

A STUDY ON THE ARTIFICIAL INTELLIGENCE AND ITS INFLUENCE ON HUMAN RESOURCE MANAGEMENT IN INTELLECT DESIGN ARENA LTD

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

By

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DEPARTMENT OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY (DEEMED TO BE A UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of ROSHAN R (40410146) who carried out the project entitled “**A Study on the artificial intelligence and its influence on human resource management in intellect design arena ltd**” under my supervision from January 2022 to March 2022.

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INTERNAL EXAMINER

EXTERNAL EXAMINE

DECLARATION

I **ROSHAN R (40410146)** hereby declare that the Project Report entitled “A study on online retail automation in Chennai and their influence on the customer engagement” done by me under the guidance of **Dr. JOHN PAUL M** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

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ABSTRACT

In the competitive world Industries, collect the accurate data and analyzed the collected data for the use of companies growth and daily working is essential. Artificial Intelligence helps the industry to work in faster way and efficient way to complete the work. With using AI system organization can able to inform the existing performance and day-to-day functions. In business pressure has been increasing, tough managers understood the importance of artificial intelligence at workplace.

The research paper is descriptive in nature. The researcher was used secondary data where the data was collected from research papers, publications, websites, HR blogs, survey reports etc. The core objective of the study was examine the role of artificial intelligence in human resource department and understand the challenges in HR department. The research study has concluded that a role of AI is larger into various functions carried out in human resource department where by robotics companies can handle recruitment, hiring, analyzing the data, collecting the data, reducing workload at workplace and enriching workplace efficiency.

Based on the theory of the six basic dimensions of human resource management, which includes human resource strategy and planning, recruitment, training and development process, performance management, salary evaluation, and the employee relationship management, is combine with its potential corresponding AI technology application. With the cases analysis on recruitment of leap.ai and online training of Baidu, the recruitment dimension and training dimension with AI are further explored. Finally, the practical implication and future study are supplemented.

This AIHRM conceptual model provides suggestions and directions for the development of AI in enterprise human resource management.

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION:

Artificial Intelligence defines the technology applied to perform a task that requires some intelligence position to negotiate. It refers to a trained technician to perform like a human can perform. The Factors of AI makes distinguish it from ordinary software as it comprises high-speed calculation, advanced algorithms and a large quantity of quality data. AI uses an algorithm that integrates quality data and quick computational services which performing that Core AI provides stability and delicacy to everyday processes.

AI technologies offer vast openings to enhance an organization's HR functions like recruitment, payroll, self-service transactions, access programs, and procedures. Learning Machines and humans are working together to produce a huge quantum of HR data in the cloud and the perpetration of artificial Intelligence hands over better perceptiveness into how to operate and execute. The growth of any organization depends on how efficiently it merges labor force, approaches, and machinery intelligently to bring transformational value at a minimal cost. This study is concentrated on the strengths of AI and its capabilities for Human resource transactions via Agnostic Chabot technology related to intelligent automation. Beyond the new and innovative benefits of AI, This research shows innovative technology is the best way to combine and automate HR transactions with safety.

In the moment's global economy if an organization wishes to remain competitive, they need to come across ways to unite AI and HR transactions in its decision-making process. The organization should confident in AI to perform executive liabilities to become more effective. Numerous HR professionals aren't capable to understand that AI has capabilities and unique attributes to redefine HR and can give it better applicability. This study is about to give a new structure of AI in the HR domain for new-age business organizations.

ROLES OF AI IN HUMAN RESOURCE MANAGEMENT:

Nowadays HR department heading towards the digital revolution and using a varied methodology to simplify the resources by using big data analysis, artificial intelligence,

and cloud computing. Maximum of the organization has been using artificial intelligence or digital technologies in HR like a Chabot, machine learning, and robot process automation in human resource management which support recruitment, screening, onboarding, interviewing, etc. Through AI recruitment executives can examine the application and the applicant can get quick responses. A Chatbox system or automated answering machine plays an essential part to answer the quires and problems regarding the process of recruitment in an organization.

Recruitment:

Through AI recruitment manager can examine the application and the candidate can get a quick response. A Chatbox system or automated answering machine plays an essential role to solve the quires and problems regarding the process of recruitment in an organization.

Screening and Interview Process:

Artificial intelligence helps automate the interview process by examining them with word or speech pattern examinations. Through AI software digital interviews can take place and AI also helps to enhance the applicant experience. A tool like **RESUMEFOX**.

Onboarding:

Once hiring executives have found the best fit for their open positions, the onboarding process begins. With the help of AI, this process doesn't have to be limited to standard business hours — a huge enhancement over onboarding processes of the history. Rather, AI technology allows new hires to utilize human resources support at any time of day and in any emplacement through the use of chatbots and remote support applications. This change not only provides employees with the capability to go through the onboarding process at their own pace but also reduces the executive burden and usually results in faster integration. A tool like **ADRENALIN MAX**.

Internal Mobility and Employee Retention:

In addition to advancements in the recruitment process, HR professionals can also use artificial intelligence to boost internal mobility and employee retention. Through personified feedback inspections and employee recognition systems, human resources departments can gauge employee engagement and job satisfaction more precisely than ever before. This is incredibly beneficial considering how important it's to understand the overall requirements of employees, still, there are several vital organizational benefits to having this information, as well.

According to a recent report from the Human Resources Professional Association, some AI software can estimate vital pointers of employee success in other those which should be promoted, therefore driving internal mobility. Doing so has the implicit of significantly reducing talent acquisition costs and bolstering employee retention rates. This technology isn't limited to relating opportunities to promote from within, however; it can also prognosticate who on a team is most likely to quit. Having this knowledge as soon as possible allows HR professionals to emplace retention efforts before it's too late, which can strategically reduce employee undermining.

Automation of Executive Tasks:

One of the vital benefits of leveraging artificial intelligence in varied human resources processes is the same as it's in other disciplines and assiduity Automating low value, fluently mentionable administrative tasks give HR professionals further time to contribute to strategic planning at the organizational level. This, in turn, enables the HR department to come to a strategic business partner within their organizations.

Smart technologies can automate processes similar to the administration of benefits, pre-screening contenders, scheduling interviews, and more. Although each of these functions is important to the overall success of an association, carrying out the tasks involved in similar processes is generally time-consuming, and the burden of these duties frequently means that HR professionals have lower time to contribute to serving their employees in more impressive ways.

Deploying AI software to automate executive tasks can ease this burden. For instance, a study by Eightfold found that HR personnel who utilized AI software performed executive tasks 19 percent more effectively than departments that don't use similar technology. With the time that's saved, HR professionals can devote further energy to strategic planning at the organizational level.

