

A STUDY ON ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE –
INDUSTRY PERSPECTIVE

Report On Project

SUBMITTED BY

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(39280069)

Under the Guidance of

Ms.S. SHANTHINI M.COM .NET.,

Submitted in partial fulfillment of the
requirements for the award of

Bachelor of Business Administration



DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF MANAGEMENT
STUDIES

**SATHYABAMA
INSTITUTE OF SCIENCE AND
TECHNOLOGY**

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
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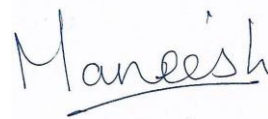
DECLARATION

I, **MANEESH.M. HARIDASAN** hereby declare that the project work titled “**A STUDY ON ARTIFICIAL INTELLIGENCE IN HUMNAM RESOURCE- INDUSTRY PRESPECTIVE**” submitted by me for the award of degree of bachelor of business administration has not formed the basis for the award of any other degree has been done by me under the guidance of **Ms. S. SHANTHINI.M.COM.NET.**, Assistant Professor, Department of Commerce.

DATE

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A handwritten signature in blue ink that reads "Maneesh". The signature is written in a cursive style with a horizontal line underneath the name.

Signature of the Candidate

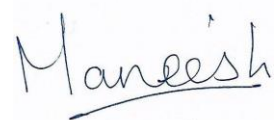
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MANEESH.M. HARIDASAN

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ABSTRACT

In the competitive world industries, collect the accurate data and analysed the collected data for the use of company's growth and daily working is essential. The world is constantly becoming more prone to technology due to globalization which implies organizations have to stay up to date in order to be competitive. Human resource management (HRM) is more important than ever. With technological advances also comes the opportunity to streamline activities that previously have had to be carried out by humans. Therefore, it is of the highest importance to consider and evaluate the impact technology might have on the area of HRM and specifically Talent acquisition, talent management, compensation & benefit and learning & development. The main purpose of the study is to analyses the lack of AI in HR. It aims to investigate where AI can be implemented in HR process and possibly make the process more effective, as well as that the implications would be of having AI.

Keywords: human resource, artificial intelligence

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CHAPTER 1

INTRODUCTION

Artificial intelligence (AI) refers to technology used to do a task that requires some level of intelligence to accomplish — in other words, a tool trained to do what a human can do. Why is AI different than ordinary software? Three core components — high-speed computation, a huge amount of quality data and advanced algorithms differentiate AI from ordinary software. Core AI technologies provide better accuracy and stability to everyday processes using an algorithm that connects quality data with fast computation services.

AI technologies offer significant opportunities to improve HR functions, such as self-service transactions, recruiting and talent acquisition, payroll, reporting, access policies and procedures. We are living in an era in which AI capabilities are reaching new heights and have a major impact on how we operate our business. Human resources executives have faith that merging AI into HR administration functions will benefit and improve the overall employee experience. This will provide more capacity, more time and budget, and more accurate information for decisive people management.

Humans and learning machines are working together to produce an ever-increasing amount of HR data in the cloud, and the use of artificial intelligence analyses offer better insight into how to execute and operate. The success of any organization depends on how effectively it combines people, process and technology intelligently to deliver transformational value at optimized cost.

AI will help to efficiently automate many back-office functions for reliable HR transactions and service delivery.

In the competitive world Industries, collect the accurate data and analyzed the collected data for the use of company's growth and daily working is essential. The world is constantly becoming more prone to technology due to globalization which implies organizations have to stay up to date in order to be competitive. Human Resource Management (HRM) is more important than ever. With technological advances also comes the opportunity to streamline activities that previously have had to be carried out by humans.

Therefore, it is of the highest importance to consider and evaluate the impact technology might have on the area of HRM and specifically **Talent Acquisition**,

Talent Management, Compensation & Benefit and Learning & Development. The main purpose of the study is to analyses the lack of AI in HR. It aims to investigate where AI can be implemented in HR process and possibly make the process more effective, as well as what the implications would be of having AI.

AREA OF INDUSTRY:

Artificial intelligence offers tremendous potential for industry. It's already making **production** more efficient, more flexible, and more reliable. Industry is becoming increasingly digitalized; the digital enterprise is already a reality. Data is continuously generated, processed, and analysed.

➤ **SAMPLE SIZE:**

It comprises of 100-150 people

➤ **SAMPLING DESIGN:**

A random sampling method was adopted to draw the sample respondents for the study. Random sampling means each individual element in the universe has an equal chance of being chosen.

➤ **POPULAATION:**

My survey is among both men and women at the age group of [18-60].

➤ **LOCATION:**

All Over India

TYPE OF INDUSTRY:

Human Resource

1.2 INDUSTRY PROFILE:

The staffing and personnel management industry locates temporary, contract, and permanent workers to meet the hiring needs of corporations, government agencies, non-profits, and other employers. These workers range from secretaries and office clerks; to doctors, engineers, and accountants; to CEOs, CFOs, and corporate board members.

The industry has three main sectors: staffing agencies; recruiting firms (which include general recruiting firms and executive recruiting firms); and personnel consulting companies.

General recruiting firms, also known as *contingency recruiters*, often focus on providing workers in a particular industry such as technology or health care. They are paid by a company only if the candidate they recommend is hired. Contingency recruiters typically focus on recruiting entry-level to mid-level workers.

Executive recruiting firms (also known as *head-hunters*, *retained recruiters*, and *retained search firms*) focus on recruiting for high-level positions such as CEOs. They are paid whether the candidate is hired or not. In 2015, revenue in the U.S. executive search and leadership industry was \$12 billion, which was a 2.4 percent increase over the previous year's revenue, according to the Association of Executive Search Consultants.

Personnel consulting companies provide human resources solutions (consulting and management, wage and salary administration, employee benefits planning and administration, etc.) to companies. Professional employer organizations make up a large segment of this industry. According to the National Association of Professional Employer Organizations (NAPEO), a professional employer organization (PEO) relationship "involves a contractual allocation and sharing of employer responsibilities between the PEO and the client." These firms typically provide services to small- and mid-sized businesses, although the number of large firms entering PEO relationships is growing. Gross revenue in the PEO industry currently averages between \$136 billion and \$156 billion, according to NAPEO.

A wide variety of permanent employees work in the staffing and personnel management industry, including recruitment, placement, and employment specialists and consultants; sales workers; job analysts, employer liaisons, and managers; and support staff such as secretaries, office clerks, researchers, Information Technology specialists, and accountants.

The staffing industry provides great opportunities for people who are seeking flexible work arrangements and schedules. It also provides them with the opportunity to “try out” various employers and get a “foot in the door” before eventually landing a full-time job. In fact, about 90 percent of staffing employees surveyed by the ASA report that working for staffing firms made them more employable.

The staffing and personnel management industry will continue to grow as demand for temporary and contract workers increases and more companies and other organizations utilize the services of recruiters to help them find the most qualified candidates.

Recruitment

Recruitment refers to the overall process of attracting, shortlisting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization.

Recruitment can also refer to processes involved in choosing individuals for unpaid roles. Managers, human resource generalists and recruitment specialists may be tasked with carrying out recruitment, but in some cases public-sector employment agencies, commercial recruitment agencies, or specialist search consultancies are used to undertake parts of the process. Internet-based technologies which support all aspects of recruitment have become widespread.

Sourcing

Sourcing is the use of one or more strategies to attract or identify candidates to fill job vacancies. It may involve internal and/or external recruitment advertising, using appropriate media, such as job portals, local or national newspapers, social media, business media, specialist recruitment media, professional publications, window advertisements, job centers, or in a variety of ways via the internet.

Alternatively, employers may use recruitment consultancies or agencies to find otherwise scarce candidates—who, in many cases, may be content in the current positions and are not actively looking to move.

This initial research for candidates—also called name generation—produces contact information for potential candidates, whom the recruiter can then discreetly contact and screen.

Referral recruitment programs

Referral recruitment programs allow both outsiders and employees to refer candidates for filling job openings. Online, they can be implemented by leveraging social networks.

Employee referral

An **employee referral** is a candidate recommended by an existing employee. This is sometimes referred to as Referral recruitment. Encouraging existing employees to select and recruit suitable candidates results in:

- Improved candidate quality and retention. The one-to-one direct relationship between the candidate and the referring employee and the exchange of knowledge that takes place allows the candidate to develop a strong understanding of the company, its business and the application and recruitment process. The candidate is thereby enabled to assess their own suitability and likelihood of success, including "fitting in."
- Reduces the considerable cost of third parties service providers who would have previously conducted the screening and selection process. An op-ed in Crain's in April 2013 recommended that companies look to employee referral to speed the recruitment process for purple squirrels, which are rare candidates considered to be "perfect" fits for open positions.
- the employee typically receives a referral bonus, and is widely acknowledged as being cost effective. The Global Employee Referral Index 2013 Survey found that 92% of the participants reported employee referrals as one of the top recruiting sources for recruiting.

- As candidate quality improves and interview to job offer conversion rates increase, the amount of time spent interviewing decreases, which means the company's Human Resources headcount can be streamlined and be used more efficiently. Marketing and advertising expenditures decrease as existing employees source potential candidates from the existing personal networks of friends, family and associates.
- By contrast, recruiting through 3rd-party recruiting agencies incurs a 20–25% agency finder's fee – which can top \$25K for an employee with \$100K annual salary. Referral recruiting can be free (or cost a fraction)

There is, however, a risk of less corporate creativity: An "overly homogeneous" workforce is at risk for "fails to produce novel ideas or innovations."

Social network referral

Initially, responses to mass-emailing of job announcements to those within employees' social networks slowed the screening process

Two ways in which this improved are:

- Making available screen tools for employees to use, although this interferes with the "work routines of already time-starved employees"
- "When employees put their reputation on the line for the person they are recommending"

Screening and Selection

Various psychological tests can assess a variety of KSAOs, including literacy. Assessments are also available to measure physical ability. Recruiters and agencies may use applicant tracking systems to filter candidates, along with software tools for psychometric testing and performance-based assessment. In many countries, employers are legally mandated to ensure their screening and selection processes meet equal opportunity and ethical standards.

Employers are likely to recognize the value of candidates who encompass soft skills, such as interpersonal or team leadership, and the level of drive needed to stay engaged.

In fact, many companies, including multinational organizations and those that recruit from a range of nationalities, are also often concerned about whether candidate fits the prevailing company culture and organization as a whole.

Companies and recruitment agencies are now turning to video screening as a way to notice these skills without the need to invite the candidates in physical. Screening as a practice for hiring has undergone continual change over the years and often organizations are using video to maintain the aforementioned standards, they set for themselves and the industry.

The selection process is often claimed to be an invention of Thomas Edison.

Disabled candidates

The word disability carries few positive connotations for most employers. Research has shown that employer biases tend to improve through first-hand experience and exposure with proper supports for the employee and the employer making the hiring decisions.

As for most companies, money and job stability are two of the contributing factors to the productivity of a disabled employee, which in return equates to the growth and success of a business. Hiring disabled workers produce more advantages than disadvantages.

There is no difference in the daily production of a disabled worker. Given their situation, they are more likely to adapt to their environmental surroundings and acquaint themselves with equipment, enabling them to solve problems and overcome adversity as with other employees.

The U.S. IRS grants companies Disabled Access Credit when they meet eligibility criteria.

Diversity

Many major corporations recognize the need for diversity in hiring to compete successfully in a global economy. The challenge is to avoid recruiting staff who are "in the likeness of existing employees" but also to retain a more diverse workforce and work with inclusion strategies to include them in the organizations.

Recruitment process outsourcing

Recruitment process outsourcing (RPO) is a form of Business Process Outsourcing (BPO) where a company engages a third-party provider to manage all or part of its recruitment process.

Approaches

Internal recruitment or internal mobility refers to the process of a candidate being selected from the existing workforce to take up a new job in the same organization, perhaps as a promotion, or to provide career development opportunity, or to meet a specific or urgent organizational need. Advantages include the organization's familiarity with the employee and their competencies in so far as they are revealed in their current job, and their willingness to trust said employee. It can be quicker and have a lower cost to hire someone internally.

An employee referral program is a system where existing employees recommend prospective candidates for the job offered, and usually, if the suggested candidate is hired, the employee receives a cash bonus.

Niche firms tend to focus on building ongoing relationships with their candidates, as the same candidates may be placed many times throughout their careers. Online resources have developed to help find niche recruiters.

Niche firms also develop knowledge on specific employment trends within their industry of focus (e.g., the energy industry) and are able to identify demographic shifts such as aging and its impact on the industry.

Social recruiting is the use of social media for recruiting.

