

Role of Artificial Intelligence in Human Resource

Anu Ojha and Dr. Mamta Gaur

MBA Program

Galgotias University, Greater Noida, Uttar Pradesh, India

Abstract: *In the current digital age, Artificial Intelligence (AI) is bringing a revolutionary change in the field of Human Resource Management (HRM). Earlier, where the work of HR was mainly limited to administrative, documentary and routine activities, now AI has transformed it into a strategic, analytical and data-driven department. With the help of AI technologies, the HR department is not only working more quickly and efficiently, but is also contributing significantly to the long-term success of the organization.*

The greatest impact of AI can be seen in the recruitment process. While traditional methods required a lot of time, labor and resources in recruitment, now AI based tools such as resume screening software, chatbots and predictive analytics are making this process faster, accurate and fair. AI is also helpful in determining which candidates will fit into the culture of the organization and how likely they are to perform.

AI also plays an important role in onboarding and training. Through virtual assistants and automated learning platforms, employees are provided with training content according to their needs, making the learning process more effective and personalized. Employees are given appropriate training based on skill gap analysis and knowledge management by AI, which increases their efficiency and productivity.

In the field of performance appraisal and employee engagement, AI helps organizations understand how satisfied and motivated employees are through sentiment analysis, data tracking, and real-time feedback systems. This technology also helps to identify potential problems and solve them in time.

HR departments can also promote diversity and inclusion through AI. This technology helps to ensure the use of inclusive language in job descriptions, bias-free selection process, and fair performance appraisal. Additionally, AI is also being used in legal compliance and risk management, allowing organizations to effectively comply with regulations..

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