Benefits of Artificial Intelligence in HR:

1. Reduce the burden on executive staff in the company.
2. It'll help in talent acquisition and identifying the right candidates for the job.
3. AI helps to prognosticate the rate of employee retention at the workplace.
4. It can overcome the limitations of humans and work consequently
5. The chance of error will be less.
6. It'll maintain the workflow in various departments.
7. Through AI companies can suitable to get accurate results.
8. It'll increase employee engagement at the workplace.
9. It'll minimize the bias guested in decision-making.

Challenges of AI in HR:

1. Although AI might help recruiters quickly scan through a pile of resumes, it lacks the global understanding_of a company that recruiters possess. When hiring ideal employees, a recruiter researches a company and develops an understanding of that company's positioning, and direction within the market and even company culture.
2. AI lacks that same understanding, so when it comes to identifying employees who might be a good fit given the wider global view of the company, AI technology falls short. AI also lacks the knowledge and intuition that recruiters develop over decades in their jobs. AI won't necessarily spot important connections in an applicant's past work that might hint that applicant could be an important candidate.
3. When hiring, companies don't base their decision-making process on only hard skills. Emotional and psychological traits are important, too, including ambition and passion. AI cannot currently monitor or evaluate human emotion, and it can't account for how emotion affects human behavior.
4. Ethical responsibility is key for HR teams today, especially when it comes to hiring minorities, taking action after sexual assault, and other hot-button issues. AI lacks the ethical responsibility that HR needs to uphold, and AI can unknowingly become biased, too.

5. On another ethical note, if AI can replace a certain number of workers at a company, HR might face the challenging question of deciding which employees to let go of. AI might save a company money, but replacing employees with technology can be a touchy ethical dilemma.

1.2 STATEMENT OF PROBLEM:

Today majority of the organization depend on automation and machine learning, in the present situation organizations are looking for the best quality services for their buyer due to competition. Technology has going to create a tremendous change in the many activities in many industries and organizations, so organizations are adopting technology but they are facing a lot of issues and challenges.

Currently, a recruitment process is carried out mostly by human recruiters who personally sit and scan through CVs, online profiles, and other sources to find candidates.

The onboarding process is carried out by manually verifying all the personal information and processing them or feeding them into the database.

1.3 INDUSTRY PROFILE:

The information technology (IT) industry in India has become one of the fastest-growing industries in the world during the last decade, attracting international attention. In FY2008, the Indian IT-ITES industry increased at a rate of 33%. India is increasingly being hailed as a global leader in incremental software development. The industry grew from 4 billion to 58.8 billion dollars, employing over 2 million people.

The IT-BPO industry has become a growth engine for the economy, significantly contributing to increases in GDP, urban employment, and exports to achieve the goal of a "young and resilient India." Although India's domestic market is expanding, exports remain the primary source of development. Software and services (IT services) and enabled services are two main categories that have contributed significantly to the industry's exports. Even though the atmosphere is one of cautious optimism in the face of the current recession, the industry is predicted to develop sustainably over the next two years.

However, while the industry has an enormous opportunity for expansion, as competition grows and China emerges as a major threat, all players in the Indian IT industry must work together to ensure that India reaches its full potential and maintains its leading position in the future.

DEMAND FOR IT INDUSTRY:

The breadth of service offering- Indian players have concentrated their efforts on developing domain understanding and competencies to provide our clients' projects and processes.

From low-end application development to high-end integrated IT solutions, service offerings have changed. The global interest in business process re-engineering, the economic imperatives of outsourcing in developed 11 countries, the cost-effective maintenance of existing mainframe systems, and the ongoing development of new software for PCs have all played key roles. Cost Advantage- The major driver of outsourcing expansion is lower operating costs.

The cost savings for MNCs are anticipated to be roughly 20–40% of the company's original costs. Apart from decreasing administrative and labor costs, the federal and state governments provide fiscal and non-fiscal benefits to businesses, further reducing costs. Quality of process-India is home to more than 55 percent of the world's SEI CMM Level 5 organizations, and the country is likely to have the highest number of ISOcertified businesses.

The abundance of qualified software engineers- Indian software professionals have made a name for themselves in the global market by providing exceptional value in the form of high-quality software at a reasonable cost. With over half of its population under the age of 25, India is ideally positioned to satisfy the growing demand for IT-ITES experts. Every year, leading companies hire over 10,000 new staff.

1.4COMPANY PROFILE:

Intellect Design Arena Limited (formerly known as FinTech Grid Limited) was incorporated under the provisions of the Companies Act 1956 on April 18th, 2011 and has its registered office in Chennai.

The Company has a comprehensive portfolio of products across Global Consumer Banking Central Banking Risk & Treasury Management Global Transaction Banking and Insurance and is engaged in the business of software development.

The Company has 23 (13 direct and 10 step down) subsidiary companies and 3 Associate Companies for the financial year ended on March 31st, 2018. On 18th March 2014, the Board of Polaris Consulting & Services Limited (then called Polaris Financial Technology Limited) approved a Scheme of Demerger through which its product business would get divested into its Company.

The Scheme after receiving regulatory clearances and shareholders' endorsement was approved by the Madras High Court vide its Order dated 15th September 2014 with an effective date of 1st April 2014. The Company took necessary steps to give effect to the Order including allotment of shares and formation of a Board of Directors followed by listing in the National Stock Exchange and the Bombay Stock Exchange on 18th December 2014.

During the year 2016, M/s Intellect Payments Limited and M/s Intellect India Limited have been incorporated as direct subsidiaries of Intellect Design Arena Limited.

The company products include Digital cards, Digital lending, Capital cube, Xponent, Digital core, Payments, Wealth Qube, and others.

CHAPTER-2

LITERATURE REVIEW

2.1 REVIEW OF LITERATURE:

(Kapoor, 2010)

The researcher has examined the role of business intelligence and its use in human resource management. In this research composition, a researcher researched the leading business intelligence vendor to look into the business intelligence and data analytics features incorporated in human resource management modules.

(Dirican, 2015)

A researcher in his study paper, titled “ The Impact of Robotics, Artificial Intelligence on Business and Economics” has studied that the use of Robotics and Artificial intelligence in business may hurt the overall functions of an organization like production, performance management, trade, strategic planning, customer relationship management, banking system, coaching, training, taxes, etc

(Buzko, et al., 2016)

In the paper title, Artificial Intelligence technologies in mortal resource development. The researchers, consider on hurdles of AI technologies in the human resource area where authors noted that AI was not able to identify the effectiveness of training costs. In the research, paper authors noted that artificial intelligence technologies facilitate the prompt analysis of data by a human.

(Holtel, 2016)

Machines with exceptionally advanced mental skills will flip around the information work in each organization division, be it advertising, HR, innovative work, client assistance, or even the top managerial staff. To begin with, organizations must include every important partner in the underlying phase of sending because the effect of man-made consciousness is expansive. Second, organizations must scrutinize their given worth framework since it intently resounds with the capacities of man-made brainpower machines. Third, organizations must direct-controlled tests, since "partition and rule" don't work any longer to deal with machines that emulate human reasoning.