Mobile recruiting is a recruitment strategy that uses mobile technology to attract, engage and convert candidates.

Some recruiters work by accepting payments from job seekers, and in return help them to find a job.

This is illegal in some countries, such as in the United Kingdom, in which recruiters must not charge candidates for their services (although websites such as LinkedIn may charge for ancillary job-search-related services). Such recruiters often refer to themselves as "personal marketers" and "job application services" rather than as recruiters.

Using multiple-criteria decision analysis tools such as analytic hierarchy process (AHP) and combining it with conventional recruitment methods provides an added advantage by helping the recruiters to make decisions when there are several diverse criteria to be considered or when the applicants lack past experience; for instance, recruitment of fresh university graduates.

Multi-tier Recruitment Model

In some companies where the recruitment volume is high, it is common to see a multi-tier recruitment model where the different sub-functions are grouped together to achieve efficiency.

An example of a 3-tier recruitment model:

- Tier 1 - Contact/ Help desk - This tier acts as the first point of contact where recruitment requests are being raised. If the requests are simple to fulfil or are queries in nature, resolution may take place at this tier
- Tier 2 - Administration - This tier manages mainly the administration processes
- Tier 3 - Process - This tier manages the process and how the requests get fulfilled

Strategies

A **recruitment strategy** is a plan an organization enacts to form a recruiting process and establish a candidate pool. An organization uses recruitment strategies to identify a hiring vacancy, establish a timeline, and identify goals throughout the recruitment process. Recruitment strategies are typically the responsibility of the human resources department.

General

Organizations define their own recruiting strategies to identify who they will recruit, as well as when, where, and how that recruitment should take place. Common recruiting strategies answer the following questions:

- What type of individuals should be targeted?
- What recruitment message should be communicated?
- How can the targeted individuals best be reached?
- When should the recruitment campaign begin?
- What should be the nature of a site visit?

Practices

Organizations develop recruitment objectives, and the recruitment strategy follows these objectives. Typically, organizations develop pre- and post-hire objectives and incorporate these objectives into a holistic recruitment strategy. Once an organization deploys a recruitment strategy it conducts recruitment activities. This typically starts by advertising a vacant position.

Professional Associations

There are numerous professional associations for human resources professionals. Such associations typically offer benefits such as member directories, publications, discussion groups, awards, local chapters, vendor relations, government lobbying, and job boards.

Professional associations also offer a recruitment resource for human resources professionals.

How do recruitment agencies work?

Employers hire recruitment agencies to find job candidates. Agency recruiters do this by researching the open roles, identifying qualified people, screening the candidates, and providing support to the employer during selection of the new hire.

Recruitment agencies are commonly confused with employment agencies. However, they are not the same thing; recruitment agencies serve employers, and employment agencies serve job seekers.

Recruitment agencies structure their services and fees in several ways, including:

- Contingency recruitment, with a salary-based fee paid only if a hire is made
- Retained or executive search, with an up-front fee paid for assistance filling a role
- On-demand recruitment, with an adjustable level of support at an hourly rate
- Recruitment Process Outsourcing, which completely replaces the employer's internal recruiting function

Why work with an agency?

Different companies work with recruitment agencies to fill different needs. Typical reasons include:

- Providing support to hiring managers if there is no internal recruiting or human resources team
- Identifying hard to find or highly-specialized talent
- Finding job candidates from outside the company's own networks of people
- Assisting in-house recruiter during a hiring spree or growth spurt
- Maintaining confidentiality during a sensitive search
- Replacing altogether the need for an in-house recruiting function

Many agency recruiters are able to identify resumes that match the skills, abilities and experience required by a role. However, employers now emphasize the need to hire employees who fit their corporate values, vision and culture.

How can an agency, as an outside firm, do that?

"Your recruitment agency should be an extension of your internal HR or recruiting team. They should make the effort to learn about your team, your culture, and what traits help someone excel at your company. Finding qualified resumes is easy – but you don't hire resumes. You hire people."

Types of Recruiting Companies

The recruiting industry has many different types of recruiting companies to help corporations find the best talent for their open positions. Called recruiting firms, recruitment agencies, staffing or temporary agencies, recruiting companies have teams of recruiters working in one or many industries to source job candidates and fill positions for their clients. These companies are generally staffed by recruiters, but they may also have other staff members like compensation analysts, human resources specialists, employment law specialists, career counsellors, resume experts and technology support teams. The structure of the company depends on what type of recruiting the agency generally performs for their clients.

Staffing Agencies

A staffing agency, sometimes called an employment agency, is another term for a recruiting firm, although staffing agencies may provide slightly different services for their clients. Often, staffing agencies work with a wide variety of businesses to meet their recruiting needs, including law firms, restaurants, corporations, construction firms, factories and both small and large businesses in many other industries. Usually, staffing agencies focus on entry level or middle management positions rather than high level executive positions, although they may source for those jobs as well.

Temporary Agencies

A temporary agency is very much like a staffing agency, only recruiters in these agencies focus more on contract work or temporary employment. These types of recruiting companies are more likely to have a stable of candidates with a variety of skills who are available to fill temporary positions.

A temporary employment agency can have workers in many different industries, or they may specialize in clerical, technical, creative or manufacturing workers.

Recruiters in temporary agencies have to be able to manage the needs of several different clients as well as handle human resources tasks like payroll for employees, as most employees are paid through the temp agency and not directly by the employer.

Generalist Recruiting Companies

A generalist recruiter is someone who recruits for many different industries, so a generalist recruiting firm would find candidates for position in a wide variety of companies. While the firm itself is considered a general recruiting company, it may be staffed with recruiters who specialize in an industry or type of job. For example, a firm could have a recruiting team for technical positions, executive positions and one for manufacturing positions. A generalist firm might also have recruiters split up into industries, with one team working with industrial clients and other with healthcare clients. Some generalist firms also offer other human resources services to their clients, such as onboarding or employee retention programs.

Specialized Recruiting Firms

If there are general recruiting firms, then there must also be recruiting companies who service certain industries or fill a certain level of positions. Many of these firms will have their industry expertise in their name, calling themselves a technical recruiting firm or an executive recruiting company. Specialization allows recruiters to learn a lot about a certain industry and offer personalized services to their clients because of this understanding. For independent recruiters with a lot of experience in a certain field, a specialized recruiting company can be a great place to work.

1.3 COMPANY PROFILE

The various sub-fields of AI research are centred around particular goals and the use of particular tools. The traditional goals of AI research include reasoning, knowledge representation, planning, learning, natural language processing, perception, and the ability to move and manipulate objects.

General intelligence (the ability to solve an arbitrary problem) is among the field's long-term goals. To solve these problems, AI researchers have adapted and integrated a wide range of problem-solving techniques—including search and mathematical optimization, formal logic, artificial neural networks, and methods based on statistics, probability and economics. AI also draws upon computer science, psychology, linguistics, philosophy, and many other fields.

AI research has tried and discarded many different approaches since its founding, including simulating the brain, modelling human problem solving, formal logic, large databases of knowledge and imitating animal behaviour. In the first decades of the 21st century, highly mathematical statistical machine learning has dominated the field, and this technique has proved highly successful, helping to solve many challenging problems throughout industry and academia.

1.4 STATEMENT OF THE PROBLEM

- To integrate, deploy and implement AI applications in the enterprise, the organization must have the knowledge of the current AI advancement and technologies as well as its shortcomings
- Small and mid-sized organization struggles a lot when it comes to adopting AI technologies as it is a costly affair. Even big firms like Facebook, Apple, Microsoft, Google, Amazon (FAMGA) allocate a separate budget for adopting and implementing AI technologies.
- One of the biggest Artificial Intelligence problems is data acquisition and storage. Business AI systems depend on sensor data as its input.
- As mentioned above, adoption and deployment of AI technologies require specialists like data scientists, data engineer and other SMEs (Subject Matter Experts). These experts are expensive and rare in the current marketplace.

- The implementation of AI application comes with great responsibility. Any specific individual must bear the burden of any sort of hardware malfunctions. Earlier, it was relatively easy to determine whether an incident was the result of the actions of a user, developer or manufacturer.

1.5 OBJECTIVES OF THE STUDY

- To understand the role of AI in today's Human Resource Management.
- To identify where AI is lacking in Human Resource Management.
- To study the kind of problem faced to develop AI in Human Resource.

Primary Objective

-
- To study the industry perspectives of Artificial Intelligence in Human Resource.
- The basic objective of AI (also called heuristic programming, machine intelligence, or the simulation of cognitive behavior) is to enable computers to perform such intellectual tasks as decision making, problem solving, perception, understanding human communication (in any language, and translate among them), and the like.

Secondary Objectives

-
- 1. To understand the role of AI in today's Human Resource Management.
- 2. To identify where AI is lacking in Human Resource Management.
- 3. To study the kind of problem faced to develop AI in Human Resource.

1.6 NEED OF THE STUDY

Artificial Intelligence is the simulation of the human process by machines (computer systems). These processes include the learning, reasoning, and self-correction. We need Artificial Intelligence (AI) **because the work that we need to do is increasing day-to-day**. So, it's a good idea to automate the routine work.

The goal of a research proposal is to present and justify the **need** to **study** a research problem and to present the practical ways in which this research should be conducted. They must provide persuasive evidence that a need exists for the proposed study.

Artificial intelligence presents an opportunity for HR to automate repetitive, low- value tasks and to increase focus on more strategic work. In general HR services include a large amount of time spent on standard onboarding processes for new employees, triaging common questions and employee requests, and basic benefits management. Artificial intelligence has been gradually applied to enterprise management decision making, taking on and helping managers to speed up their tedious and repetitive daily work. It provides powerful database and analytical support, allowing managers to get out of mechanical work and engage in more valuable work.

The need of this study is to find the possibilities and requirements of Artificial Intelligence can be introduced to make the process of HR more efficient.

Research Objective

It is of the highest importance to consider and evaluate the impact technology might have on the area of HRM and specifically **Talent Acquisition, Talent Management, Compensation & Benefit and Learning & Development**. The main purpose of the study is to analyses the lack of AI in HR. It aims to investigate where AI can be implemented in HR process and possibly make the process more effective, as well as what the implications would be of having AI.

ABOUT THE TOPIC

AI has been gradually applied to enterprise management decision making, taking on and helping managers to speed up their tedious and repetitive daily work. It provides powerful database and analytical support, allowing managers to get out of mechanical work and engage in more valuable work (Partridge & Hussain, 1992).

According to the Accenture strategic report, for coordination and governance, problem solving and collaboration, employee and community, strategy and innovation work, the utility and impact of intelligent systems can change the manager's work contents. Artificial intelligence can undertake and help managers speed up their daily tedious and repetitive work. It can also provide powerful database and analytical support, so that managers can get away from the repetitive work and get devoted to more valuable work.

Human resource management refers to a series of human resources policies and corresponding management activities of enterprises. These activities mainly include the formulation of corporate human resources strategies, recruitment and selection of employees, training and development, performance management, compensation management, employee mobility management, employee relationship management, employee safety and health management (Noe et al., 2006).

In the process of human resource management, the use of artificial intelligence technology can bring greater economic benefits. Improving the efficiency of human resource management through the application of AI technology has become an important trend in the future development of human resource management. This study is used to analyses the lack of AI in the area of Human Resource so that the problems and issues faced by Hrs. can be minimized.

Artificial Intelligence

The status quo of artificial intelligence technology can be analyzed from three levels, the basic support layer, the platform framework layer and the domain technology layer (Brooks, 1991).

The Basic Support Layer

The three major factors in the success of this layer of AI technology are big data, computing power and new models. Big data provides fuel for the development of AI. In recent years, the new enhanced algorithm model has greatly improved machine learning capabilities. A typical representative of this aspect is deep learning. It performs well in tasks such as supervised learning, unsupervised learning, and intensive learning.

Platform Framework Layer

Internet companies such as Google, Facebook, Microsoft, Baidu and Amazon, as well as universities such as the University of California at Berkeley and the University of Montreal in Canada have launched their own deep learning framework. Advanced deep learning technologies are expected to be applied with a small amount of customization and deployment, greatly reducing the burden on developers and businesses.

The Technology Layer

Artificial intelligence technology has been applied to various fields. The technology application network is shown in Figure 1. Depending on the problem domain, the main technologies include the computer vision and natural language processing technologies. At present, more mature technologies include face recognition technology applied in the airports and payment, such as Alipay. Natural language processing programs computers to process and analyze large amounts of natural language data.

Related technologies have been widely used in translation software (such as correct translation), search engines, question and answer systems (such as knowledge), sentiment analysis and automatic answering; speech recognition and so on. For example, voice assistants represented by Apple Siri, Microsoft Cortana and Google Now has been setup on the user's mobile phone and computer. Smart speakers represented by Amazon Echo, already have tens of thousands of family-users. Speech recognition technology is one of the core technologies of these devices.

