

# Perception of Human Resource Professionals towards Artificial Intelligence from Companies in and around Vadodara

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**Abstract:** The paper discusses about the perception of various human resource professionals regarding the emerging trend of AI and its integration into their firm. Technological innovations are never ending in nature and have impacted most, in every aspect of life over the past few decades. One such technological innovation which was capable of revolutionizing the planet, the foremost spoken, discussed and implemented in many fields was AI. AI software thinks intelligently, almost like how an intelligent human thinks. Supported few studies AI is organized into four categories like, it's a system that thinks sort of a human think rationally, act sort of a human and act rationally. AI is now popping in most of the software's, and it's integrated into many of the business functions. One such business function was the mixing of AI is happening at a faster pace is Human Resources (HR), concerning various HR functions like hiring process, on boarding, training to say a couple of. Integrating AI in HR doesn't mean that AI would completely take over the role of HR managers rather this may help the HR's to specialize in more strategic work and fewer specialize in repetitive and low-value add tasks. Hence without a doubt, there's a more nuanced picture of the way during which AI would help to streamline and reshape the HR functions for better efficiency and agility.

**Keywords:** artificial intelligence, human resource management, employee engagement.

## 1. Introduction

Artificial intelligence (AI) refers to technology doing a task that needs some level of intelligence to accomplish — in other words, a tool trained to try to what an individual's can do. AI was coined first time in academics in 1956. AI is useful in various business functions where it can help to scale back the workload and work pressure on the workers at workplace. Rapid changes in business needs fast response. Back within the 1800s, AI was limited in myths, fiction, and speculation. Classical philosophers envisioned machines integrated into citizenry. The important initiation in AI began in 1956. Time and again the role of technological advancement is being recognized within the overall growth of the business. The easy solutions provided by the technology to the difficult problems of all the functions of the organizations are attracting managers from all the positions including HR. However, the flipside says that HR is that the only function that has human touch to the larger extent. It's an art of handling human related issues, so presence of AI might hamper the humanistic approach towards HR related tasks.

Applications supported AI are already visible in healthcare diagnostics, targeted treatment, transportation, public safety, service robots, education and entertainment, but are going to be applied in additional fields within the coming years. Alongside the web, AI changes the way we experience the planet and has the potential to be a replacement engine for economic process. In the past few years, AI evolved into a strong tool that permits machines to think and act like humans. Moreover, it's garnered focus from tech companies round the world and is taken into account because the next significant technological shift after the evolution in mobile and cloud platforms. Some even call it the fourth technological revolution.

### 1.1 Challenges of Artificial Intelligence in HR:

Nowadays, necessary skillset for workers are required thanks to involvement of AI into human resource department. Most of the days it's difficult for workers to adopt and learn the AI tools and have a proficiency within the field of digital technologies (Jain S., 2017). The main area in any company is their human resource and by implementing the AI system it's going to have impact on levels of management which can lead fearless within the mind of employees. Getting correct candidate to handle AI tools is one core challenge ahead of industry and it are often difficult to HR department. Another limitation and challenge is restrict HR department to require decisions in day-to-day life as technology overcomes the authority and role of HR into decisions making in a corporation.

- **Onboarding:** Once the worker is onboard the series of repetitive actions start to require place for the new recruit. Handling newly hired employee personally are going to be extremely time consuming and exhausting for the HR department executives. Hence, the organizations are using the user friendly software carrying all the essential information for the new hire. Its basic answers to obvious questions of latest hires.  
The HR manager can save the time and obtain involved the new hires at a later stage of onboarding. It's also opined that role of AI in human resources function is more of a facilitator and hence, supports human resources to accomplish the assignments in less time, therefore, saving time for them to stress on learning and developing the key roles like "creative thinking, design skills, psychological understanding, etc." to require crucial decisions for the organization (Lawler & Elliot, 1986).
- **Learning and Development:** Jain (2016) suggests that using AI enabled tools on designing learning and development opportunities for the workers will help in enhancing job satisfaction among employees. Designing the career development plans in accordance to employees' requirement and results in less absenteeism and improved output. Using Alexa and Siri for recommendations are nothing but a way of learning. Today we are within the mode of learning through flows and not instructions through a digital experience. The AI has enabled focus learning through experience hence emphasizing on design and important thinking. Development of individual employee maps for the workers may be a new sort of learning and development techniques enabled by AI.
- **Coaching and Mentoring:** Another crucial function of HR is coaching and mentoring which is least likely to get replaced by AI. Contrary to the present belief, software like 'mobile coach' are assisting employees in understanding their needs and build customized learning and development programme for the workers. So, software can assess the work requirement for the worker and guide them in their prospective career paths. Team development. Various sorts of minicourses are enabling readymade access to coaching and mentoring opportunities for the workers. However, some sensitive issues associated with employee behavior and attitudes still require involvement of person for providing interpretation of things (Hooda, 2018).