(Elliot, 2017)

Talked about the challenge between human-robot association and man-made consciousness in numerous respects, which included dynamic, somewhat obscure conditions that were not initially intended for robots; discussed every one of these capacities, presents working usage, and shows how they consolidate in a sound and unique deliberative engineering for human-robot connection. Bolstered by trial results, he in the end indicated how to express information to the executives, both emblematic and geometric, ends up being instrumental to more extravagant and increasingly regular human-robot communications by pushing for unavoidable, human-level semantics inside the robot's deliberative framework.

(Jain, 2018)

The research paper associated the part of artificial intelligence in human resource management. The researcher has quoted that utmost of companies has been embracing ultramodern technology in varied HR processes like recruitment process, performance appraisal process, and cloud-predicated HR systems.

(R & D, 2018)

The research paper title, Recruitment through artificial intelligence A Abstract Study. The researchers have recited the part of AI in recruitment where artificial intelligence is played an integral role in the recruitment process. Artificial intelligence helps in screening the applicants, auto-generated communications to applicants, employee relations, cataloging the interviews, etc.

(Jarrahi, 2018)

In his research paper titled, Artificial Intelligence and the Future of work Human-AI Symbiosis in Organizational Decision Making. The researcher's papers talked about the utility of AI for humans. Artificial intelligence has been supporting in decision making, dealing with the query, and especially equivocality of decision-making in an organization. Still in an industry, the part of humans is essential and technologies have to depend on humans when subconscious decisions are essential to estimate and facilitate the issues of conclusions.

(Villani, 2018)

Artificial Intelligence is a science that aims to replicate aspects of human intelligence such as learning, reasoning, perceiving, critical thinking, etc., using computer programs that are guided by logic.

(Geetha & Reddy, 2018)

AI is a ground-breaking innovation that helps organizations develop to compete in this era by trading off manpower for increased machine handling to recruit potential high-performance candidates for the company.

(Ruby merlin.p, jayam .R,2018)

In the paper titled AI in HRM, it was stated that AI will help us to make our job easy and reduce the workload of HR managers but it does not replace the work of human resource managers. Machine learning has a new wave in business it mainly tells that by the year 2020 every organization will use AI always hr departments will face new problems and challenges .that means the problem starts from selecting the right candidate and retention of the right candidate so AI will make challenges faster.hr professionals slowly depend on the technologies like AI to move up their work. AI is mainly used in the recruitment process because it rejects the unqualified resumes it makes tasks easy.AI will make use performance management system continuously take feedback from the employees .employee retention is more important in the organizations. After all, according to the requirements of employees, the hr manager should implement new policies and procedures so that employees will have an interest to work in the organization. Through machine learning, we have many results and it has its impact on today`s world.

(Peter, 2018)

The paper shows that in the close coming future AI will get an extraordinary change in the method of actualizing HR rehearses with the usage of AI in the organization without any doubt a few occupations might be influenced however as a general rule it raises the efficiency of an association albeit a portion of the western organizations are fruitful in incorporating AI with some HR rehearses and got beneficial and others are as yet

depending on the cost perspectives and out of all the hr rehearses enlistment is the best capacity in coordinating with AI from sourcing and screening the certified candidates lastly the administrations and the particular associations must reshape ability.

(Srivastava, 2018)

Conducted a research AI assumes a significant job in HR the board it chiefly helps us in labor arranging and profitability the executives it is hard to break down the exhibition of workers physically so by utilizing tends to be done consequently and also enlistment turns out to be simple like most extreme time which is spent by the HR director on enrolment just so to diminish time this AI encourages us a great deal it might be for recruiting in choice which is taken by AI will be better than the choices representatives or authorities through AI there will be no separation just as the choices of the payment will be done here by utilizing genuinely complex calculations altogether AI there will be better advancement in each association.

(Rykun, 2019)

Organizations need to always ensure that their employees are at the top of their game by updating them with the latest skills required to complete their tasks efficiently to sustain themselves in this highly competitive atmosphere driven by digitalization.

(Stevenson, 2019)

AI strengthens the transition by amplifying the speed and efficiency of the HR function by taking over the mundane tasks while the personnel moves towards fostering unique aspects such as empathy, critical thinking, and creativity.

(Davenport, 2019)

Although AI seems to be able to take over a lot of work being done in the HR function it is still far away from replacing the HR personnel completely because of the persistent need for human intervention while dealing with employees.

(Dr. Jeremy nunn, 2019)

In the paper title the emerging impact of AI on hr at present AI became most important in almost every industry it is the dream of every HR manager to use AI in their organization mainly automates communication with candidates the two important things in AI it mainly eliminates biases while selecting the candidates and increasing efficiency of the candidates AI mainly helps in screening process it analyze candidates profile and interact with them and make a decision of selecting the right candidates it mainly reduces the burden of work and the main focus will be on the top candidates ,AI can do facial recognition and also it conducts the interviews basing upon education levels and their ability etc., through AI the gaps can be filled in HR department like mainly regarding to training and development that means automatically analyzing the skills and requirements to fulfilled by employees it mainly connects company`s vision and to achieve the goals .AI starts from recruitment and at last compensation level is mainly used so for sure AI will be an emerging technology in every organization.

(Sarah fister gale,2019)

In the paper title AI is coming –and HR is not prepared. AI is emerging and hr managers should be prepared on how to use this technology all the future work will be done by AI so companies like IBM, PWC, and Deloitte they are done surveys on the impact of AI on hr in the last 18 months and it is cleared that companies want to implement AI but they don't consist employees with proper leadership to make it happen.IBM predicts that 120 million workers in the world's 10 largest economies need to give training to workers regarding AI and if the companies didn't start training they lose a competitive edge regarding development even if the company wants to establish AI but employees don't show interest to pull it off.

CHAPTER-3

METHODOLOGY

3.1 RESEARCH METHODOLOGY:

Research methodology is needed to frame the research process and design tools that are to be used for the project purpose. More specifically, it's about systematically designing a study to ensure valid and reliable results that address the research aims and objectives.

Our research methodology helps to find, how AI influences human resource management.

This time research methodology is framed to analyze and assess the influence of AI in HRM.

3.2 NEED, SCOPE, AND OBJECTIVES:

NEED FOR THE STUDY:

The need of this study is to research the inferences that technical progressions, in specific Artificial Intelligence, have for the Human Resource Management processes.

It aims to investigate the roles and major challenges of AI, where AI can be implemented, and possibly make the process more effective by working on these challenges.

SCOPE OF THE STUDY:

The scope of this study is that HR needs to be more than ready for embracing technological advancements to raise the bar of accuracy and proficiency.