Six Dimensions of Human Resource Management

The six dimensions of human resource management are interconnected and interact to form an effective human resource management system. Among them,

- (1) Human resource planning
- (2) Recruitment and deployment
- (3) Training and development
- (4) Performance management
- (5) Compensation management
- (6) Employee relationship management (Noe et al., 2006).

AI Study in Human Resource Management

The development of Human Resource Information System (HRIS) has provided a foundation for AI application. HRIS With the development of human-computer interaction functions of AI, there is also possibilities for managers to improve management efficiency by using AI. "HRIS is a procedure for collecting, storing, maintaining, retrieving and validating data needed by an organization about its human resources, personnel activities, and organization unit characteristics" (Kovach & Cathcart, 1999; Lippert & Michael Swiercz, 2005). HRIS can assist the strategic planning with information for labor force supply and demand forecasts; dealing with applicant qualifications; development with information on training; and evaluating performance with information and so on. However, compared with AIHRM, the information system is more dealing with data input and storage, the intelligence decision assistance function is still limited. The artificial intelligence can further strengthen the business analytic abilities of the system to provide further references output for decision making. Data mining methods are also proposed for scanning the e-resume. Expert systems are proposed to solving the knowledge management in the enterprises. The controversy on whether AI can replace the human resources is also discussed (Turban & Frenzel, 1992; HRP, 2017). There is still a research gap between the AI technology application study in HRM fields.

Human Resources Strategy and Planning

Human resource strategic planning is the starting point of HRM. Managers use artificial intelligence technology as an auxiliary decision-making system, which can carry out strategic planning more comprehensively.

First, technologies such as data mining and knowledge discovery are needed to collect global information and combine with existing internal and external information. After summarizing the information, we can understand the current rationality of the human resources situation and forecast, evaluate and adjust the company's future management. Relying on the statistical and modification functions of the intelligent decision support system, the report is finally provided with various required information.

Recruitment and Deployment

As an important part of the system, the recruitment process includes review, screening resumes, interviewing candidates, matching suitable positions, etc. Ideal Corp, a software company that uses artificial intelligence to automate recruitment tasks, its CEO Somen Mondal says that the biggest impact of artificial intelligence is to automatically screen candidates and reduce bias. Artificial intelligence can learn the qualifications for successful employees in a particular position and apply this knowledge to select qualified candidates and score and rate candidates. According to Mondal, the company used artificial intelligence software to recruit, with a 71% reduction in recruitment costs and a threefold increase in recruitment efficiency (Denise, 2017).

First, the Optical Character Recognition (OCR) is used to identify paper resumes and pictures, or use the big data method to filter electronic resumes, analyze resumes, combine the characteristics of resume and text information extraction techniques, through matching, correlation analysis and statistical analysis. The database can be converted into a structured resume in seconds and push the candidate's resume to the company accurately and quickly. At the same time, through the analysis of resume and job matching, the system can recommend suitable positions to candidates, especially for some high-end talents. In this process, AI has the characteristics of screening the candidates without prejudice (Hutson, 2017).

During the interview process, the company set up a recruitment model and the robot asks questions to the candidate. The enterprise can set the corresponding problem of matching posts and the keyword extension problem from candidates' answers. For example, if the candidate has engaged in data development related work, the robot will query the operation flow, and query which database to use according to the answer.

The answer can be evaluated by collecting the keywords and similar word meanings. If the interviewer has doubts, he can re-watch the video. Artificial intelligence converts a 15-minute video interview into a set of 20,000 data points for facial movements, intonation and word selection. The system can help the interviewer greatly improve the efficiency of the interview without reducing the quality of the interview.

Face recognition techniques can be used in the exam to determine if the candidate is consistent with the document, thereby preventing others from taking the test instead of the candidate (Jain & Li, 2011). The use of natural language processing technology eliminates the need for typing, and the conversion from speech to text does not require much time, which will greatly improve the efficiency and accuracy of the recruiter's work. In addition, the system can also choose a reasonable interviewer by using the voice test method to carry out effective recruitment. After that, the big data method is used to collect candidate information, screen vacancies, match the interview results of the hired personnel, analyze their personality characteristics, advantages and disadvantages, and match the corresponding positions through analysis of personality and IQ/EQ test. At the same time, employees can be tested regularly (such as the annual). Using artificial intelligence can help managers to identify new employees with the greatest potential for success and deploy them in the right team. The intelligent system can also help employees to matching the right supervisors, recommend learning opportunities and career paths, and even suggest that they are at risk of leaving. It can also help to re-match jobs for employees who have a willingness to change jobs.

Training and Development

In the process of continuous development, both internal development and external impacts continue to push employees forward. Using a variety of artificial intelligence technologies, it can be more comprehensive to help enterprises to form a learning organization culture, which avoids the ordinary teaching design model based on the traditional gap analysis of the ability model. (Human resources managers need to conduct research and identify gaps of employees and group them through various analysis methods such as questionnaires, interviews, job observations, assessments, and job data analysis.)

First, training instructors can be artificially intelligent. During the training process, the robot training instructor can use the visual scanning system to observe the daily learning status of each student, accurately calculate the average value of all students' attention, and then retrieve the teaching events of different stimulation levels through data analysis. The instructors can also adjust the level of relaxation and the teaching rhythm according to students' feedback.

The curiosity of these students who interacts frequently with robots is also enhanced (Oshima et al., 2012).

In addition, through big data analysis, enterprise training can extract the part of employees who need to learn from the vast knowledge base, form a customized employee curriculum, comprehensively test and locate the staff level through technical means, and intelligently promote tailor-made courses.

In the training process, artificial intelligence technology can help the students to automatically record training data. The intuitive data is analyzed to show the degree and effect of employee learning, which saves time for training managers and allows managers to quickly learn about training results.

In addition, companies can use voice technology, learning content database, and core algorithm to achieve a fast and efficient learning experience. AI teachers can not only improve the quality of learning and learning efficiency, but also significantly reduce the operation and management of online and offline training.

AI teachers can also become an all-round assistant, from statistical learning data to outputting high-quality learning reports; from supervising students to learning automatic rankings.

AI teachers will redefine the basic logic of instructional design. The employees can simply enter the learning objectives, the archives and learn key points, and the course will be completed automatically by the AI teacher. In order to realize the core work from the definition of learning methods to the definition of problem-solving knowledge transfer, the "intellectual" construction will become the core content of the AI era curriculum designers.

Performance Management

In performance management, the performance appraisal model can be embedded into the system with collecting and analyzing the information about employees' work performance. Using the intelligent decision support system, some scientific evaluation methods, such as 360-degree performance evaluation methods, can be used more automatically and quickly (Otley, 1999). These assessment methods are programmed and entered into the decision support system to more effectively count employee evaluation results.

At the beginning of the year, the business objectives of each department of the company can be setup. The system can evaluate the individual performance targets, access control punch card system records, resignation system, department manager score, personal score, peer score, customer score and make other comprehensive analysis and evaluation.

With the AI assistance, the decision-makers can analyze the achievement of each indicator, propose the defects of the failed indicators, formulate and implement practical new indicators, and propose upgrade plans. The future performance objectives can also be setup with forecasting the future trend.

Compensation Management

Compensation management, or salary management is a dynamic management process which determines, assigns, and adjusts employee compensation principles, strategies, levels, structures, and factors that with the guidance of organizational development strategies (Henderson, 2003).

AI application can assist to facilitate fairness of the compensation management. BP neural network is a supervised artificial intelligence technology based on biology, neurology, psychology and statistics.

It can imitate the human brain nervous system, establish a regular computing model, and integrate multiple neural network nodes (Richard & Lippmann, 1991). BP neural network system can be used to design an intelligent decision support system to form a fair salary evaluation system with the input of the big data.

Employee Relationship Management

Employee relationship management includes corporate culture and labor relations, coordinating the relationship between employers and employees. In terms of labor relationship management and communication management, artificial intelligence technology can be used as an auxiliary system to solve many complicated process stereotypes, undertake management tasks, and act as performers, assistants, and consultants.

The assistant primarily supports the manager and his team, such as recording, scheduling, reporting, or maintaining a scorecard. Examples of artificial intelligence applications in this area include the "Virtual Assistant System", which organizes meetings by reading and composing emails, coordinating participants, and managing calendars. In the process, these intelligent systems will gradually improve relevant knowledge and expand service areas by absorbing the experience of themselves and their colleagues. These systems extend the definition of workplace artificial intelligence and become the so-called "advisor system".

1.7 SCOPE OF THE STUDY

Artificial intelligence not only simplifies processes but also helps in making logical decisions by removing biases. It can bring in a paradigm shift to areas of HR operations such as recruiting, learning and development. Another significant role of HR manager in the company is to advise business leaders of upcoming technologies and the way they can be used to improve employee performances. It plays a pivotal role in driving the organizational change by successfully integrating human and digital workforces pragmatically. HR needs to be more than ready for embracing technological advancements to raise the bar of accuracy and proficiency. Since this is the beginning stage, this report holds goods for the surveyor for future references.

CHAPTER 2

LITERATURE SURVEY

2.1 REVIEW OF LITERATURE

1.Anupam jauhari (2017):In the paper title **how AI and machine learning will impact HR practices today** .AI has becoming more and more important and reshaping the way companies hire and do each and every activity recruitment becomes easy for for the practitioners because machine learning technology will make use of chatbot and proceed all the activities ,AI will screen candidates and send the confirmation or rejection email to the candidates .according to the analysis of India report of deloitte 5th annual global human capital trends 53% of companies are ready to deploy digital tools while 22% have already deployed there tools. AI and machine learning are the current buzzwords in present days HR chatbots to work efficiently, actually HR managers will have many tasks to do they should be capable of using chatbot to get solutions. the major challenge HR manager face is about performance appraisal that means basing upon employee's performance the performance appraisal will be decided and it can decide employees career path.

2.Barbara van pay (sep 30, 2018) In this article **how AI is reinventing HR** it was clearly stated that all the organizations mostly looking for AI solutions for their business and they are scared of letting a non human entity handle the procedures of business. By using the AI in organization, it can reduce the time consumed for filling and hiring the candidates who applied for the job, through screening multiple candidates, gathers data they rank the candidates by considering other information like experience, skill set etc., to find right person. After finding the perfect fit for the role next main part is interviewing, now adays AI interviewing software such as hike vue, Mya are used mostly. AI technology takes care from sourcing to interview which drastically reduces the recruitment timeline and help to hire right candidates with ability to perform in specific roles and make placements much easier and at faster rate.

3.Buzko et al. (2016) found that the main factor for influencing the amount of training in the company is the net income of the company for the previous year and the transition from discrete paradigm of information processing to continuous paradigm allow faster and more accurate adapting to environment requirements.

The authors have concluded that in the modern business conditions, it becomes more relevant to use artificial intelligence technologies for decision making.

4.Dianna L. Stone (2015). Technology has fundamentally changed the way work is accomplished, and has revolutionized the field of Human Resource Management. A recent survey suggested that nearly all organizations are utilizing technology to support core HR practices and this technology is transforming the way that organizations recruit, select, motivate, train and retain employees.

5.Edge Admin (2017): Now the present world is ruled by the advanced technologies, which is intimidating the global workforce. Out of all the technologies, we can say AI is the most groundbreaking one. As importance in the application of AI almost in each and every sector may it be banking, health care insurance etc., but the results achieved are remarkable.

AS most of the companies across the globe are adopting AI, India is also not an exception that new firms especially(start-up's) are now integrating their business with AI to stay more visible and to be competitive. Some of the start-up's that have integrated its business with AI in India are: ARYA.ai, BOXX.ai, cuddle.ai, Imbibe, Edgenetworks, and Haptik to name a few.

6.Eva wislow (2017): In the title of **top ways to use AI in HR** it was clearly stated that AI is reshaping the way that companies manage their work force and make the plans which increases productivity and employee engagement in general. Talent acquisition is main important thing, we can remove tons of stressful and monotonous work from HR managers namely talent acquisition software can scan, read and evaluate applicants and quickly eliminates 75% of them from the recruiting process .AI can plan, organize and can give so many training programs to the newly joined employees through online courses and digital class rooms. AI can predict the requirements of employees then retention will be more for the employees in the organization it plays a very important role in the organization because work cannot be done manually so with the help of artificial intelligence the work will be done easily.

