primary and secondary data were both used in this investigation. A systematic questionnaire was used to collect the primary data. One hundred fifty individuals received the questionnaire. Nineteen fully completed questionnaires were utilized for data analysis after the data's validity and reliability were taken into account. The secondary data came from PDFs, journals, and articles. A logical conclusion was reached through the interpretation and analysis of primary and secondary evidence.

3.6 Data Analysis Tool

Data analysis was done using SPSS software. The reliability and internal consistency of the survey were assessed using Cronbach's alpha. After then, multiple linear regressions were used to examine the data. The purpose of this investigation was to ascertain whether artificial intelligence had a substantial impact on HRM and HR practices, as well as to evaluate how well the research model performed in this regard.

3.7 Research Model

The research model used for this project is shown in the figure below. The software and technologies related to artificial intelligence are the independent variables in this study model. HRM and HR Practices are the dependent variables that were used in this research.
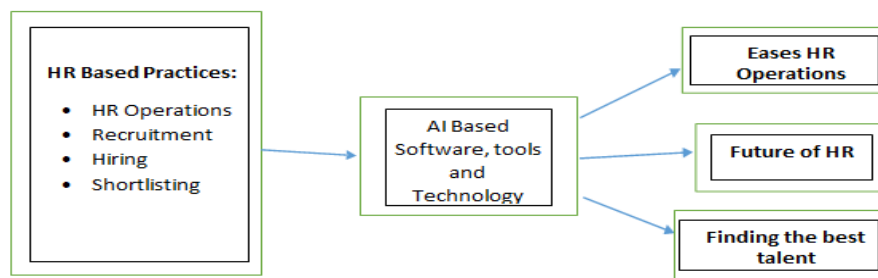
Figure No: 1. Research Model

4. Result Analysis of the impact of AI on HRM

Following an assessment of the questionnaire's consistency and dependability, an analysis was conducted to determine the importance and effect of artificial intelligence on HRM and HR practices. An analysis of multiple regression was performed to determine the impact of the. The dependent variable in this study is HRM & HR Practices, such as HR Operations, while the independent variables include artificial intelligence technology and AI-based software. Table 2 displays the model's R square value, which indicates how much of the variability of the dependent variable is explained by the independent variable and aids in determining whether the research model used is a good fit for the research data. Table 2 shows that the value of the R square is 0.622.This imply that artificial intelligence explains 62.2% of the variability in human resource management.

Table No. 2: Model Summary

Model	R	R Square	Adjusted R Square	STD.
1	.789	.622	.506	.99387

Source: Primary Data

Inference: The results of the ANOVA test are displayed in Table 3, which aids in determining how well the independent factors in this model predict the dependent variable. Table 3 shows that the sig value is smaller than the normal p value of 0.05, at 0.009. Thus, it demonstrates how useful the independent factors are in predicting the dependent variable, which is HRM & HR Practices.

Table No. 3: ANOVA

	Model	Sum of Squares	DF	Mean S	F	Sig.
1	Regression	21.159	4	5.290	5.35	.009
	Residual	12.841	13	.988		
	Total	34.000	17			

Source: Primary Data

Inference: The regression test result is displayed in Table 3. This aids in assessing the importance of artificial intelligence and its impact on HR practices and HRM. It also illustrates how AI and HRM are related. Table 4 shows that all of the independent variables (agreement of AI software assisting in finding the best talent for the job, 0.011; familiarity with AI introduction, 0.005) have sig values that are smaller than the standard significance value of 0.05, indicating that these factors are significant and have an impact on HRM. However, the values of the other two criteria are more than 0.05, indicating that their firms do not already use AI-based HR software. Table 4 also shows that all factors, with the exception of using in-house or outside software, have positive beta values. This suggests that HRM and HR Practices are favorably correlated with these parameters.

Therefore, the hypothesis H1, which states that AI has a positive and large impact on HRM, can be accepted based on the analysis that was done. Thus, the H1 (Alternate) hypothesis is accepted and H0 (Null) hypothesis is rejected which means that Artificial Intelligence has a significant impact on Human Resource Management.

5. Research Findings
5.1 Findings
- The vast majority of businesses have integrated AI into their HRM procedures.
- The respondents gave a favorable answer, indicating that they would probably embrace the use of AI in HR-related tasks at different phases.
- Third-party software, internal software, Omnidocs, Ezieka, and other programs are used by organizations as AI software in HRM.
- The majority of the organization is in favor of AI becoming the HR department's future.
- Businesses that do not already use AI-based software would wish to do so in the future.

5.2 Suggestions
Based on the findings of this study, researchers would like to recommend that businesses create a clear and straightforward organizational approach to incorporate AI into their hiring procedure. Researchers suggest that smart AI technology be used by recruiters to replace simple and time-consuming jobs, freeing up recruiters and HR managers to focus more on strategic duties. Furthermore, in order for small and medium-sized businesses to use AI in their hiring processes, creators of intelligent AI technologies must create these platforms with an awareness of the financial constraints that these businesses face.

5.3   Future Perspectives and Suggestions
Future applications of AI in HRM show considerable potential. We suggest the following future paths to make the most of AI's advantages while resolving its difficulties:

Continued Development and Research: For AI algorithms to be improved, accuracy must be increased, bias must be reduced, and usage must be ethical. This include funding research to address bias in AI algorithms, looking at explainable AI implementation frameworks, and investigating explainable AI approaches.

Ethical Rules and laws: Stakeholders, such as HR specialists, researchers, politicians, and business

leaders, should work together to create ethical rules and laws that are especially suited to the use of AI in HRM. Fairness, privacy, responsibility, transparency, and the appropriate use of AI technology should all be covered by these rules.

Fostering a culture of cooperation between people and AI technologies in HRM should be a priority for businesses. This entails enhancing the abilities of HR professionals to work proficiently with AI technology, highlighting the value of human judgment in decision-making processes, and supporting an HRM practice that is human-centric.

Continuous Monitoring and assessment: To discover and correct biases, assure compliance with ethical norms and legal requirements, and preserve openness and accountability, regular monitoring, assessment, and auditing of AI systems should be done. Organizations should set up feedback channels to get feedback from staff members and resolve any difficulties or worries they may have about the deployment of AI.

Employee Education and Communication: Organizations should place a high priority on educating their workforce about AI technology, including its advantages, drawbacks, and effects on HRM procedures. Establishing open lines of communication will help to build trust among staff members and include them in the deployment of AI.

6. Conclusion

There is no doubt that integrating AI-based HR activities for applicants has a bigger impact on improving the organization's productivity. These potent AI-based HR tools may be able to analyze, forecast, diagnose, and more despite not having the same emotional or cognitive capacities as people. They are an effective tool for any type of business. However, the true worry plaguing the global workforce is the way AI is proving to have an adverse effect on employment across a range of global businesses. In actuality, though, it's not the sophisticated technologies that will eventually replace people; rather, it will be our ability to adjust to and make use of these advancements in order to build riches and prosperity. In actuality, a specific number of employees will be impacted by AI-based operations, therefore HR directors and businesses must consider their workforce requirements and potential repercussions. Furthermore, according to our study, most businesses eventually successfully integrate AI-related techniques into the hiring process. However, in the near future, AI will permeate every aspect of HR, including hiring, training, onboarding, performance analysis, retention, and more. However, because of the costs associated with integration, the majority of businesses are still trailing behind in integrating AI into their HR initiatives. In conclusion, the application of AI should be seen as a positive opportunity since it enhances life and, when correctly understood and applied, creates a better future.

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