OBJECTIVES OF THE STUDY:

1. To assess the influences of Artificial Intelligence on HR Practices.
2. To analyze the challenges and limitations of Artificial Intelligence in HR Practice.
3. To provide suggestions to increase the competence in HR Practice.
4. To understand the reasons for adopting Artificial intelligence.

3.3 LIMITATIONS OF THE STUDY:

1. The study is confined to Intellect Design Arena Ltd only.
2. Demographical Variable's effect on the depending on variables was not studied.
3. Data is collected online through a hands-on guide.
4. The study is based on the influence of AI in HRM in Intellect Design Arena Ltd.
5. Due to the storage of time and other constrained the study has been limited to 200 respondents.

3.4 POPULATION, SAMPLING, AND QUESTIONNAIRE SURVEY:

Sampling is a vital strategy in a statistical analysis, which comprises a selection of a few portions of a potential population to assess or learn something from the population at a cheaper cost. Simple random sampling (SRS), popularly known as "random sampling", includes the selection of samples at arbitrary from the sampling frame utilizing either random number tables or an internet arbitrary number generator. The questionnaire comprises close-ended and open-ended questions with multiple-choice options. The survey questionnaire is designed online, hosted on google drive, and shared in a google form. Link to the google form is shared on professional platforms such as LinkedIn and students' forums, as well as direct emails. A total of 200 responses were received. The survey questionnaire was structured under the following subheadings of demography, project status due to flexibilities, opportunities, and other comments.

3.5 PERCENTAGE ANALYSIS:

Percentage analysis is the method to represent raw streams of data as a percentage (a part of 100 - percent) for a better understanding of collected data. A percent change analysis shows how two items changed as a percentage from one period to another period. Used on a balance sheet, a percent change analysis shows how a balance sheet account changes from year to year, or quarter to quarter. The balance sheet accounts are assets, liabilities, and stockholders' equity. Percentage Statement Analysis is an analysis that highlights important relationships in the percentage statements. Percentage Statement analysis embraces the methods used in assessing and interpreting the results of past performance and current percentage position as they relate to factors of interest in investment decisions. It is an important means of assessing past performance and forecasting and planning future performance.

Percentages are often used to express a proportionate part of a total. If 50% of the total number of students, long before the existence of the decimal system, computations were often made in fractions. The term "percent" is derived from the Latin per centum, meaning "hundred" or "by the hundred". The Percentage increase and decreases. Due to inconsistent usage, it is not always clear from the context what a percentage is. Percentages are used to understand and interpret data. The n th percentile of a set of data is the value at which n percent of the data is below it. In everyday life, percentages are used to understand values such as test scores, health indicators, and other measurements. For example, an 18-year-old male who is six and a half feet tall is in the 99th percentile for his height. This means that of all the 18-year-old males, 99 percent have a height that is equal to or less than six and a half feet. An 18-year-old male who is only five and a half feet tall, on the other hand, is in the 16th percentile for his height, meaning only 16 percent of males his age is the same height or shorter. 24 The original variation between the actual value and the calculated value extracted in the form of percentage is termed to be the percentage error. This tool is used to measure whether the section is progressing in the right direction and is mostly used by corporate companies and statistic experts. If taken into the context of an academic career, the percentage error formula is very crucial for the students pursuing their degrees in the discipline of economics and science. While conducting a study or calculations from the figures provided in a database, various errors could occur. Majorly the percentage error formula is used to determine how accurate the calculated value is by keeping in mind the actual value. I mentioned in very rough language, that it is the variation of the gap between the calculated value and the genuine value expressed in the form of a percentage. Commonly, the extent of the percentage error is expressed in the positive denominations, although having a negative percent error is not a wrong approach. Relying on the sign of the percentage error measure, it could be analyzed whether the calculated value is being paced below or higher than the actual value. The tool percentage error formula is one of the most reliable and accurate tools in calculating the relative error by keeping the original measure as the basis.

3.6 STATISTICAL ANALYSIS:

Statistical analysis is the science of collecting, exploring, and presenting large amounts of data to discover underlying patterns and trends. Statistics are applied every day in research, industry, and government to become more scientific about decisions that need to be made. Importance Statistical analysis is a study, a science of collecting, organizing, exploring, interpreting, and presenting data and uncovering patterns and

trends. Many businesses rely on statistical analysis and it is becoming more and more important. One of the main reasons is that statistical data is used to predict future trends and minimize risks.

DESCRIPTIVE ANALYSIS:

A descriptive statistic is used to describe the basic features of information and shows or rationally summarizes data. Descriptive statistics is a study of quantitatively describing. This type of statistics draws in all of the data from a certain population or a sample of it. Descriptive statistics can include numbers, charts, tables, graphs, or other data visualization types to present raw data. However, descriptive statistics do not allow making conclusions. We cannot get conclusions and generalize that extend beyond the data at hand. With descriptive statistics, you can simply describe what is and what the data present.

INFERENCE TYPE:

This type of statistical analysis is used to study the relationships between variables within a sample, and we can make conclusions, generalizations, or predictions about a bigger population. In other words, the sample accurately represents the population. Moreover, inference statistics allows businesses and other organizations to test a hypothesis and come up with conclusions about the data. One of the key reasons for the existence of inferential statistics is that it is usually too hard to study an entire population of people or objects.

3.7 RESEARCH TESTS:

ANOVA

ANOVA in SPSS is used as the test of means for two or more populations. ANOVA in SPSS must have a dependent variable which should be metric (measured using an interval or ratio scale). ANOVA in SPSS must also have one or more independent variables, which should be categorical.

CHI-SQUARE

The Chi-Square Test of Independence determines whether there is an association between categorical variables and whether the variables are independent or related. It is a nonparametric test. This test is also known as the Chi-Square Test of Association.

CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association. Simply put correlation analysis calculates the level of change in one variable due to the change in the other.

3.8 RESEARCH DESIGN:

From the objective, we have studied how AI influences HRM. To analyze this different data, have to be collected from HR Executives and HR managers such as in what way the challenges and opportunities of AI plays a vital role in influencing HRM and what are the barriers to implementing this concept have also been discussed.

3.9 HYPOTHESIS TESTING:

- **H0:** There is no significance between Performance (dependent variable) and Technology, Flexibility, and Employee competency (independent variable).
- **H1:** There is a significance between Performance (dependent variable) and Technology, Flexibility, and Employee competency (independent variable).

- **H0:** There is no association between Technology and Flexibility.
- **H1:** There is an association between Technology and Flexibility.

- **H0:** There is no relation between Performance and Employee competency.
- **H1:** There is a relation between Performance and Employee competency.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS:

TABLE 4.1.1 GENDER OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	MALE	110	55%
2	FEMALE	90	45%
TOTAL		200	100%

Table 4.1.1 represents the gender of the respondents

INTERPRETATION:

Out of 200 respondents, male respondents are 55 percent and female respondents are 45 percent.