7.FAIYAZ Md.iqbal(2018) : In the paper title **can AI change the way in which companies recruit, train, develop, and manage HR in work place** .already AI have significance in HR management but there is a necessity to enhance this technology in each and every organization it makes the work of HR manager or superiors easy for instance under armour it is an American company which manufactures footwear.so it receives nearly 30,000 resumes so in order to shortlist and select the candidates it will be very difficult for the superiors so they used this AI enabled technology called as hirevue to make the task easier by using this technology. Managers in the organization can conduct interviews to applicants with the help of some pre recorded questions so that candidates will attend interviews and there will be algorithms which are already coded to the system suit see how to select the candidates, on what bases they have to select according to the requirements of an organization this AI technology can be used to reduce employee's turnover in the companies and definitely it will be the key era for managers.

8.Geetha R & Bhanu Sree Reddy D, “Recruitment through artificial intelligence: **A conceptual study**” (2018) The major objective of this paper is to study how Artificial Intelligence influences the recruitment strategy. The study also throws light on the techniques used by companies in AI while recruiting. This study is entirely done based upon secondary sources of information like conceptual papers, various peer reviewed journal articles, books and websites are used to further explore the concept. Secondary sources such as Websites, Journals, Reports, Publication of professionals and books are referred for drafting the entire paper. In conclusion the role of AI – it's the combination of humans and AI that leads to data maintenance, save the cost and time to the organizations with more accuracy and access in total recruitment process.

9.Ian Bailie Head of HR - “An Examination of Artificial Intelligence and its Impact on Human Resources” (2018) This report tells about big firms that adopt AI and examine the basics of AI and explore how AI is being applied in HR. It has been developed for those that would like to learn more about the potential application of AI in HR.

It examines both industry and academic sources to develop a representation of AI and its application in business with a specific focus on HR.

The report also uses primary research found in Cognition's directory of AI powered HR products, survey results, and interviews with vendors and experts. It focused on the few questions around the budget to implement new tools for AI, technology advanced enough from ROI perspective, HR having the right technical expertise to work with AI and considering ethical implications when implementing AI technology.

10. 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 biasness 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 take 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 it mainly used so for sure AI will be an emerging technology in every organization.

11.Lorenzo Milani, Dario Rahmati, Rizky Nurakbarianti & Philippe von Klitzing (2017): In the paper title **exploring the impact of AI on HRM** .AI was initially introduced in the year 1950 and from 1970- 190's stagnation due to excessive expectation and from 2012 new wave of AI has been evolved. It uses many algorithms and concepts .it is an automation in the organization actually AI is a combination of psychology, mathematics, philosophy it delivers better services to the customer and not having excessive costs also. Now at present many companies are using AI and getting many benefits through this like companies such as google, IBM are using this technology. through this AI customers have easy access of information.

AI will reduce the work load for HR managers and time also because it helps in recruitment and selection as well as granting leaves to employees in the organization because if it is manual means the person has to check all the records whether there is anyone who applied for leave on that day but if it is AI, it gives clear cut information and updating all the information regarding to employees every time.

So, there will be authorized access. there are many areas in which AI has been used such as automatic cars etc. .it has its impact on HRM and HR managers work load will be reduced the needs will be fulfilled in multiplied ways

12.Malathi Sriram and L. Gandhi, Shri Dharmasthala Manjunatheshwara “Exploring the dynamic Virtus of Machine Learning (ML) in Human Resource Management - A Critical Analysis of IT industry” (2017)

This paper focuses on the use of machine learning that has replaced certain functions related to Human Resources Management, specifically in the IT industry. The objective is to understand the use of AI and ML in HR functions in the IT industry. - To attempt a model based on the findings. A few companies' cases have been selected in this paper to show how they transformed their HR processes through the use of Machine Learning.

Sample cases are taken to highlight how the companies succeeded in implementing Machine Learning in HR. In conclusion there can be many innovative ways of applying Machine Learning and Artificial intelligence in HR functions.

13.Merlin & Jayam, “Artificial Intelligence in Human Resource Management” -

International Journal of Pure and Applied Mathematics (2018) This paper tries to address the possibilities of how Artificial intelligence is transforming and supporting the Human Resource functions like recruitment, training, talent management & retention through real time examples, gives insights on intersection of Artificial intelligence & Human resource management cases and finally it addresses the future impact on the HR workforce.

They have used secondary research to address the possibilities of how Artificial intelligence is transforming and supporting the Human Resource functions like recruitment, training, talent management & retention through real time examples, gives insights on intersection of Artificial intelligence & Human resource management cases and finally it addresses the future impact on the HR workforce.

14.DR Owais Ahmed (2018): In the paper titled **AI in HR**, it mainly stated that it increases the effective working of an organization and reduces the burden of HR managers it mainly provides personalized employee experiences like it the new employees join in an organization then they don't know where to go and with whom they have to contact then AI plays an important role in it by providing help desk to the employees they can post their queries in it and can get the possible solutions. AI helps us to take variation requests like to grant leaves .it also helps us to know about the rules and procedures of the company it can be used anywhere at any time and it answers all employees questions there will be some algorithms in AI which makes recruiting process easy for HR practitioner there will be unbiased selection and development in the organization.AI can identify patterns of stress ,employees feels at organizational level and what type of remedies should be taken to overcome them .so mainly it is an automation process that does the repetitive value added tasks.

15.Peter (2018): In the paper titled **the impact of AI on HR function** clearly shows that in near coming future AI is going to bring a drastic change in the way of implementing HR practices with the implementation of ai in an organization .It is true that several jobs may be affected but in reality it raises the productivity of an organization although some of the western companies are successful in integrating AI with some HR practices and became productive and others are still counting on the cost aspects and out of all the HR practices recruitment is the best function in integrating with AI from sourcing ,screening the qualified applicants and finally it is the duty of the governments and the respective organizations to reshape ,re skill and upgrading their work force to compete with these intelligent machines .

16.Prashant srivastava(2018) : In the paper title **the impact of AI on strategic HR decisions making** AI plays a important role in human resources management it mainly help us in manpower planning and productivity management actually it is very difficult to analyze the performance of an employee's manually so by using AI it can be done automatically and moreover recruitment becomes easy like maximum time which is spend by the HR manager on recruitment only so to reduce time this AI helps us a lot either it may be for middle management and senior management hiring decision which are taken by AI will be superior to the decisions taken manually .performance appraisal of employees or officials through AI there will be no discrimination as well as the decisions of the compensation will be done here by using fairly sophisticated algorithms thoroughly AI there will be better development in every organization.

17. Rajeev bhardwaj :(January 5th 2019) In this article titled **Artificial Intelligence Is Revolutionizing Hiring to Engagement** it was clearly stated that any organization will receive plenty of resumes out which only 10% are relevant. From hiring to employee engagement, artificial intelligence is transforming the way thanks to the advent of AI supported systems. This process is now taken over by software search algorithm that are able to successfully prove out the few people matching your requirements from a pile of irreverent applications. Artificial intelligence is re-shaping and revolutionizing every sphere in life including HR management It can be incorporated in process like boarding, performance, review, feedback, training, retention apart from talent acquisition. Hence, it allows HR manager greater time and energy to focus on mentoring and motivating employees. HR department is highly benefited with the AI supporting system.

18.Robert Charlier and Sander Kloppenburg, PwC, Artificial Intelligence in HR: A Nobrainer (2017) - To find right talent against low costs and in less time, this is a huge argument in today's organization.

As per this paper which was based on research after the various aspects of artificial intelligence by the global network of PwC, the input of business partners, interviews with experts in the field, and the valuable remarks of the participants of our Round Table session in October 2017, and which was organized in cooperation with Seed link. This study helps us to understand how do we embrace AI successfully with a case study on Loreal Business.

19. Severin Lemaignan (2017): Human-robot interaction (HRI) represents a challenge for AI. Even though every work done by humans physically, can be done through AI. But emotional intelligence is not there for AI. As this is the major drawback of human robot interaction becomes critical. Robots can only do the things which are pre-instructed to them. They can't change their actions by their own as they are controlled by humans. It is a difficult task to impose the independent software modules, specially it is not only a technical challenge, but it is also an architectural challenge.

20. Shweta Jain-The Engine Driving the Next Wave of Transformation in Business (2017), in this paper the author discusses about how artificial intelligence brings out total digital transformation when the organization well coordinate with the different units like HR, marketing, Finance, Manufacturing or process. In the report the author concluded that HR professionals can make use of different AI technology and tools for all the functions of HR be it recruitment, selection, training, development, performance management, compensation and reward management.

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- **Shweta Jain -(2017)-**The Engine Driving the Next Wave of Transformation in Business- **volume 6**

CHAPTER 3

AIM AND SCOPE OF THE PRESENT INVESTIGATION

3.1 TYPES OF RESEARCH

Research method is Descriptive Quantitative research. Quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. The objective of quantitative research is to develop and employ mathematical models, theories, and hypotheses pertaining to phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships.

Quantitative research is often contrasted with qualitative research, which purports to be focused more on discovering underlying meanings and patterns of relationships, including classifications of types of phenomena and entities, in a manner that does not involve mathematical models. Approaches to quantitative psychology were first modeled on quantitative approaches in the physical sciences by Gustav Fechner in his work on psychophysics, which built on the work of Ernst Heinrich Weber. Although a distinction is commonly drawn between qualitative and quantitative aspects of scientific investigation, it has been argued that the two go hand in hand. For example, based on analysis of the history of science, Kuhn concludes that “large amounts of qualitative work have usually been prerequisite to fruitful quantification in the physical sciences”.

3.2 SAMPLING PLAN

Population and Sampling Unit

Population is HR professionals from various areas like Talent Acquisition, Talent Management, Compensation & Benefit and Learning & Development. And the sampling unit is individual HR.

Sample Size

We have approached 200 HR professionals across various industries. We have approached employees, trainees and interns across various industries

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. It is a group of subjects that are selected from the general population and is considered a representative of the real population for the study. I have approached 75 HR professional across various industries

3.3 SAMPLING PROCEDURE

Sampling is a process or technique of choosing a sub-group from a population to participate in the study; it is the process of selecting a number of individuals for a study in such a way that the individual selected represent the large group from which they were selected. The technique of selecting a sample is classified as:

- Non probability sampling
- Probability sampling

The sampling method used is non probability sampling and it is convenient sampling.

3.4 SOURCE OF DATA

Sample method is used for data collection. The type of data collected was-

- Primary Data

Primary data: The primary data was collected through questionnaire& it was interpreted. The questions were framed so as to gain maximum firsthand knowledge, which were analyzed in order to arrive at suitable conclusion. The data was collected through phone calls and taking online surveys through LinkedIn. The questionnaire was given to HR professionals from various industries across India.

It was given to-

- CHRO's
- Vice & Assistant Vice Presidents
- Directors
- Managers and
- Recruiters

across various areas of HR like Talent Acquisition, Talent Management, Compensation & Benefit and Learning & Development.

- Secondary data

Secondary data analysis can save time that would otherwise be spent collecting data and, particularly in the case of quantitative data, can provide large and higher quality data base that would be unfeasible for any individual researchers to collect on their own

The type of secondary data in this research are:

- Books
- Websites

3.5 SAMPLING METHOD

Probability sampling

Probability sampling is a sampling technique in which sample form a large population are chosen using a method based on the theory of probability. For a participation to be considered as a probability sample, he/she must be selected using a random selection.

- Simple random sampling
- Stratified sampling
- Cluster sampling
- Multistage sampling
- Systematic random sampling

3.6 NON-PROBABILITY SAMPLING

It is defined as a sampling technique in which the researchers' select samples based on the subjective judgement of the researchers rather than random selectors.

It is a less stringent method. This sampling method depends heavily on the expertise of the researchers.

- Convenience sampling
- Voluntary sampling

3.7 CONVENIENCE SAMPLING

Convenience sampling is a non-probability sampling technique where samples are selected from the population only because they are conveniently available to the researchers.

The sampling method used is non-probability sampling and it is convenient sampling

3.8 MODE OF DATA COLLECTION

Data collection is defined as the procedure of collecting, measuring and analysing accurate insights for research using standard validated techniques. Research can evaluate their hypothesis on the basis of collected data.

The mode of data collected in this research is through questionnaire.

3.9 DATA COLLECTION INSTRUMENT

Data collection tools refer to the devices/instruments used to collect data, such as a paper questionnaire or computer-assisted interviewing system. Case studies, checklist, interviews, observation sometimes, and surveys or questionnaire are all tools used to collect data collection for this research is done through google forms questionnaire.

