

IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCE MANAGEMENT

Author Details

Dr. Sadaf Khan

Associate Professor,

Faculty of Management and Commerce,

SAM Global University, Raisen, Madhya Pradesh, India

Kajal Yadav

Assistant Professor,

Faculty of Management and Commerce,

SAM Global University, Raisen, Madhya Pradesh, India

1.Satyam kumar 2.Kumari harshita 3.Uttam singh parihar

*School of Management, Faculty of Management and Commerce,
SAM Global University, Raisen-(Madhya Pradesh) India - 464 551*

ABSTRACT

Artificial Intelligence is the most disruptive technology in Human Resource Management in the last decade. This research paper examines how AI is changing traditional HR practices and creating new opportunities for strategic HR. The main objective is to analyze the impact of AI on 4 core HR functions: Recruitment, Training & Development, Performance Management, and Employee Engagement. The study also identifies challenges and suggests solutions for AI adoption in Indian organizations. A descriptive research methodology was used. Primary data was collected from 100 HR professionals and employees working in IT, BPO and Manufacturing companies in Bhopal and Raisen, Madhya Pradesh through structured questionnaire. Secondary data was taken from SHRM, Deloitte, PwC reports and academic journals. Key findings: 72% organizations use AI in recruitment which reduced time-to-hire by 45%. 65% employees reported improved satisfaction due to AI chatbots. Predictive analytics helped 41% companies in reducing attrition. Major challenges are Data Privacy 38%, Lack of Skilled HR 29%, and Algorithm Bias 21%. The paper concludes that AI is not replacing HR professionals but is transforming their role. Future HR will require both emotional intelligence and data analytics skills. Recommendations include HR upskilling, ethical AI policies, and phased AI implementation.

***Keywords*: Artificial Intelligence, HRM, Recruitment, HR Analytics, Employee Engagement, Predictive HR**

1: INTRODUCTION*

1.1 Background of the Study

Human Resource Management has evolved through 3 phases: Personnel Management, Human Resource Management, and now Strategic HRM with AI. Companies are facing talent war, high attrition, and need for faster decisions. AI provides solutions through automation and prediction.

1.2 Concept of Artificial Intelligence

AI refers to computer systems that can perform tasks that normally require human intelligence - learning, problem solving, decision making. In HR, AI includes Machine Learning, NLP, Chatbots, and Predictive Analytics.

1.3 AI in HRM - Evolution

2010-2015: ATS for resume screening

2016-2020: Chatbots for employee queries

2021-2026: Predictive HR, Sentiment Analysis, AI in L&D

1.4 Problem Statement

HR leaders are confused: Will AI replace HR jobs? Is AI investment worth it? What are the ethical issues? This study answers these.

1.5 Objectives of Study

1. To evaluate impact of AI on Recruitment and Selection
2. To study role of AI in Employee Training and Engagement
3. To analyze AI use in Performance Management
4. To identify challenges in AI adoption in HR
5. To provide recommendations for effective AI implementation

1.6 Scope and Limitations

Scope: IT, BPO, Manufacturing in Bhopal & Raisen, MP

Limitations: Sample 100 only, 3 sectors only, Time constraint

1.7 Significance

For Students: Career preparation

For Companies: ROI of AI in HR

For Academia: New research from Tier-2 city

2: LITERATURE REVIEW*

2.1 Theoretical Framework

Resource Based View: AI as strategic resource

Technology Acceptance Model: Why HR adopt AI

2.2 Review of National and International Studies

1. *Deloitte 2024*: 58% global firms use AI in HR. Top 3 uses: Recruitment, Analytics, Chatbots.
2. *SHRM 2023*: AI reduced HR admin work by 40%. HR now spends more time on strategy.
3. *PwC 2024 India*: AI in HR grew 42% YoY. Main barrier is skill gap.
4. *KPMG 2023*: In India, 65% millennials prefer companies using AI for better experience.
5. *Bersin 2023*: "People Analytics" is fastest growing HR role due to AI.

2.4 Research Gap

Most studies on MNCs in Metro cities. No study on Bhopal/Raisen. Also less focus on employee perspective.

3: RESEARCH METHODOLOGY*

3.1 Research Design: Descriptive + Analytical

3.2 Population: HR Managers, Executives, Employees

3.3 Sample Size: 100 Respondents

3.4 Sampling Method: Convenience Sampling

3.5 Research Area: Bhopal and Raisen, MP

3.6 Data Collection:

- Primary: Structured Questionnaire - 15 Questions, Google Form

- Secondary: Journals, Company Reports, Websites

3.7 Tools for Analysis: MS Excel, SPSS, Percentage, Mean, Bar & Pie Charts

3.8 Hypothesis:

H1: AI significantly improves recruitment efficiency

H2: AI positively impacts employee engagement

4: DATA ANALYSIS & INTERPRETATION*

Table 4.1: Demographics

Category	No.	%
Age 20-30	54	54%
Age 31-40	32	32%
HR Role	42	42%
Employee Role	58	58%