TABLE 4.1.2 AGE OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	21-25 YEARS	106	53%
2	26-30 YEARS	32	16%
3	31-35 YEARS	24	12%
4	36-40 YEARS	20	10%
5	ABOVE 40 YEARS	18	9%
TOTAL		200	100%

Table 4.1.2 represents the age of the respondents

INTERPRETATION:

Out of 200 respondents, 21-25 years are 53 percent, 26-30 years are 16 percent, 31-35 years are 12 percent, 36-40 years are 10 percent, and above 40 years are 9 percent

TABLE 4.1.3 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	UNDERGRADUATE	76	38%
2	POSTGRADUATE	94	47%
3	PHD	30	15%
TOTAL		200	100%

Table 4.1.3 represents the educational qualification of the respondents

INTERPRETATION:

Out of 200 respondents, Undergraduates are 38 percent, Postgraduates are 47 percent, and Ph.D. is 15 percent.

TABLE 4.1.4 WORK EXPERIENCE IN THE ORGANIZATION

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	1-5 YEARS	112	56%
2	6-10 YEARS	50	25%
3	11-15 YEARS	16	8%
4	ABOVE 15 YEARS	22	11%
TOTAL		200	100%

Table 4.1.4 represents the work experience of the respondents

INTERPRETATION:

Out of 200 respondents, 1-5 years of exp are 56 percent, 6-10 years of exp are 25 percent, 11-15 years of exp are 8 percent, and above 15 years of exp are 11 percent.

TABLE 4.1.5 MONTHLY INCOME OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	BELOW 20,000	78	39%
2	20,000-30,000	42	21%
3	30,000-40,000	24	12%
4	40,000-50,000	20	10%
5	ABOVE 50,000	26	13%
TOTAL		200	100%

Table 4.1.5 represents the monthly income of the respondents

INTERPRETATION:

Out of 200 respondents, below 20,000 income are 39 percent, 20,000-30,000 income are 21 percent, 30,000-40,000 income are 12 percent, 40,000-50,000 income are 10 percent, and above 50,000 income are 13 percent.

4.2 STATISTICAL ANALYSIS:

4.2.1 ANOVA

PERFORMANCE AND (TECHNOLOGY, FLEXIBILITY, EMPLOYEE COMPETENCY)

H0: There is no significance between Performance (dependent variable) and Technology, Flexibility, and Employee competency (independent variable).

H1: There is a significance between Performance (dependent variable) and Technology, Flexibility, and Employee competency (independent variable).

		Sum of Squares	df	Mean Square	F	Sig.
Performance	Between Groups	1.783	60	.594	5.312	.001
	Within Groups	55.505	140	.112		
	Total	57.288	200			
Technology	Between Groups	1.739	110	.580	5.108	.002
	Within Groups	56.283	90	.113		
	Total	58.022	200			
Flexibility	Between Groups	1.783	120	.594	5.312	.001
	Within Groups	55.505	80	.112		
	Total	57.288	200			
Employee Competency	Between Groups	1.783	130	.594	5.312	.001
	Within Groups	55.505	70	.112		
	Total	57.288	200			

Table 4.2.1.1 show the ANOVA test

INTERPRETATION:

The above table states that there is a significance between a dependent variable and independent variable because of the strong F value, which was greater than the significance value performance $5.312 > 0.001$, Flexibility $5.108 > 0.002$, Opportunities $5.312 > 0.001$, Adaptability $5.312 > 0.001$ So, the null hypothesis rejected, and alternative hypothesis got accepted.

4.2.2 CHI-SQUARE

TECHNOLOGY AND FLEXIBILITY

H0: There is no association between Technology and Flexibility.

H1: There is an association between Technology and Flexibility

		Chi-square and df	Fishers Exact Test	Total
	Technology	Pearson	Sig 2 sided	
Flexibility	Strongly agree	6.0 & 4.8	.001	110
	Agree	6.0 & 4.8	.001	90
Total				200

Table 4.2.2.1 shows the CHI-SQUARE test

INTERPRETATION:

From the table, it is interpreted that the significance value is .001, which was less than 0.5. So, the null hypothesis was rejected, and the alternative hypothesis got accepted with the chi-square values 6.0 and 4.8. Thus, there is an association between technology and flexibility

4.2.3 CORRELATION

PERFORMANCE AND EMPLOYEE COMPETENCY

H0: There is no relation between Performance and Employee competency.

H1: There is a relation between Performance and Employee competency.

Correlations						
		COMPANY CONSIDERS GOVERNANCE OF AI PLATFORM AS VITAL IN CONDITIONING OF HRM	COMPANY RESPONDS QUICKLY CHANGES IN AI PLATFORM	AI PLATFORM ASSIST TO REDUCE THE NO. OF ERRORS	AI HAS NO SPACE TIME CONSTRAINT	AI CAN DELIVER RELEVANT VAST AMOUNTS OF HIGH QUALITY DATA IN REALTIME
EMPLOYEES HAVE AN ADEQUATE KNOWLEDGE OF THE ARTIFICIAL INTELLIGENCE	Pearson Correlation	1	.578**	.517**	.325**	.355**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	200	200	200	200	200
EMPLOYEES ARE CONTINUOUSLY TRAINED TO WORK WITH THE AI PLATFORM	Pearson Correlation	.578**	1	.596**	.493**	.411**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	200	200	200	200	200
EMPLOYEES IDENTIFY WAYS TO IMPROVE THE EFFICIENCY AND EFFECTIVENESS OF THE AI PLATFORM	Pearson Correlation	.517**	.596**	1	.447**	.623**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	200	200	200	200	200
EMPLOYEES MAKE AN EFFORT TO ADAPT TO THE AI PLATFORM	Pearson Correlation	.325**	.493**	.447**	1	.627**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	200	200	200	200	200
EMPLOYEES WORK AS A TEAM FREQUENTLY TO EXECUTE INTER-ORGANIZATIONAL STRATEGIES	Pearson Correlation	.355**	.411**	.623**	.627**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	200	200	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).						

Table 4.2.3.1 shows the CORRELATION test

INTERPRETATION:

From the table, it is interpreted that the significance value is 0.01 which is less than 0.05 and less than the critical value of 1, So the null hypothesis was rejected, the and alternative hypothesis got accepted.