3.10 HYPOTHESIS / ANALYTICAL TOOLS:

CHI-SQUARE TEST:

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables

CHAPTER 4

EXPERIMENTAL OR MATERIAL AND METHODS

The following consist of the data analysis and interpretation of my questionnaire:

4.1 PERCENTAGE ANALYSIS

TABLE NO 4.1

Age wise classification of the respondents:

AGE	NO OF RESPONDENT	PERCENTAGE
18-25	82	80.40%
26-35	13	12.70%
35-45	5	4.90%
ABOVE 45	2	2%
TOTAL	102	100%

Interpretation:

From the above table, it is interpreted that 80.40% of respondents are of age group 18-25, 12.70% of them belong to age group 26-35 and 4.90% belong to the age group 36-45 and 2% belong to age group more then 45.

Chart No. 4.1:

Chart representing Age wise classification of the respondents

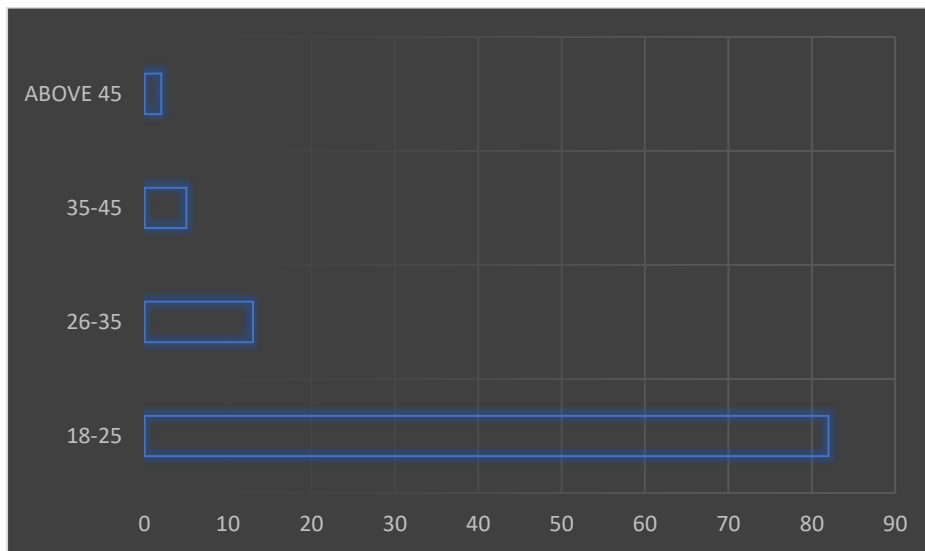


Fig 4.1: Age of the respondents

Inference:

Majority (80.40%) of the respondents of my questionnaire belong to the age group 18-25.

Table No. 4.2:

Gender wise classification of respondents

GENDER	NO. OF RESPONDENCE	PERCENTAGE
MALE	87	85.30%
FEMALE	15	14.70%
OTHER	0	0
TOTAL	102	100%

Interpretation:

From the above table, it is interpreted that 85.30% of respondents are of Male category and 14.70% of them belong to Female category. It is also to be noted that none of them have opted for the option prefer not to say.

Chart No. 4.2:

Chart representing Gender wise classification of respondents

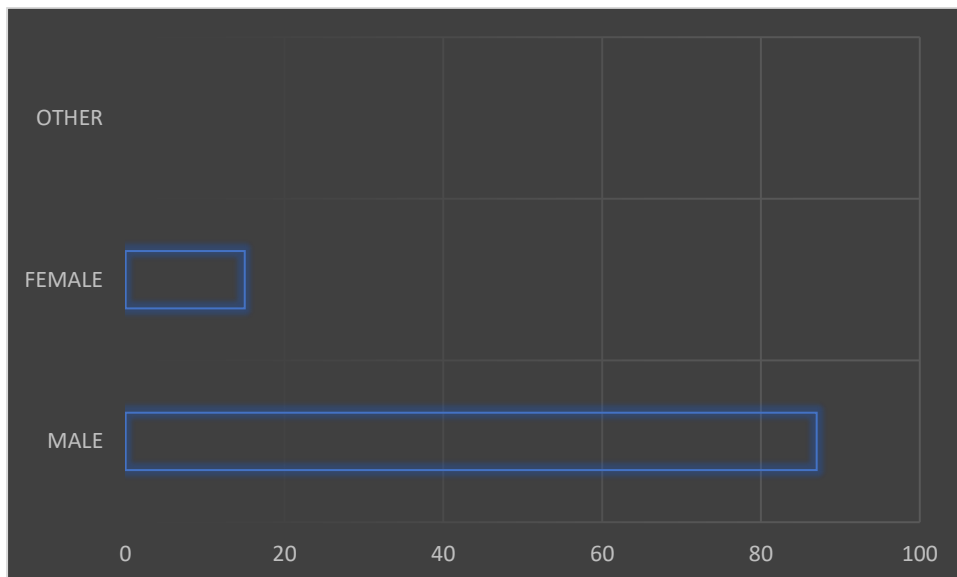


Fig 4.2: Gender of the respondents

Inference:

Majority (85.30%) of the respondents of my questionnaire are Male.

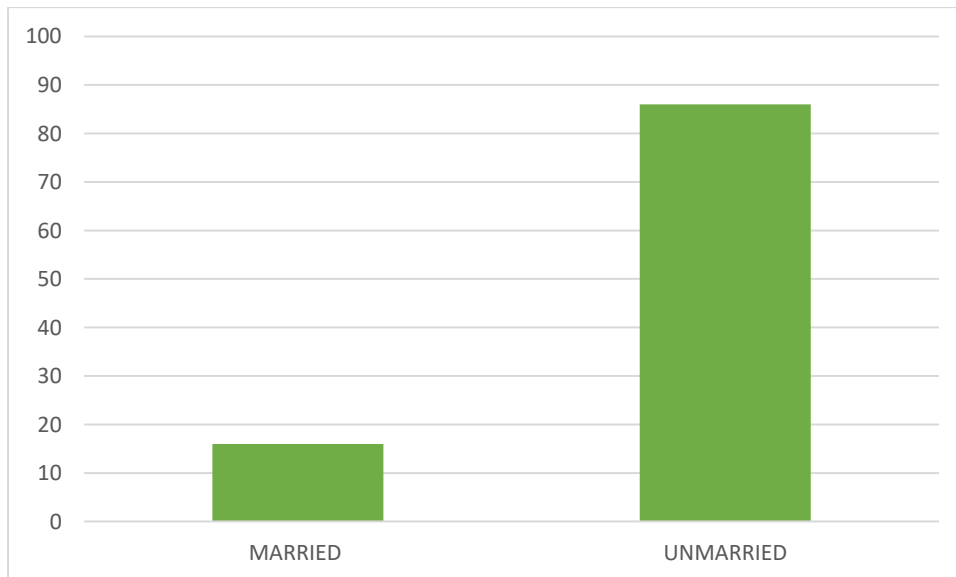
Table No. 4.3:

Q. Marital status wise classification of the respondent.

OPTIONS	NO. OF RESPONDENCE	PERCENTAGE
MARRIED	16	15.70%
UNMARRIED	86	84.30%
TOTAL	102	100%

Interpretation:

From the above table, it can be interpreted that out of the option given 15.70% of respondents are married, 84.30% of respondents are unmarried.

Chart No. 4.3:**Fig 4.3: Marital status of the respondents.****Inference:**

Majority (84.30%) of respondents are unmarried.

Table No. 4.4:

Q. Occupation of the respondent.

OPTIONS	NO. OF RESPONDENCE	PERCENTAGE
Student	41	40.20%
Employee	52	51.00%
Business	1	1%
Others	8	7.80%
TOTAL	102	100%

Interpretation:

From the above table, it can be interpreted that out of the option given 40.20% of respondents are students, 51.00% of respondents are employers, 1% of respondents are business person, 7.80% of the respondents are doing other works.

Chart No. 4.4:

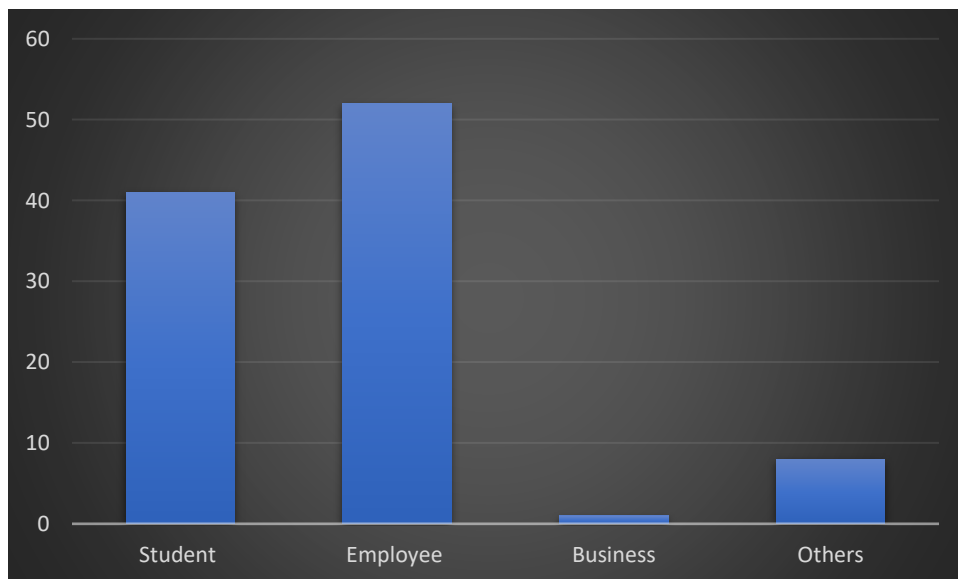


Fig 4.4: Occupation of the respondents.

Inference:

Majority (51.00%%) of respondents are EMPLOYEES

Table no.4.5

Question based responses

Your organization embrace AI tech in HR functions

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	24	23.50%
AGREE	58	56.90%
DISAGREE	4	3.90%
STRONGLY DISAGREE	1	1.00%
NOT SURE	15	14.7%
TOTAL	102	100%

Interpretation:

From the above table, it is interpreted that 23.50% of the respondents answer that they STRONGLY AGREE, 56.90% of the respondents answer they AGREE, 3.90% of the respondents answer that DISAGREE, 1.00% of the respondents answer and the rest of the 14.7% of respondents answer that they are not sure.

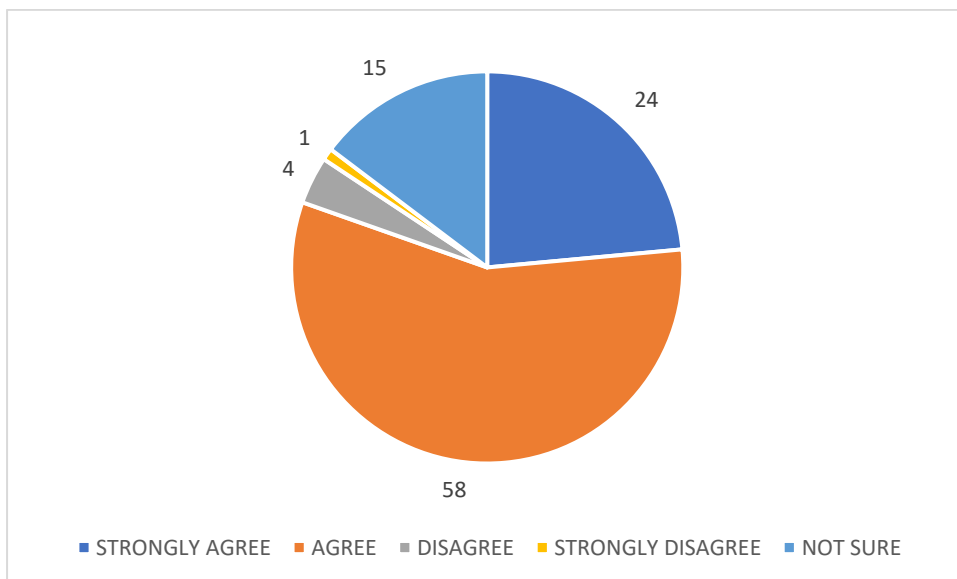


Fig 4.5: Your organization embrace AI tech in HR

Inference:

Majority 56.90% of respondent strongly agree that their organization embrace AI tech in HR functions

Table No.4.6:

Question Based responses:

Based on your experience, which is more effective?

