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Artificial Intelligence and its Role in Human Resource

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In today's competitive world, gathering reliable data and analysing it for the purposes of company development and day-to-day operations is necessary. Artificial Intelligence enables the industry in completing tasks in a more timely and effective manner. Artificial intelligence is being implemented in a variety of departments, including human resources, finance, marketing, and development. Almost every company in the IT sector is utilising artificial intelligence to improve the efficiency of human resources. Using artificial intelligence (AI) the current performance and day-to-day operations can be informed by the system organisation. In the corporate world, the value of artificial intelligence was recognised by tough managers as the pressure increased at the job environment. The research study primary goal was to investigate the role of artificial intelligence in the human resource department and to comprehend the challenges that the HR department faces. The research study concluded that AI plays a larger role in a variety of functions carried out in the human resources department that robotics firms can handle recruitment, hiring, data analysis, data collection, workplace workload reduction, and enrichment efficiency in the workplace. In addition, the research will provide a brief understanding of artificial intelligence's future aspirations.

Keywords: Artificial Intelligence, Human Resources, IT Sector, Finance, Marketing

I. INTRODUCTION

Artificial intelligence (AI) is a concept used in computer science to describe any system that exhibits human-like intelligence. In common use, artificial intelligence refers to a computer or machine's ability to mimic the capabilities of the human mind—learning from examples and experience, recognising objects, understanding and responding to language, making decisions, and solving problems—and to combine these and other capabilities to perform tasks that a human might perform, such as greeting a hotel guest or driving a car². Machines that emulate "cognitive" functions that humans associate with the human mind, such as

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² Montates, J., 2021. *Top 5 Artificial Intelligence (AI) Trends For 2021 - AI Summary*. [online] AI Summary. Available at: <<http://web.archive.org/web/20210221034852/https://ai-summary.com/summary-top-5-artificial-intelligence-ai-trends-for-2021>> [Accessed 18 April 2021].

"learning" and "problem solving," are commonly referred to as "artificial intelligence."³

Human Resources

Human resources refers to both the individuals who work for a corporation or organisation and the department in charge of handling all employee-related issues. Employees are one of the most important resources in any company or organisation. The word "human resources" was coined in the 1960s, when the importance of labour relations began to be recognised, and concepts like motivation, organisational behaviour, and selection evaluations began to take shape in a variety of work environments.⁴

II. ROLE OF HUMAN RESOURCE IN COMPANIES

(A) Staffing

HR is in charge of selecting applicants and determining their suitability for a position. Despite the fact that experienced testing suppliers are often used, HR should be in charge of the operation.

Although vendors will try to sell you a variety of tests, empirical evidence indicates that only a few are truly accurate. IQ assessments, job tests, conscientiousness tests, the formal interview, and peer evaluations are among them.⁵

(B) Development of Workplace Policies

Every company has policies in place to ensure the organization's fairness and continuity.⁶ One of HRM's responsibilities is to build the language that surrounds these policies. HRM, administrators, and executives are all active in the policy making process.⁷

(C) Dealing with Employment-Related Laws

Since the legal climate in which HRM operates is constantly evolving, HRM must be mindful of these developments and communicate them to the entire management organisation. Some of these laws can be used by an HR professional:

³ Russell, S., 2020. *Artificial Intelligence: A Modern Approach*. [online] en.wikipedia.org. Available at: <https://en.wikipedia.org/https://en.wikipedia.org/wiki/Artificial_Intelligence:_A_Modern_Approach/wiki/Artificial_Intelligence:_A_Modern_Approach> [Accessed 17 April 2021].

⁴ Humanresourcesedu.org. n.d. *what is human resource*. [online] Available at: <<https://www.humanresourcesedu.org/what-is-human-resources/>> [Accessed 17 April 2021].

⁵ HR, G. and Roles, 1., n.d. *18 Key Human Resources Roles | AIHR - Academy to Innovate HR*. [online] AIHR Digital. Available at: <<https://www.digitalhrtech.com/human-resources-roles/>> [Accessed 17 April 2021].

⁶ Docu.tips. n.d. *Human Resource Management - ID:5c1713d0d27b3*. [online] Available at: <<https://docu.tips/documents/human-resource-management-5c1713d0d27b3>> [Accessed 18 April 2021].

⁷ HR, G. and Roles, 1., n.d. *18 Key Human Resources Roles | AIHR - Academy to Innovate HR*. [online] AIHR Digital. Available at: <<https://www.digitalhrtech.com/human-resources-roles/>> [Accessed 17 April 2021].