CHAPTER-5

FINDINGS AND DISCUSSION

5.1 FINDINGS:

1. Out of 200 respondents, male respondents are 55 percent and female respondents are 45 percent.
2. Out of 200 respondents, 21-25 years are 53 percent, 26-30 years are 16 percent, 31-35 years are 12 percent, 36-40 years are 10 percent, and above 40 years are 9 percent.
3. Out of 200 respondents, Undergraduates are 38 percent, Postgraduates are 47 percent, and Ph.D. is 15 percent
4. Out of 200 respondents, 1-5 years of exp are 56 percent, 6-10 years of exp are 25 percent, 11-15 years of exp are 8 percent, and above 15 years of exp are 11 percent.
5. Out of 200 respondents, below 20,000 income are 39 percent, 20,000-30,000 income are 21 percent, 30,000-40,000 income are 12 percent, 40,000-50,000 income are 10 percent, and above 50,000 income are 13 percent.
6. The above table states that there is a significance between a dependent variable and independent variable because of the strong F value, which was greater than the significance value performance $5.312 > 0.001$, Flexibility $5.108 > 0.002$, Opportunities $5.312 > 0.001$, Adaptability $5.312 > 0.001$ So, the null hypothesis rejected, and alternative hypothesis got accepted.
7. From the table, it is interpreted that the significance value is .001, which was less than 0.5. So, the null hypothesis was rejected, and the alternative hypothesis got accepted with the chi-square values 6.0 and 4.8. Thus, there is an association between technology and flexibility
8. From the table, it is interpreted that the significance value is 0.01 which is less than 0.05 and less than the critical value of 1, So the null hypothesis was rejected, the and alternative hypothesis got accepted.

5.2 SUGGESTIONS:

1. Today technology is broadly accepted by many of us, but still, we are finding a lot of issues in adopting AI in HR practices because we are not totally aware of AI or machine learning.
2. There is a solution to overcome these problems. Organizations need to train their employees in a particular domain. Create awareness about AI and tell them it is not going to replace the human resource instead of that it makes their jobs ease.
3. Providing sufficient knowledge and making them adopt HR applications and tools. It creates an overall impact on the complete production system and it leads to success in their denotation and improves the employee's efficiency.
4. As more and more functions are automated with technologies like artificial intelligence, the jobs that still require human involvement are becoming more valuable and harder to fill.
5. This is making the work of enterprise HR teams riddled with challenges. A recent survey of HR professionals revealed that the biggest of their challenges included finding high-quality candidates, retaining their best talent, and increasing employee engagement and retention.
6. Overcoming these challenges means becoming more effective at finding, retaining, and developing employees. To do so, enterprises can use intelligent automation for HR operations.
7. With the help of AI-based HR automation, enterprises can monitor not only their internal workforce to ensure they work to the best of their capabilities but also the job market to find talent to meet their evolving needs.

8. If the professionals working in the field of HRM can see the value of A.I., they are more likely to rely on technology to perform their everyday duties. Therefore, companies should hire, or promote leaders who will ensure a positive reception from the team members.
9. As the industry is transformed, high-ranking managers need to understand the role of A.I. in the employee lifecycle. First, people working in the HRM department should have a clear idea of the recruitment and employee management goals. Then, it will be the leader's responsibility to communicate how A.I. can help them meet those goals.

5.3 CONCLUSION:

AI-based HR Practices have the enormous potential to elevate the productivity of employees and assisted HR personnel turned up knowledgeable consultants boosting the performance of employees. AI fostered HR practices are resourceful enough and capable of analyzing, diagnosing, predicting, and also prescribing the solutions to the HR issues. In the competitive era, there is tremendous growth in the industrial sector. Managing continuous improvement is one challenge in front of industries. To enhance the speed and for routine work, most industries adopt modern technologies. Most of the researchers and experts also recommend industries make use of artificial intelligence tools, and digital technologies. Artificial Intelligence and machine language has been used by many companies in the field of human resource department where AI plays an integral role in recruitment, selection, hiring, analyzing performance, collecting data regarding employees, providing real-time information, and providing accurate information. Human resource strategy and planning combined with data mining and knowledge discovery can form a corresponding intelligent decision support system; The recruitment process is combined with face recognition and natural language processing technologies to establish an interview system; During the training and development process, intelligent robots and visual scanning technologies can assist people to teach and learn; The performance management procedure can be utilized with data mining technology, forming an intelligent incentive system; An intelligent salary evaluation system can be constructed by applying neural network system; Finally, the employee relationship management can be assisted with robot and voice interaction technologies to form a corporate advisory system. With the case analysis on the recruitment of leap.ai and online training of Badu, the recruitment dimension and training dimension with AI are further explored.

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APPENDIX

A STUDY ON THE ARTIFICIAL INTELLIGENCE AND ITS INFLUENCE ON HUMAN RESOURCE MANAGEMENT IN INTELLECT DESIGN ARENA LIMITED.

MBA FINAL YEAR PROJECT. SATHYABAMA UNIVERSITY CHENNAI. ROSHAN R
(REG NO 40410146).

PART-A

GENDER *

MALE ☐

FEMALE ☐

AGE*

21-25 ☐

26-30 ☐

31-35 ☐

36-40 ☐

ABOVE 40 ☐

EDUCATIONAL QUALIFICATION*

UNDERGRADUATE ☐

POSTGRADUATE ☐

PHD ☐

WORK EXPERIENCE IN ORGANIZATION*

1-5 YEARS ☐

6-10 YEARS ☐

11-15 YEARS ☐

ABOVE 15 YEARS ☐

MONTHLY INCOME*

BELOW 20,000 ☐

20,000-30,000 ☐

30,000-40,000 ☐

40,000-50,000 ☐

ABOVE 50,000 ☐

PART-B

TECHNOLOGY*

	STRONGLY AGREE	AGREE	NETURAL	DISAGREE	STRONGLY DISAGREE
THE COMPANY USES THE AI FOR SCREENING RESUME FOR AN EFFECTIVE RECRUITMENT PROCESS.					
THE COMPANY USES THE AI FOR EVALUATING AN EMPLOYEE PERFORMANCE.					
THE COMPANY USES THE AI FOR COMPUTING AN EMPLOYEE ATTENDANCE AND WORKING HOURS.					
THE COMPANY USES THE AI FOR AN EFFICIENT PAYROLL PROCESS AND COMPENSATION.					
THE COMPANY USES THE AI FOR MANAGING EMPLOYEE DATA IN AN SYSTEMATIZED FORM.					

EMPLOYEE COMPETENCY*

	STRONGLY AGREE	AGREE	NETURAL	DISAGREE	STRONGLY DISAGREE
EMPLOYEES HAVE AN ADEQUATE KNOWLEDGE OF THE ARTIFICIAL INTELLIGENCE.					
EMPLOYEES ARE CONTINUOUSLY TRAINED TO WORK WITH THE AI PLATFORM.					
EMPLOYEES IDENTIFY WAYS TO IMPROVE THE EFFICIENCY AND EFFECTIVENESS OF THE AI PLATFORM.					
EMPLOYEES MAKE AN EFFORT TO ADAPT TO THE AI PLATFORM.					
EMPLOYEES WORK AS A TEAM FREQUENTLY TO EXECUTE INTER- ORGANIZATIONAL STRATEGIES.					