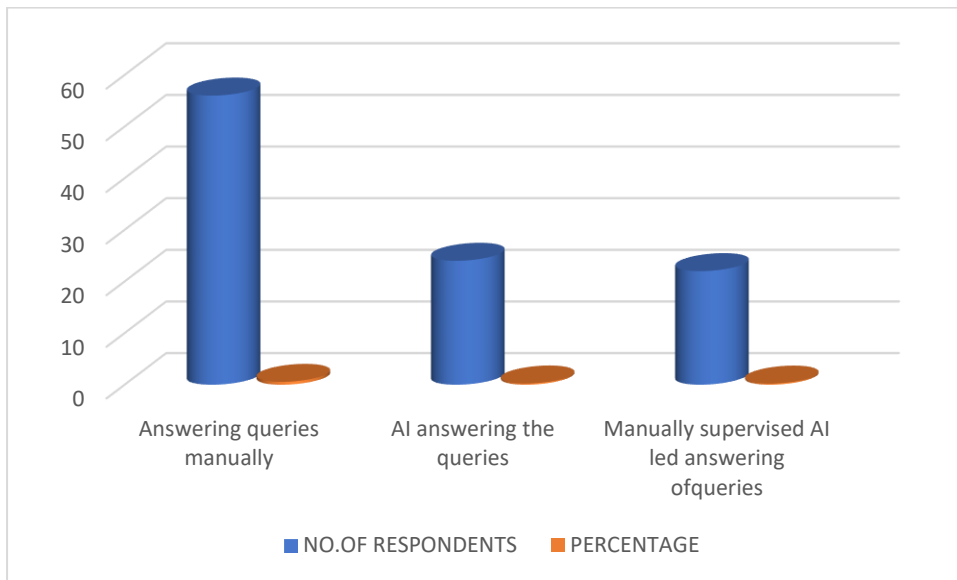
ANSWERS	NO. OF RESPONDENTS	PERCENTAGE
Answering queries manually	56	54.90%
AI answering the queries	24	23.50%
Manually supervised AI led answering of queries	22	21.60%
TOTLA	102	100.00%

Interpretation:

From the above table, it is interpreted that 54.90% of the respondents are answering queries manually, 23.50% of the people are using AI answering the queries and 21.60% are manually supervised AI led answering of queries.

Chart No.4.6:

Chart representing the response for the question. Based on your experience, which is more effective.



4.6 WHICH IS MORE EFFECTIVE

Inference:

Majority percentage (54.90%) of the respondents of my questionnaire are answering queries manually.

.Table No. 4.7:

Does your organization use chatbots?

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
YES	80	78.40%
NO	22	21.60%
TOTAL	102	100%

Interpretation:

From the above table, it is interpreted that 78.40% use chatbots in their organization and 21.60% of respondents are not using them.

Chart No. 4.7:

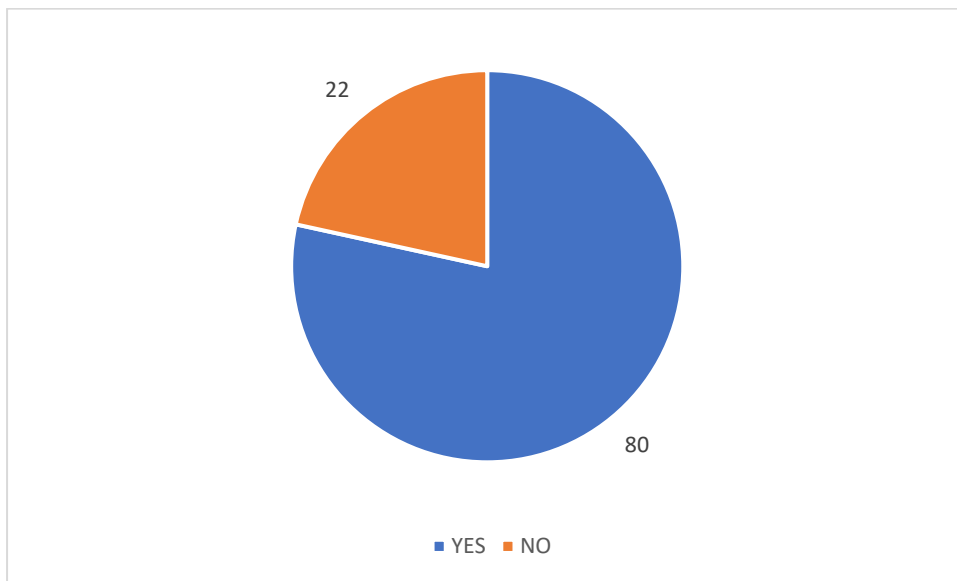


Fig 4.7: usage of chat bots

Inference:

Majority (78.40%) of the respondent tell 'yes', their organization use chatbots.

Table No. 4.8:

What percentage of your internal/external users uses chatbots?

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1%-25%	13	12.70%
26%-50%	27	26.50%
51%-75%	41	40.20%
Above 75%	16	15.70%
NONE	5	4.90%
TOTAL	102	100%

Interpretation: From the above table, it is interpreted that 12.70% of the respondents say that 1%-25% of their company use internal/ external chat bots, 26.50% of the respondents say that 26%-50% of their company use then, 40.20% of respondents say that only 51%-75% of chat bots are used, 15.70% of respondents say **Above 75%** are used and 4.90% of respondents say their company use none.

Chart No. 4.8:

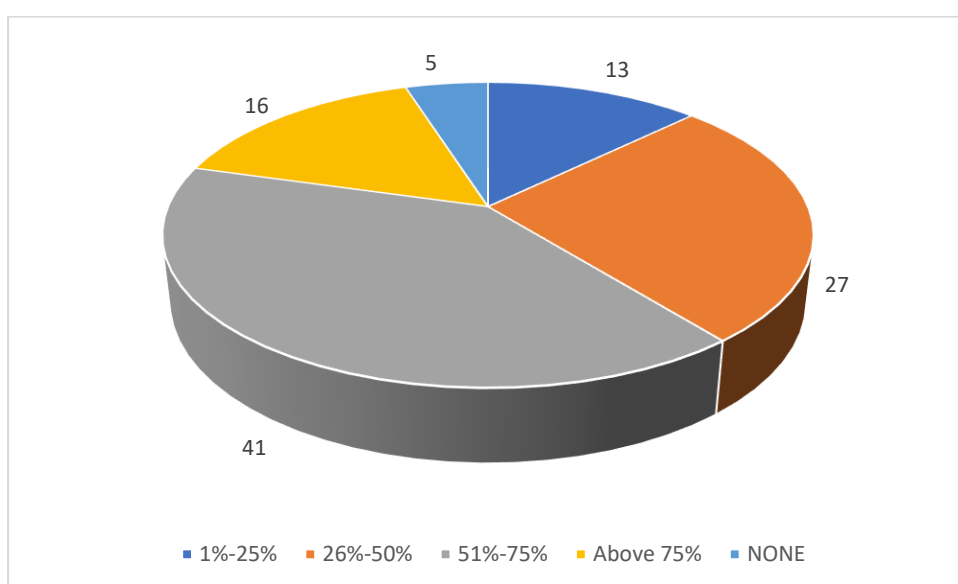


Fig 4.8: internal/external users use chatbots

Inference:

Majority (40.20%) of the respondents say that their company use chat bots.

Table No. 4.9:

Please rate your level of knowledge / awareness of artificial intelligence value for the HR profession.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
COMPLETELY COMFORTABLE.	51	50%
I HAVE A LITTLE KNOWELEDGE	44	43.10%
NOT COMFORTABLE	7	6.90%
TOTAL	102	100%

Interpretation:

From the above table, it is interpreted that 50% of people already know about this and 43.10% of respondents moderately know about this and 6.90% of respondent doesn't know about this AI.

Chart No.4.9:

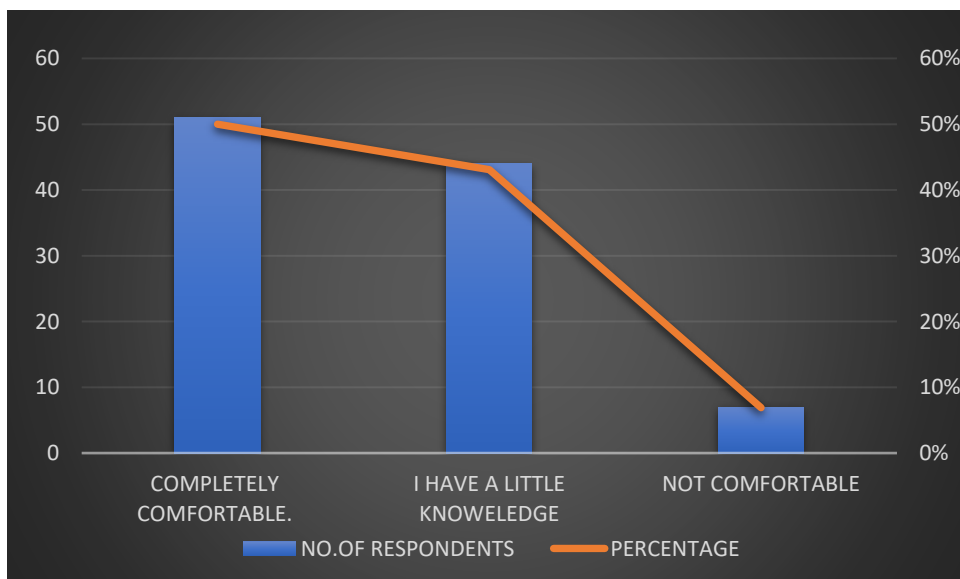


Chart No.4.9: knowledge / awareness of artificial intelligence.

Inference:

Majority (50%) of the respondents already knows about Artificial Intelligence.

Table No. 4.10:

Rank the following AI technologies based on the extent of usage by your organizations, in feedback

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	26	25.50%
AGREE	37	36.30%
NEUTRAL	33	32.40%
DISAGREE	4	3.80%
STRONGLY DISAGREE	2	2%
TOTAL	102	100%

Interpretation:

From the above table, it can be interpreted that 25.50% of respondents say they strongly agree, 36.30% of respondents are telling they agree, 32.40% of respondents are neutral, 3.80% and 2% of respondents disagree and strongly disagree.

Chart No. 4.10:

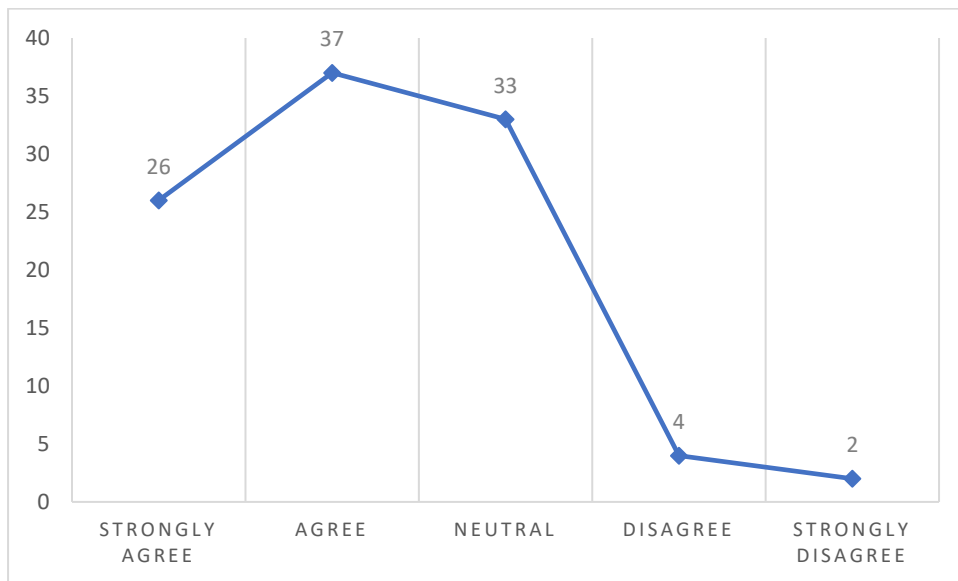


Chart No. 4.10: Rank of the following AI.

Inference:

Majority (36.30%) of respondents say they agree that they are experiencing this in day to day of work.

Table No. 4.11

To what extent can application of AI tech can be effective in the reward and recognition development activities in an organization

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	20	19.60%
AGREE	49	48%
NEUTRAL	26	25.50%
DISAGREE	5	4.90%
STRONGLY DISAGREE	2	2%
TOTAL	102	100%

Interpretation:

From the above table, it can be interpreted as 19.60% and 48% of respondents STRONGLY AGREE and AGREE that AI technology can be effective, 25.50% of respondents say they are NEUTRAL on their comments about AI performance in their company, 4.90% and 2% of respondents say that they DISAGREE and STRONGLY DISAGREE with the statement.