1. Discrimination laws
2. Health-care requirements
3. Compensation requirements such as the minimum wage
4. Worker safety laws
5. Labor law

(D) Communication

Aside from these major positions, effective human resource management and general management need strong communication and management skills.

III. ROLE OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE

(A) Screening and Interview process

Artificial intelligence is also being used to help automate the interview process by analysing candidates' word choices, speech patterns, and facial expressions. To evaluate a candidate, AI can convert a 15-minute video interview into a set of 20,000 data points on facial movements, innovation, and word choice. Artificial intelligence assists human resource departments in the screening process by analysing previous success records for a job profile and then assessing the available talent pool to identify the most suitable candidates with the appropriate skill set and experience.⁸ It can also assist in gathering data about potential candidates' behavioural aspects using machine learning and determining whether those candidates are a good cultural fit for the organisation.⁹

(B) Recruitment

AI can be used to the advantage of both the recruiting company and the work seekers during the recruitment process. For example, AI technology can help streamline application processes by creating more user-friendly forms that job applicants are more likely to complete, lowering the number of applications that are abandoned.¹⁰ Although this approach has simplified the HR department's position in recruiting, artificial intelligence also allows for simpler and more meaningful applications on the candidate's end, which has been shown

⁸ Raj, D., 2017. *People Matters - Interstitial Site — People Matters*. [online] Peoplematters.in. Available at: <<https://www.peoplematters.in/article/technology/theres-a-new-boss-in-the-office-16184>> [Accessed 18 April 2021].

⁹ Northeastern University Graduate Programs. 2020. *Artificial Intelligence in Human Resources Management: What HR Professionals Should Know*. [online] Available at: <<https://www.northeastern.edu/graduate/blog/artificial-intelligence-in-human-resource-management/>> [Accessed 17 April 2021].

¹⁰ Amla, M. and Malhotra, P., n.d. *Digital Transformation in HR*. [online] Ijims.com. Available at: <<http://www.ijims.com/uploads/3295a3f5148da635429266.pdf>> [Accessed 17 April 2021].

to increase applicant completion rates.¹¹

(C) Discrimination Must Be Reduced

AI is also being used to minimise favouritism in the workplace which would help to improve accountability. In this manner, the company would be able to choose the resume. Job specifications can be analysed using AI applications.

(D) Increase Productivity

Artificial Intelligence can assist in reducing employee redundancy at the workplace. To improve workplace performance, a variety of robotic tasks have been carried out. Collecting data, filing papers, copying data, identifying necessary data from available data, sorting, collecting data for HR and payroll systems, and so on are examples of robotic tasks¹².

(E) Onboarding

A recent study conducted by a Boston consulting firm discovered that onboarding has a significant effect on employee retention. As a result, it's important to make a good first impression. Artificial Intelligence is assisting HR in making a good and optimistic first impression by redefining the entire employee joining process, from pre-hiring evaluation and interviewing to onboarding and employee orientation, by developing journey maps. Employees use mobile applications to ask questions as they arise, allowing HR to focus on more employees.¹³

(F) Selecting

AI human resource managers will be able to track down the right candidate in a short period of time, and technology will assist in identifying the best applicants based on the requisite skill sets.¹⁴

IV. CHALLENGES OF ARTIFICIAL INTELLIGENCE IN HR

Employees view any sort of cognitive technology as a challenge to their job security, so the future of HR is daunting as innovations make waves in human resource departments. HR's

¹¹ Arora, S., 2020. *REVAMPING HUMAN RESOURCES WITH ARTIFICIAL INTELLEGENGE*. [online] Available at: <https://www.researchgate.net/publication/339537165_REVAMPING_HUMAN_RESOURCES_WITH_ARTIFICIAL_INTELLEGENGE> [Accessed 18 April 2021].

¹² Amla, M. and Malhotra, P., n.d. *Digital Transformation in HR*. [online] Ijims.com. Available at: <<http://www.ijims.com/uploads/3295a3f5148da635429266.pdf>> [Accessed 17 April 2021].

¹³ Oracle.com. n.d. *AI in Human Resources*. [online] Available at: <<https://www.oracle.com/a/ocom/docs/applications/hcm/oracle-ai-in-hr-wp.pdf>> [Accessed 17 April 2021].