FLEXIBILITY*

	STRONGLY AGREE	AGREE	NETURAL	DISAGREE	STRONGLY DISAGREE
THE COMPANY CAN IMPLEMENT STRUCTURAL CHANGES IN THE ORGANIZATION EFFECTIVELY.					
IN A RELATION TO COMPETITORS, WE HAVE THE CAPABILITY TO ADAPT THE CHANGES IN THE AI PLATFORM.					
THE AI PLATFORM IS FLEXIBLE ENOUGH TO ADAPT TO THE ORGANIZATION REQUIREMENTS.					
IN A RELATION TO THE COMPETITORS, WE HOLD AN AI PLATFORM THAT FASTNESS UP THE HR PROCEDURES..					
THE COMPANY ENSURES THAT THE AI IS FLEXIBLE ENOUGH FOR AN EMPLOYEE EXECUTION.					

PERFORMANCE*

	STRONGLY AGREE	AGREE	NETURAL	DISAGREE	STRONGLY DISAGREE
THE COMPANY CONSIDERS THE GOVERNANCE OF THE AI PLATFORM AS A VITAL IN THE CONDITIONING OF HRM.					
THE COMPANY RESPONDS QUICKLY TO CHANGES IN THE AI PLATFORM.					
THE AI PLATFORM CAN ASSIST TO REDUCE THE NUMBER OF ERRORS.					
THE AI HAS NO SPACE TIME CONSTRAINT.					
THE AI CAN DELIVER RELEVANT, VAST AMOUNTS OF HIGH- QUALITY DATA IN REAL-TIME.					

ANNEXURE 2- ARTICLE

A STUDY ON THE ARTIFICIAL INTELLIGENCE AND ITS INFLUENCE ON HUMAN RESOURCE MANAGEMENT IN INTELLECT DESIGN ARENA LTD

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ABSTRACT:

This study proposes a conception AL framework of artificial intelligence (AI) technology application for human resource management (HRM). Based on the theory of the six basic dimensions of human resource management, which include human resource strategy and planning, recruitment, training and development process, performance management, salary evaluation, and the employee relationship management, is combined with its potential corresponding AI technology application. With the analysis of the case on the recruitment of leap.ai and online training of Baidu, the recruitment dimension and training dimension with AI are further explored. Finally, the practical implication and future studies are supplemented. This AIHRM conceptual model provides suggestions and directions for the development of AI in enterprise human resource management.

Keywords- AI, HRM, TECHNOLOGY, HR PRACTICES.

I. INTRODUCTION:

Artificial Intelligence defines the technology applied to perform a task that requires some intelligence position to negotiate. It refers to a trained technician to perform like a human can perform. The Factors of AI makes distinguish it from ordinary software as it comprises high-speed calculation, advanced algorithms and a large quantity of quality data. AI uses an algorithm that integrates quality data and quick computational services which performing that Core AI provides stability and delicacy to everyday processes.

AI technologies offer vast openings to enhance an organization's HR functions like recruitment, payroll, self-service transactions, access programs, and procedures. Learning Machines and humans are working together to produce a huge quantum of HR data in the cloud and the perpetration of artificial Intelligence hands over better perceptiveness into how to operate and execute. The growth of any

organization depends on how efficiently it merges labor force, approaches, and machinery intelligently to bring transformational value at a minimal cost. This study is concentrated on the strengths of AI and its capabilities for Human resource transactions via Agnostic Chabot technology related to intelligent automation. Beyond the new and innovative benefits of AI, This research shows innovative technology is the best way to combine and automate HR transactions with safety.

ROLES OF AI IN HUMAN RESOURCE MANAGEMENT:

Nowadays HR department heading towards the digital revolution and using a varied methodology to simplify the resources by using big data analysis, artificial intelligence, and cloud computing. Maximum of the organization has been using artificial intelligence or digital technologies in HR like a Chabot, machine learning, and robot process automation in human resource management which support recruitment, screening, onboarding, interviewing, etc.

Benefits of Artificial Intelligence in HR:

1. Reduce the burden on executive staff in the company.
2. It'll help in talent acquisition and identifying the right candidates for the job.
3. AI helps to prognosticate the rate of employee retention at the workplace.
4. It can overcome the limitations of humans and work consequently
5. The chance of error will be less.

II.OBJECTIVE OF THE STUDY:

1. To assess the influences of Artificial Intelligence on HR Practices.

2. To analyze the challenges and limitations of Artificial Intelligence in HR Practice.
3. To provide suggestions to increase the competence in HR Practice.
4. To understand the reasons for adopting Artificial intelligence.

III.REVIEW OF LITERATURE:

(Kapoor, 2010)

The researcher has examined the role of business intelligence and its use in human resource management. In this research composition, a researcher researched the leading business intelligence vendor to look into the business intelligence and data analytics features incorporated in human resource management modules.

(Dirican, 2015)

A researcher in his study paper, titled “ The Impact of Robotics, Artificial Intelligence on Business and Economics” has studied that the use of Robotics and Artificial intelligence in business may hurt the overall functions of an organization like production, performance management, trade, strategic planning, customer relationship management, banking system, coaching, training, taxes, etc

(Buzko, et al., 2016)

In the paper title, Artificial Intelligence technologies in mortal resource development. The researchers, consider on hurdles of AI technologies in the human resource area where authors noted that AI was not able to identify the effectiveness of training costs. In the research, paper authors noted that artificial intelligence technologies facilitate the prompt analysis of data by a human.

(Geetha & Reddy, 2018)

AI is a ground-breaking innovation that helps organizations develop to compete in this era by trading off manpower for increased machine handling to recruit potential high-performance candidates for the company.

(Stevenson, 2019)

AI strengthens the transition by amplifying the speed and efficiency of the HR function by taking over the mundane tasks while the personnel moves towards fostering unique aspects such as empathy, critical thinking, and creativity.

IV. RESEARCH METHODOLOGY:

Based on my study I've used a random sampling approach. The survey questionnaire is designed online, hosted on google drive, and participated in a google form. Link to the google form is shared on professional platforms similar to LinkedIn and as well as direct emails sent to managers. Collected around 200 respondents for my survey.