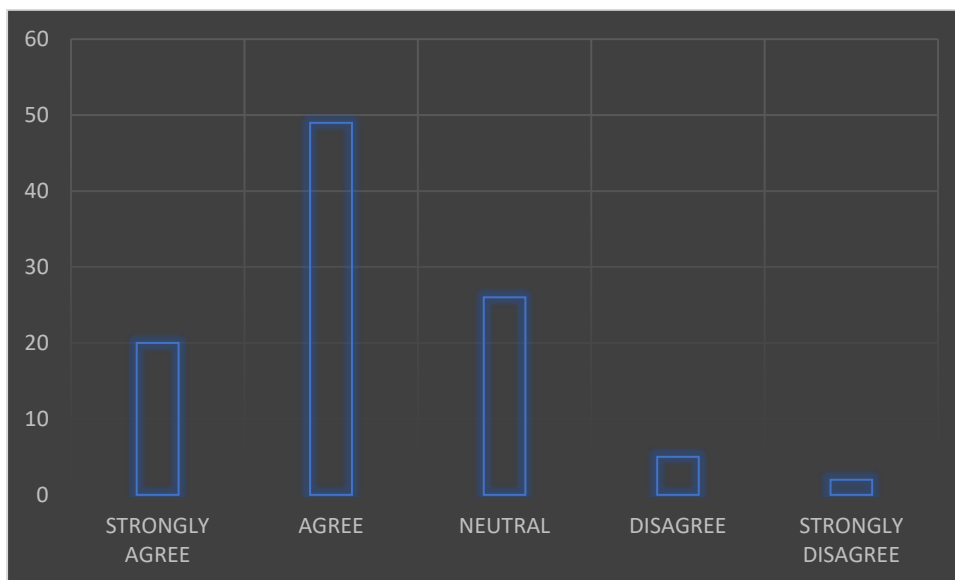
Chart No. 4.11:

Fig 4.11: people's opinion on AI technology in their organisation.

Inference:

Majority (48%) of the respondents agree with the statement.

Table No. 4.12

Artificial Intelligence technology has the potential to improve diversity and inclusion

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	24	23.50%
AGREE	43	42.20%
NEUTRAL	28	27.50%
DISAGREE	4	3.90%
STRONGLY DISAGREE	3	2.90%
TOTAL	102	100%

Interpretation:

From the above table, it is stated as 23.50% and 42.20% of respondent believe AI will improve diversity, 27.50% of respondents go with the decision neither improves nor not and 3.90% and 2.90% of respondents say that it does not improve our diversity.

Chart No. 4.12:

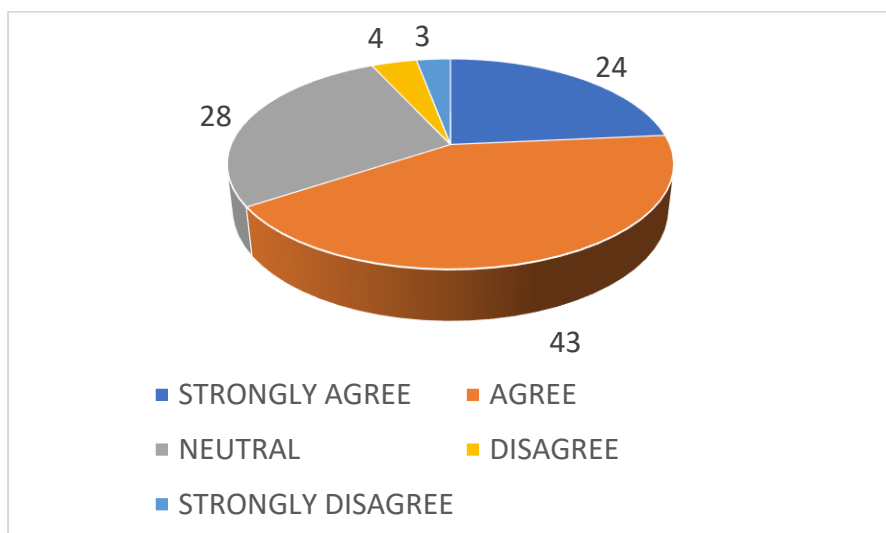


Fig 4.12: potential to improve diversity and inclusion

Inference:

Majority (42.20%) of the respondent's survey states that it will improve our diversity and inclusion.

Table No. 4.13

About what percentage of AI tech is used to develop diversity and inclusion in your organization

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1%-25%	7	6.90%
26%-50%	29	28.40%
51%-75%	51	50.00%
ABOVE 75%	12	11.80%
NONE	3	2.90%
TOTAL	102	100%

Interpretation:

From the above table, it can be interpreted as 6.90% of respondents say that less than 25% AI tech is used in their company, 28.40% and 50.00% of respondents say they use more than 25% and less 75% of their company uses and 11.80% of respondents state that more than 75% of their company uses AI and 2.90% of respondents say that no AI is used in their company.

Chart No. 4.13:

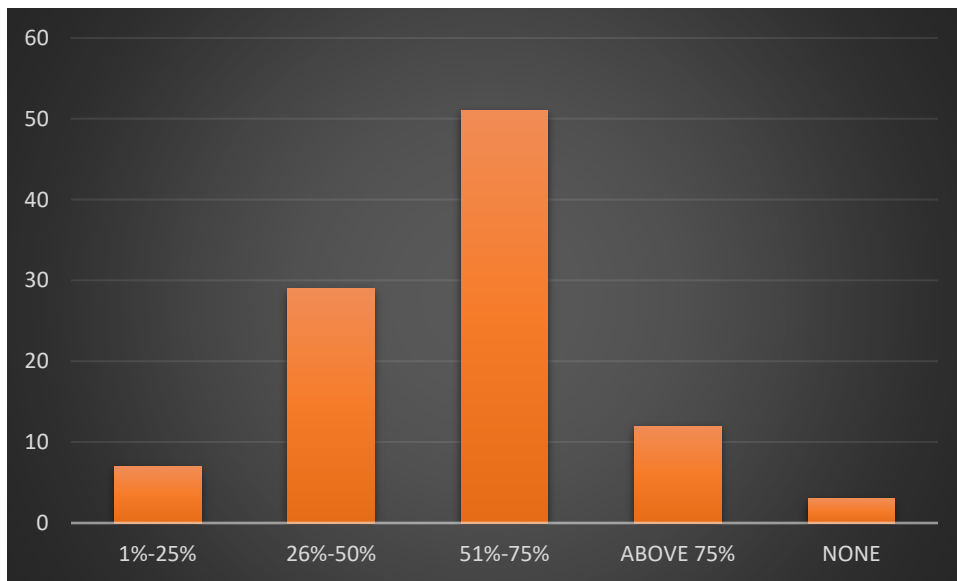


Fig 4.13: people's response on how much AI tech used in their organizations.

Inference:

Majority (50.00%) of respondents say that more than 50% of tech is used in their organization.

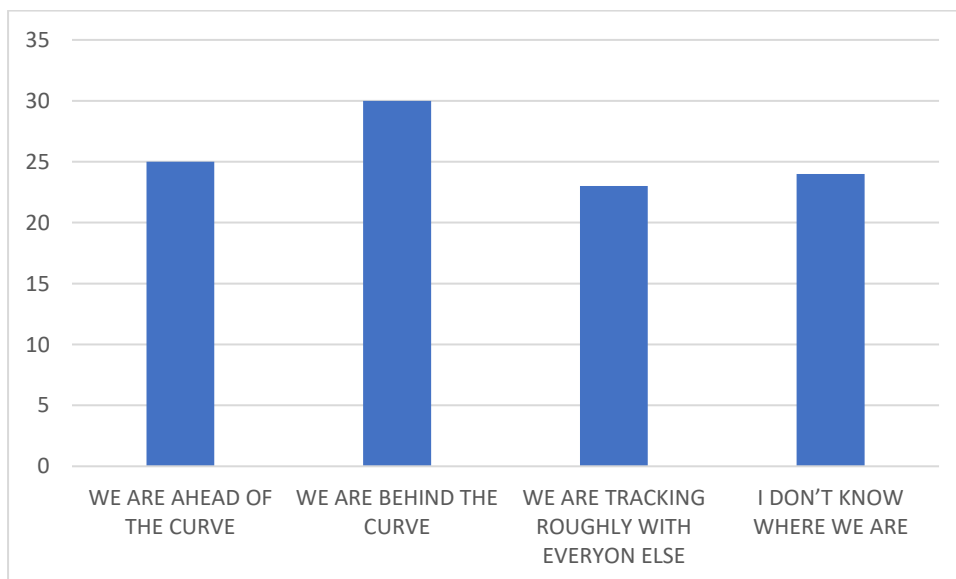
Table No. 4.14

With regard to AI adoption at your company, which is true

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
WE ARE AHEAD OF THE CURVE	25	24.50%
WE ARE BEHIND THE CURVE	30	29.40%
WE ARE TRACKING ROUGHLY WITH EVERYON ELSE	23	22.50%
I DON'T KNOW WHERE WE ARE	24	23.60%
TOTAL	102	100%

Interpretation:

From the above table, it can be interpreted that out of the option given, 24.50% say that they are advanced already, 29.40% of them say that they are still lacking in the AI technology, 22.50% of them saying they are competing with other organizations and 23.60% of respondents say that they don't even know where they are now.

Chart No. 4.14:**Fig 4.14:AI adoption in organization of the respondents.****Inference:**

Majority (29.40%) of the respondent's company are behind the curve.

Table No. 4.15

To what scale extent can application of AI tech be effective in recruitment practices at your organization?

SCALE OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1	2	2.00%
2	0	0.00%
3	0	0.00%
4	3	2.90%
5	13	12.80%
6	10	9.80%
7	19	18.60%
8	10	9.80%
9	21	20.60%
10	24	23.50%
TOTAL	102	100%

Interpretation:

From the above table, it can be interpreted that out of the option given respondents express their opinion on what scale extent can application of AI tech be effective in recruitment practices at your organization, 2% of respondents say it is at the beginning stage of usage, 2.90% of people say AI is used moderately, 12.80% of respondents use them 50-50 and 82.30% of them use this daily.

Chart No. 4.15:

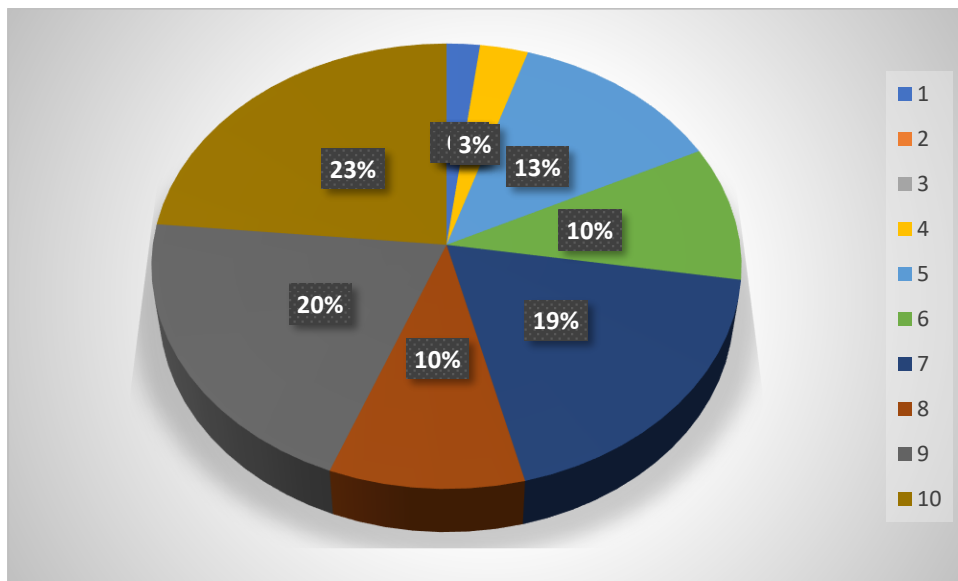


Fig 4.15: respondents' opinion on artificial intelligence.

Inference:

Majority (23.50%) of respondents says that the application of AI tech is very effective in the process of recruitment practices in the organization.