#### As evident from various researches and studies AI may impact on different occupations in future:

- **Teaching** (Kristin Houser, 11th December, 2017): Artificial intelligence plays vital role in teaching profession, students learn differently with the assistance of AI.
- **Drivers** (Vishal Marria, 2019): Artificial intelligence will replace drivers by mid-2030's, it uses certain algorithms for driving a car and prevention of risks and accidents, although automatic cars are existing but it'll emerge and transform within few decades by 30%.
- **Blue collar and white collar jobs** (Clalummcclland, 2018): Blue collar and white collar jobs are going to be eliminated, nearly 20 to 30 million jobs are going to be eliminated by the year 2030 and it can eliminate 30% of jobs of labor and it can displace jobs of 800 million of individuals.
- **Doctors** (Vinodkhosla, Silicon Valley investor): He argues robots will replace doctors by the year 2035, and definitely 50% of jobs are going to be replaced by AI within the next decade, he even said that machines will substitute 80% of doctors in future by healthcare seen entrepreneurs but not by medical professionals.
- **Lawyers** (McKinsey Global Institute): AI can predict better legal outcomes than humans it is clear that AI and machine learning emerging and reworking at the present, and by the year 2036 1 lakh legal roles are going to be automated and it reduce the work of lawyers and therefore the way of dealing cases. Consistent with McKinsey Global Institute 23 % of jobs are often automated in future.

## 2. Review of literature

### Barbara van pay (2018):

The author in his article named "How AI is reinventing HR" has discussed about various advantages of using AI technologies for human resources and in recruitment. One major aspect that the author highlighted in his overall article was that AI sees data whereas humans sense emotion and that is something which is not going to be changed in the coming future.

In this article on how AI restores HR, it was made clear that all organizations desperately want AI solutions for their business and are afraid to allow a non-human company to manage business processes. Using AI in an organization can reduce the amount of time spent completing and hiring candidates, by looking at more people, collecting information on which to enter the election by paying attention to other details such as experience, skills set etc. a person. After finding the right role for the

next role in the interview. AI technology requires attention from interview search that significantly reduces the timing of hiring and helps recruit potential candidates to be able to perform certain roles and make placement much easier and faster.

#### **Megan Marie butler (2018):**

The author in her article named **“Navigating the hype and impact of AI in HR”** has talked about ethical collection of data and its reliability concerns about AI and considerations that are to be made.

AI plays a major role in performance-related organizations, data integration which means that intelligent development is based on something. Machine learning can be adaptable and can create high efficiency over time data scientists who make machine learning algorithms and set up other metrics and based on that material, decisions to be taken by AI that can detect staff reactions such as behavioral malpractice etc., in hr manager.

#### **Zielinski (2017):**

The author in his article named **“Artificial Intelligence can boost HR analytics, but buyer beware”** discussed about Artificial Intelligence that it seemed to be all raged in HR analytics nowadays. These are the tools that help HR leaders predict and forecast various things. AI driven analytics comes with the danger of overhype due to the reason of growing popularity. So to prevent such things, it is important that HR buyer have a strong grasp of what constitutes true for AI before investing in the tools.

The author defines Artificial Intelligence as systems that are capable of adapting their functions on their own. The main feature of such system is an ability to learn and perform without being previously programmed to act in the specific situations. Zielinski proposes that by 2020 AI will be “virtually pervasive in almost every new software product and service.”

#### **Buzko, et al., (2016):**

In the title of the paper, **“Artificial Intelligence technology in staff development”** The author, however, reflects on the technicalities of AI in the workplace where the authors noted that AI cannot detect the effectiveness of training costs. In the text of the research paper the authors found that the technology of intelligent design contributes to the rapid analysis of human data.