Table 4.2: AI Adoption in HR Functions

Function	Yes	No	%
Recruitment	72	28	72%
Onboarding	58	42	58%
Engagement	65	35	65%
L&D	48	52	48%
Performance	41	59	41%

Table 4.3: Benefits Perceived

Benefit	Agree	Neutral	Disagree
Faster Hiring	68	20	12
Reduced Bias	54	28	18
Better Decisions	59	25	16

Table 4.4: Challenges

Challenge	%
Data Privacy	38%
Lack of Training	29%
Algorithm Bias	21%
High Cost	12%

5: FINDINGS*

1. 72% adoption in recruitment. Tools: Eightfold, HireVue, Naukri RMS
2. Hiring time reduced from 45 to 25 days
3. 65% positive response for AI chatbots
4. Predictive analytics used by 41% to predict attrition
5. 38% worried about employee data privacy
6. New roles created: HR Data Analyst, AI HR Specialist
7. SMEs lag behind due to cost

6: SUGGESTIONS*

6.1 For Organizations

1. Invest in HR Tech training
2. Start with low-cost AI like Chatbots
3. Make AI Ethics Committee
4. Combine AI + Human touch

6.2 For HR Professionals

Learn Excel, PowerBI, HR Analytics. Get certification in AI for HR.

6.3 For Government/Academia

Include AI in MBA HR syllabus. Provide subsidies for SMEs.

7: CONCLUSION*

Artificial Intelligence is no longer a futuristic concept for Human Resource Management. It is already reshaping how organizations attract, manage, and retain talent.

This study was conducted to understand the real impact of AI on HR functions in IT, BPO, and Manufacturing companies of Bhopal and Raisen. Based on the analysis of 100 respondents, it is clear that AI is bringing major positive changes in HR operations.

Key Conclusions:

1. AI is Augmenting HR, Not Replacing It

The biggest finding is that AI is not replacing HR professionals. Instead, it is taking over repetitive and data-heavy tasks like resume screening, payroll queries, and attendance tracking. This gives HR more time to focus on strategic work like employee culture, leadership development, and employee well-being. 68% respondents agreed that AI made their work faster.

2. Major Impact in Recruitment and Engagement

AI has the highest impact in Recruitment and Employee Engagement. 72% of companies use AI for hiring. Tools like ATS and video interview analysis have reduced time-to-hire by 45%. 65% employees are satisfied with 24x7 AI chatbots that solve their HR queries instantly.

3. Data-Driven Decision Making

With predictive analytics, HR can now predict attrition, identify training needs, and measure performance objectively. 59% respondents said AI helps in better, unbiased decisions compared to manual methods.

4. Challenges Still Exist

Despite benefits, challenges remain. The top 3 challenges are Data Privacy 38%, Lack of AI skills in HR team 29%, and Algorithm Bias 21%. Without proper training and ethical policies, AI can create more problems than solutions.

Final Thought

The future of HRM will be a "Human + AI" model. AI will handle the data, speed and accuracy. Humans will handle empathy, ethics, and relationships. The role of HR is evolving from "Administrator" to "People Strategist" and "Data Analyst".

Organizations that invest in upskilling HR teams and implement AI with strong ethical guidelines will have a competitive advantage in the talent market. For students and HR professionals, learning AI tools and HR Analytics is no longer optional - it is essential for career growth.

In short, *AI is making HR more human by freeing HR professionals to do what only humans can do best - connect with people.*

DECLARATION OF ORIGINALITY

I, *Rohit Lodhi*, student of MBA IV Semester, Specialization: Human Resource, Faculty of Management and Commerce, SAM Global University, Raisen, Madhya Pradesh, hereby declare that:

1. The research paper titled *"Impact of Artificial Intelligence on Human Resource Management"* is my original work.
2. This work has been carried out under the guidance of *Dr. Sadaf Khan* and *Kajal Yadav*.
3. The data presented in this paper is collected by me through primary survey and secondary sources. It has not been copied from any other source.
4. All the information, ideas and references used in this paper have been duly acknowledged and cited in the reference section as per APA 7th format.
5. This work has not been submitted earlier, either in part or in full, to any other university or institution for the award of any degree or diploma.
6. I take full responsibility for any plagiarism or duplication found in this work.

I understand that any false statement or plagiarism will lead to cancellation of this research work.

Author : ROHIT LODHI

Programme: Master of Business Administration (MBA), 4th Semester Institution: School of Management, Faculty of Management and Commerce, SAM Global University, Raisen-(Madhya Pradesh)

India - 464551

Faculty Coordinator: Kajal Yadav, Assistant Professor

Copyright & License:

© Authors retain the copyright of this article. This work is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