¹⁴ Dr. Saundarya Rajesh, P., Kandaswamy, &. and Rakesh, &., 2018. *The impact of Artificial Intelligence in Talent Acquisition Lifecycle of organizations: A global perspective*. [online] Ijedr.org. Available at: <https://www.ijedr.org/viewfull.php?&p_id=IJEDR1802131> [Accessed 17 April 2021].

task will be more important now to reassure people of their skills and the need to exercise them, while automating the parts of their employment that are no longer needed.¹⁵ Employees also find it challenging to implement and master AI tools, as well as to have a working knowledge of emerging technologies. The human resource department is the most important part of any organisation, and introducing an AI system could have an effect on management levels, making workers more fearless. Finding the right applicant to manage AI tools is a major challenge for the sector, and it can be challenging for HR departments. Another weakness and obstacle is limiting HR's ability to make decisions in day-to-day operations, as technology has eroded HR's authority and position in organisational decision-making.¹⁶

V. CASE STUDY

(A) Intuit

Intuit, a multinational financial software company that hires over 6,000 people a year, uses AI to dramatically narrow down talent pools, classify resources that are most likely to connect with the company, and identify candidate leads that were previously overlooked. The organisation is working on an algorithm-driven framework that ranks and matches potential hires to open positions based on their profiles' similarities to those of its top performers.¹⁷

(B) Vodafone

Through using AI-powered video interviews instead of phone screens, Vodafone, a London-based telecommunications firm, saves time and resources when interviewing far more candidates than human recruiters might. Job seekers record themselves answering structured questions, which are then analysed by machines, who score candidates on 15,000 different factors ranging from body language and facial cues to voice intonation and speech cadence.¹⁸ The candidates with the highest rankings are then invited to in-person interviews.

(C) Reliance

Reliance Jio, a 4G telecommunications and digital services firm, is the epitome of digital transformation. Which has a vision to create a nationwide 4G network across India's 18,000

¹⁵ Jain, S., 2017. *IS ARTIFICIAL INTELLIGENCE –THE NEXT BIG THING IN HR ?*. [online] Data.conferenceworld.in. Available at: <<http://data.conferenceworld.in/MIMT/P220-224.pdf>> [Accessed 17 April 2021].

¹⁶Verma, R. and Bandi, D., 2020. *CHALLENGES OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT IN INDIAN IT SECTOR*. [online] Internationalconference.in. Available at: <https://www.internationalconference.in/XXI_AIC/TS5E/MsRichaVerma.pdf> [Accessed 17 April 2021].

¹⁷ Maurer, R., 2018. *Technology Will Reshape Talent Acquisition in 2018*. [online] SHRM. Available at: <<https://www.shrm.org/resourcesandtools/hr-topics/talent-acquisition/pages/technology-will-reshape-talent-acquisition-2018.aspx>> [Accessed 17 April 2021].

¹⁸ Hailu, M., n.d. *AI in Recruitment*. [online] Teseteo.com. Available at: <<https://teseteo.com/wp-content/uploads/2019/12/AI-in-Recruitment.pdf>> [Accessed 18 April 2021].

cities and towns, serving hundreds of millions of customers. They began with an employee value proposition strategy that aided staff, candidates, and business managers, and the service they provided was simple to use, quick to purchase, and safe. Staff members were able to complete tasks using real-time applications and cloud-based software thanks to a digital-first HR programme.¹⁹This aided in the development of a strong HRIT, allowing the network to advertise its services and contribute to its growth.

(D) People Strong

India's first HR Chabot, Jinie, was founded by a human resources and technology company PeopleStrong. It serves as an employee's personal work assistant, assisting with work-related issues such as leave requests, employee data collection and completion, business policy inquiries, and more.²⁰

VI. CONCLUSION

In a number of industries, artificially intelligent devices are today's fact and tomorrow's revolutionary technology.. This is making way for many multinational corporations adopting technologically advanced systems in the workplace, and help to boost productivity and overall employee satisfaction. Artificially intelligent human resource systems can assist in thought, acting, and forecasting in the same way as the human brain does. Many organisations have used artificial intelligence and machine language in the field of human resource management, where AI plays an important role in recruiting, selection, and hiring, as well as evaluating results, gathering data on workers, and delivering real-time and accurate information.

¹⁹ Amla, M. and Malhotra, P., n.d. *Digital Transformation in HR*. [online] Ijims.com. Available at: <<http://www.ijims.com/uploads/3295a3f5148da635429266.pdf>> [Accessed 17 April 2021].

²⁰ *ibid*