#### **Etzioni (2017):**

The author in his article named **“Should Artificial Intelligence be regulated?”** discussed that the implications of advances in Artificial Intelligence is noteworthy but there are many concerns related to the same like AI is destroying so many jobs than it creates which may lead to major economic disruptions. So, to adopt AI is a good thing for every organization but before adopting its drawbacks should also be considered. AI technologies must be installed according to the company requirements.

Believes that AI will eventually achieve “certain technologies” and is unpredictable in humanity, which means we will probably no longer be able to control them.

#### **R&D (2018):**

In the title of the research paper, **“Re-employment through artificial intelligence: Conceptual Study”** the researcher have reported on the role of AI in recruitment where artificial intelligence is played into the recruitment process and the ease of work that is done by AI is Architectural ingenuity assists in candidate testing, automated messages for voters, employee relationships, interview planning and more.

#### **PR newswire’s article (2017):**

The author in his article named **“HR related Artificial Intelligence initiatives”** discussed that Artificial Intelligence is something to be excited about and it is also disrupting. It is also said in his article by the HR professionals that Artificial Intelligence is not being adopted fast enough and some have also said that Artificial Intelligence will displace most of the jobs in 10 years. Also, innovations in AI will become more integral to business success.

Allegis Group's research results show that Human Resources employees have "mixed feelings" about the impact of AI in future workplaces and the labor market situation. Specifically, participants saw AI as an interesting 21%, a distraction of 17%.

### 3. Research methodology

Our research objectives were to explore possible role of artificial intelligence, to understand why HRM should go for artificial intelligence, to identify the impact of artificial intelligence and to understand the perception of artificial intelligence among HR Professionals.

Research design followed in this study was primary research that includes survey technique through sending questionnaire to the selected respondents. The Universe for the Research were HR professionals of Vadodara who have registered on LinkedIn. The sample size of the research was 43 respondents from the companies of Vadodara who have registered on LinkedIn. The sampling method of research was convenience sampling. The data collection process was done by online mode through sending questionnaires due to pandemic.

Primary Tool: Questionnaire

Secondary Tool: Past research studies, review of literature, articles.

### 4. Findings

- 34 (79.1%) of respondents agreed with the fact that artificial intelligence will benefit the organization.
- The respondents showed positive attitude with the application of artificial intelligence into recruitment i.e. 7 (16.3%) and training area i.e. 5 (11.6%).
- 18 (41.9%) respondents agreed for artificial intelligence making work easier for the employees.
- One of the finding was that artificial intelligence will minimize bias behavior while recruiting. 15 (34.9%) respondents agreed upon that.
- 14 (32.6%) respondents have fear of losing their jobs due to AI integrated techniques.
- Also, few i.e. 2 (4.7%) respondents showed some concern about installing AI based softwares as there are less people who can operate this highly tech machines so for that they have given training to their special employees.

### 5. Conclusions

To conclude, the aim of this study was to know about the perception for Artificial Intelligence and its integration into various functions of hr.

Indeed, AI has enabled very systematic and accurate business solutions to HR. The complicated tasks like employee record maintenance, talent management, employee development, employee appraisals, employee benefits allocation, etc. was facilitated by AI. There were multiple advantages to utilizing AI technology for human resources and recruiting needs, but nothing was perfect in life. One major aspect that AI technology lacks was empathy and human interaction or the opportunity to handpick a candidate and get to know them personally during the recruitment process that simply is not possible at this time while completely trusting on AI technology to do all the work for your company. AI sees data whereas humans sense emotion and this was something that will not be changing in the coming future also.

The reality was that it was not the advanced technologies that were replacing people, but it was all about how the people should change and view those technologies in creating wealth and prosperity. In true sense, there would be some percentage of employees who were affected by the AI based functions, so it was the duty of the HR leaders and organizations to focus on its employee needs and possible outcomes.

Finally the outcome from our study was that AI has a promising future in HR, however integrating it in HR has many challenges (Bersin, 2017) which a company has to overcome to get the full advantage of it.

### Suggestion

1. From the responses received through questionnaire, it was observed that still many people are not completely aware about artificial intelligence and some have misconceptions too for the same. So, the concept of AI and its uses must be explained properly in the companies/organization to every employee so that they can also take benefit of AI at their workplace.
2. With the emerging trend of AI in almost every sector, the businesses have to adapt the changes rapidly within no time to ace up their market but for that they need to train their employees in such manner that they are able to operate the highly tech-machines with super intelligent softwares.

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