Data analysis:

a) Table shows the Gender of the respondents

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	MALE	110	55%
2	FEMALE	90	45%
TOTAL		200	100%

INTERPRETATION:

Out of 200 respondents, male respondents are 55 percent and female respondents are 45 percent.

b) Table shows the educational qualification of the respondents

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Under-Graduate	76	38%
2	Post-Graduate	94	47%
3	PHD	30	15%
Total		200	100%

INTERPRETATION:

Out of 200 respondents, Undergraduates are 38 percent, Postgraduates are 47 percent, and Ph.D. is 15 percent.

c) Table shows the income of the respondents

S.NO	PARTICULARS	NO OF RESPONSES	PERCENTAGE
1	Below 20K	78	39%
2	20K – 30K	42	21%
3	30K – 40K	24	12%
4	40K – 50K	20	10%
5	Above 50K	36	13%
Total		200	100%

INTERPRETATION:

Out of 200 respondents, below 20,000 income are 39 percent, 20,000-30,000 income are 21 percent, 30,000-40,000 income are 12 percent, 40,000-50,000 income are 10 percent, and above 50,000 income are 13 percent.

CHI-SQUARE:

TECHNOLOGY AND FLEXIBILITY

H0: There is no association between Technology and Flexibility.

H1: There is an association between Technology and Flexibility

		Chi-square and df	Fishers Exact Test	Total
	Technology	Pearson	Sig 2 sided	
Flexibility	Strongly agree	6.0 & 4.8	.001	110
	Agree	6.0 & 4.8	.001	90
Total				200

INTERPRETATION:

From the table, it is interpreted that the significance value is .001, which was less than 0.5. So, the null hypothesis was rejected, and the alternative hypothesis got accepted with the chi-square values 6.0 and 4.8. Thus, there is an association between technology and flexibility

CORRELATION:

PERFORMANCE AND EMPLOYEE COMPETENCY

H0: There is no relation between Performance and Employee competency.

H1: There is a relation between Performance and Employee competency.

Correlations						
		COMPANY CONSIDERS GOVERNANCE OF AI PLATFORM AS VITAL IN CONDITIONING OF HRM	COMPANY RESPONDS QUICKLY CHANGES IN AI PLATFORM	AI PLATFORM ASSIST TO REDUCE THE NO. OF ERRORS	AI HAS NO SPACE TIME CONSTRAINT	AI CAN DELIVER RELEVANT VAST AMOUNTS OF HIGH QUALITY DATA IN REALTIME
EMPLOYEES HAVE AN ADEQUATE KNOWLEDGE OF THE ARTIFICIAL INTELLIGENCE	Pearson Correlation	1	.578**	.517**	.325**	.355**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	200	200	200	200	200
EMPLOYEES ARE CONTINUOUSLY TRAINED TO WORK WITH THE AI PLATFORM	Pearson Correlation	.578**	1	.596**	.493**	.411**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	200	200	200	200	200
EMPLOYEES IDENTIFY WAYS TO IMPROVE THE EFFICIENCY AND EFFECTIVENESS OF THE AI PLATFORM	Pearson Correlation	.517**	.596**	1	.447**	.623**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	200	200	200	200	200
EMPLOYEES MAKE AN EFFORT TO ADAPT TO THE AI PLATFORM	Pearson Correlation	.325**	.493**	.447**	1	.627**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	200	200	200	200	200
EMPLOYEES WORK AS A TEAM FREQUENTLY TO EXECUTE INTER-ORGANIZATIONAL STRATEGIES	Pearson Correlation	.355**	.411**	.623**	.627**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	200	200	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).						

INTERPRETATION:

From the table, it is interpreted that the significance value is 0.01 which is less than 0.05 and less than the critical value of 1, So the null hypothesis was rejected, the and alternative hypothesis got accepted.

FINDINGS:

1. Out of 200 respondents, male respondents are 55 percent and female respondents are 45 percent.
2. Out of 200 respondents, 21-25 years are 53 percent, 26-30 years are 16 percent, 31-35 years are 12 percent, 36-40 years are 10 percent, and above 40 years are 9 percent.
3. Out of 200 respondents, Undergraduates are 38 percent, Postgraduates are 47 percent, and Ph.D. is 15 percent
4. Out of 200 respondents, 1-5 years of exp are 56 percent, 6-10 years of exp are 25 percent, 11-15 years of exp are 8 percent, and above 15 years of exp are 11 percent.
5. Out of 200 respondents, below 20,000 income are 39 percent, 20,000-30,000 income are 21 percent, 30,000-40,000

income are 12 percent, 40,000-50,000 income are 10 percent, and above 50,000 income are 13 percent.

6. The above table states that there is a significance between a dependent variable and independent variable because of the strong F value, which was greater than the significance value performance $5.312 > 0.001$, Flexibility $5.108 > 0.002$, Opportunities $5.312 > 0.001$, Adaptability $5.312 > 0.001$ So, the null hypothesis rejected, and alternative hypothesis got accepted.
7. From the table, it is interpreted that the significance value is .001, which was less than 0.5. So, the null hypothesis was rejected, and the alternative hypothesis got accepted with the chi-square values 6.0 and 4.8. Thus, there is an association between technology and flexibility.
8. From the table, it is interpreted that the significance value is 0.01 which is less than 0.05 and less than the critical value of 1, So the null hypothesis was rejected, the and alternative hypothesis got accepted.

SUGGESTIONS:

1. Today technology is broadly accepted by many of us, but still, we are finding a lot of issues in adopting AI in HR practices because we are not totally aware of AI or machine learning.
2. There is a solution to overcome these problems. Organizations need to train their employees in a particular domain. Create awareness about AI and tell them it is not

going to replace the human resource instead of that it makes their jobs ease.

3. Providing sufficient knowledge and making them adopt HR applications and tools. It creates an overall impact on the complete production system and it leads to success in their denotation and improves the employee's efficiency

CONCLUSION:

AI-based HR Practices have the enormous potential to elevate the productivity of employees and assisted HR personnel turned up knowledgeable consultants boosting the performance of employees. AI fostered HR practices are resourceful enough and capable of analyzing, diagnosing, predicting, and also prescribing the solutions to the HR issues. In the competitive era, there is tremendous growth in the industrial sector. Managing continuous improvement is one challenge in front of industries. To enhance the speed and for routine work, most industries adopt modern technologies. Most of the researchers and experts also recommend industries make use of artificial intelligence tools, and digital technologies. Artificial Intelligence and machine language has been used by many companies in the field of human resource department where AI plays an integral role in recruitment, selection, hiring, analyzing performance, collecting data regarding employees, providing real-time information, and providing accurate information. Human resource strategy and planning combined with data mining and knowledge discovery can form a corresponding intelligent decision support system; The recruitment process is combined with face recognition and natural language processing technologies to establish an interview

system; During the training and development process, intelligent robots and visual scanning technologies can assist people to teach and learn; The performance management procedure can be utilized with data mining technology, forming an intelligent incentive system; An intelligent salary evaluation system can be constructed by applying neural network system; Finally, the employee relationship management can be assisted with robot and voice interaction technologies to form a corporate advisory system. With the case analysis on the recruitment of leap.ai and online training of Badu, the recruitment dimension and training dimension with AI are further explored.

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