

A Research Study on Role of Artificial Intelligence in Human Resources Management

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Abstract

Human Resource Management (HRM) is undergoing a major transformation with the introduction of Artificial Intelligence (AI). Artificial Intelligence (AI) is transforming Human Resource Management (HRM), making it more efficient, informed, and personalized. Artificial Intelligence (AI) is reshaping Human Resource Management (HRM), making it more efficient, informed, and personalized. Artificial intelligence-powered solutions like machine learning algorithms, predictive analytics, and chatbots optimize hiring processes, enhance performance assessments, and foster ongoing learning and growth. These are the changes that allow HR to move from transactional to strategic HR roles, to focus on employee engagement, talent planning and finally organisation development. While there are benefits, ethical, privacy, and algorithmic bias issues must be considered for implementing AI integration, underscoring the need for a human-centred approach. Through HRM AI, HR professionals can streamline processes, automate repetitive tasks such as resume screening and onboarding, improving efficiency. Using machine learning algorithms and chatbots allows for more streamlined processes, less bias, and better employee experience. As these advancements unfold, ethical questions emerge, including transparency, privacy, and fairness in HR practices, making it crucial for HR leaders to find a balance between automation and human decision-making. In conclusion, AI in HRM is more than just a technological advancement—it is a step toward more intelligent, equitable, and adaptive HRM practices in today's digital landscape.

Keywords

Human resource management, Artificial Intelligence, Digital transformation, Machine learning, personalized, predictive analytics, chatbots.