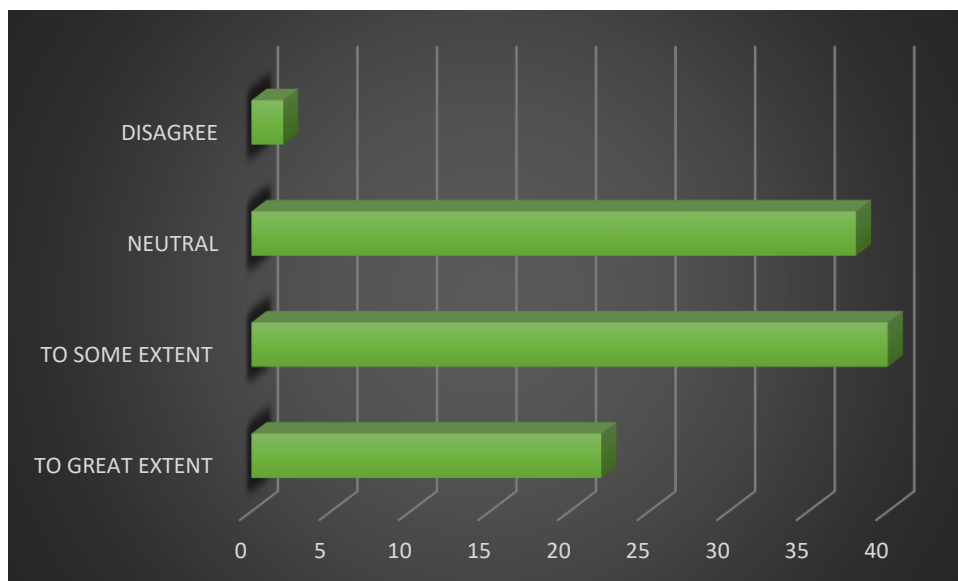
Table No. 4.16

To what extent can applications of AI tech be effective in performance management at your organization?

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
TO GREAT EXTENT	22	21.60%
TO SOME EXTENT	40	39.20%
NEUTRAL	38	37.20%
DISAGREE	2	2%
TOTAL	102	100%

Interpretation:

From the above table, it can be interpreted that 21.60% of respondents say that AI performs at great extent, 39.20% of them say that to some extent their organisation is using AI tech, 37.20% of respondents say they really don't know and 2% of respondents completely disagree with the statement.

Chart No. 4.16:**Fig 4.16:** performance management of AI tech be effective**Inference:**

Majority (39.20%) of respondents say that AI technology is used to only some extent in their organization.

Table No. 4.17

Which of the following is a limitation to AI being implemented at your enterprise (check all that apply)?

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
NOT ENOUGH TECHNICAL TALENT	40	39.20%
NOT ENOUGH DATA	47	46.10%
TOO BUSY WITH OTHER PROJECTS	44	43.10%
NO IDEA WHAT PROJECTS WE WOULD DO	37	36.30%
NO SUPPORT FROM SENIOR MANAGEMENT	27	26.50%
NO CLEAR OWNERSHIP IN THE CORPORATE HIERARCHY	22	21.60%

Interpretation:

From the above table it is stated that 39.20% tell they don't have enough technical talent in their enterprise, 46.10% of them tell that for working in AI there is no enough data, and 43.10% of respondents were busy with their other projects, 36.30% has no ideas of what they do in their companies, 26.50% of them does not get any support from their senior management and 21.60% state that no clear ownership in their corporate and thus leads to no usage of AI in their company.

Chart No. 4.17:

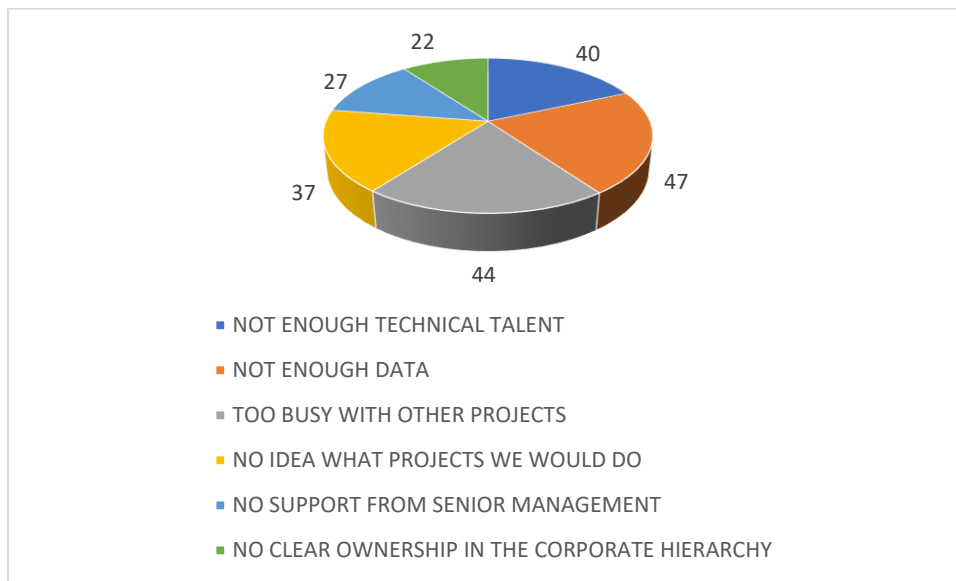


Fig 4.17: limitation to AI being implemented at your enterprise

Inference:

Majority (46.10%) of them state that they don't have enough data.

Table no.4.18

Over the next ten years, will AI and automation:

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
CAUSE MASSIVE UNEMPLOYMENT	24	23.50%
BE SOMEWHAT DISRUPTIVE TO EMPLOYMENT	41	40.20%
NOT NOTICIBLY IMPACT OVERALL EMPLOYMENT	22	21.60%
CREATE MORE JOBS THAN IT DESTROYS	15	14.70%
TOTAL	102	100%

Interpretation:

From the above table it is given that if AI advances in the next ten years (23.50%) of the people say that it will cause massive unemployment in every sector, 40.20% of people say that it might not cause that much damage and 21.60% of respondents say that it is not noticeably and 14.70% of people state that it might create more jobs in many sectors than it destroys.

Chart no.4.18

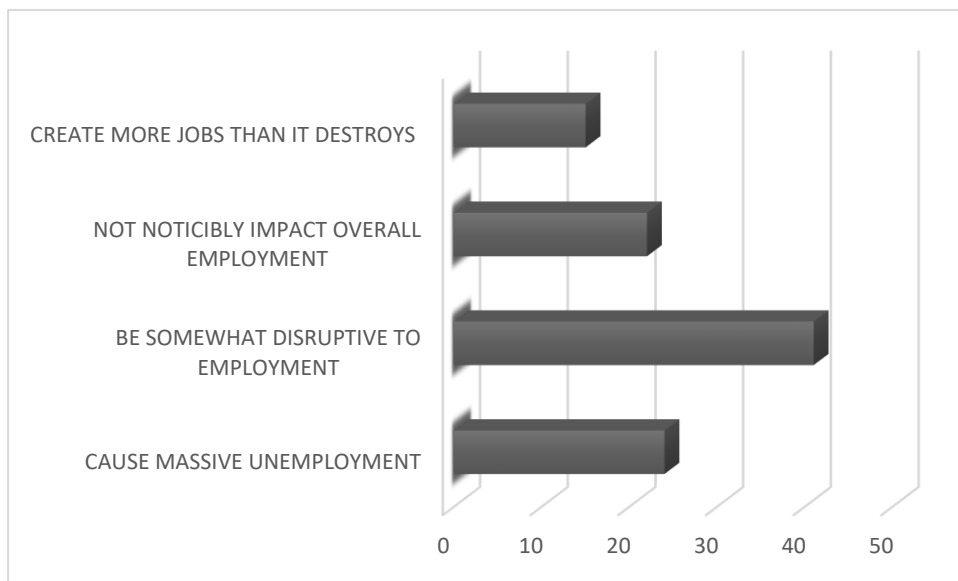


Fig 4.18 people's opinion on AI advancement.

Inference

Majority (40.20%) of people think that it does not cause that much change in day-to-day life.

Table no.4.19

Overall, do you think AI will be

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
A FORCE FOR GOOD	55	53.90%
A FORCE FOR EVIL	18	17.60%
ITS COMPLICATED	29	28.50%
TOTAL	102	100%

Interpretation:

From the given table it is obtained that 53.90% of people believe that AI is a force of good and makes the job easy and 17.60% state that it is a force of evil and 28.50% does not have any idea whether it is good or bad.

Chart no.4.19

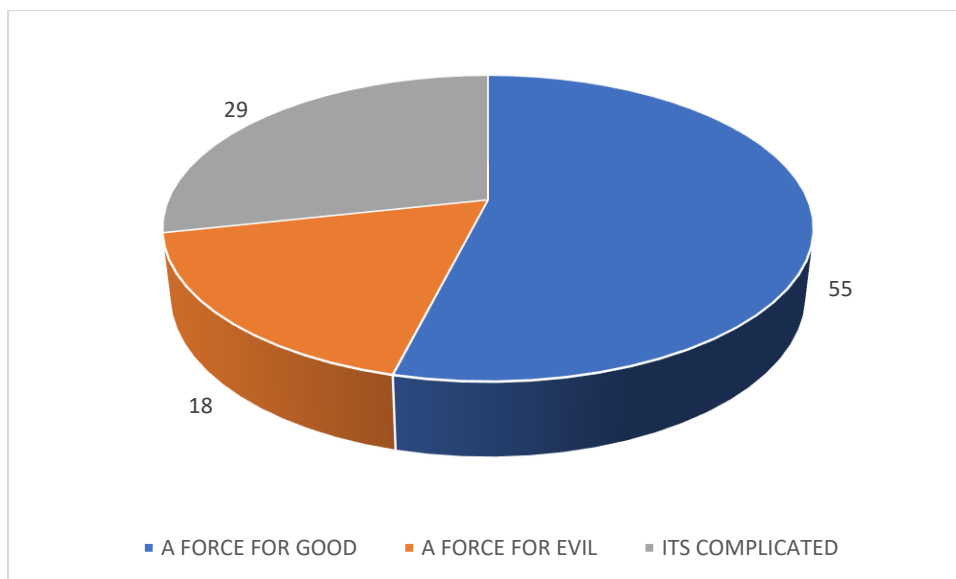


Fig 4.19 people's common opinion on AI.

Inference

Majority (53.90%) of respondents believe that it is a force for good.

4.2 STATISTICAL ANALYSIS (CHI SQUARE)

TEST1 (CHI SQUARE)

HO; There is no significant difference between age of the respondent and the level of knowledge/ awareness of AI value for HR profession.

H1; There is significant relationship between age of the respondent and the level of knowledge/ awareness of AI value for HR profession.

NULL HYPOTHESIS;

A null hypothesis is an initial statement claiming that there is no relationship between two measured events. A null hypothesis is a foundation of the scientific method, as scientists use experiments to accept or reject a null hypothesis based upon the relationship, or lack thereof, between two phenomena.

ALTERNATIVE HYPOTHESIS;

It is regarding the assumption that there is no anomaly pattern or believing according to the assumption made. Alternate hypothesis: Contrary to the null hypothesis, it shows that observation is the result of real effect.

Statistics			
		Age Of The Respondent	Please rate your level of knowledge / awareness of artificial intelligence value for the HR profession .
N	Valid	102	102
	Missing	0	0

Age Of The Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	82	80.4	80.4	80.4
	26-35	13	12.7	12.7	93.1
	36-45	5	4.9	4.9	98.0
	above 45	2	2.0	2.0	100.0
	Total	102	100.0	100.0	

Please rate your level of knowledge / awareness of artificial intelligence value for the HR profession .

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completely comfortable. I know how AI works in general and am ready to use it to support the HR function	51	50.0	50.0	50.0
	I have a little knowledge based on what i have read/ heard but really need to learn more in order to know how much impact it will have	44	43.1	43.1	93.1
	Not comfortable. I am not sure or why AI relevant to my profession and duties in HR, talent ,learning, etc.,	7	6.9	6.9	100.0
	Total	102	100.0	100.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.557 ^a	6	.736
Likelihood Ratio	4.851	6	.563
N of Valid Cases	102		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .14.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Age Of The Respondent * Please rate your level of knowledge / awareness of artificial intelligence value for the HR profession .	102	100.0%	0	0.0%	102	100.0%

Directional Measures

			Value	Asymptotic Standard Error ^a	Approximate T ^d	Approximate Significance
Nominal by Nominal	Lambda	Symmetric	.000	.000	. ^b	. ^b
		Age Of The Respondent Dependent	.000	.000	. ^b	. ^b
		Please rate your level of knowledge / awareness of artificial intelligence value for the HR profession . Dependent	.000	.000	. ^b	. ^b
	Goodman and Kruskal tau	Age Of The Respondent Dependent	.024	.019		.291 ^c
		Please rate your level of knowledge / awareness of artificial intelligence value for the HR profession . Dependent	.018	.021		.737 ^c
	Uncertainty Coefficient	Symmetric	.031	.018	1.669	.563 ^e
		Age Of The Respondent Dependent	.036	.021	1.669	.563 ^e
		Please rate your level of knowledge / awareness of artificial intelligence value for the HR profession . Dependent	.027	.015	1.669	.563 ^e

a. Not assuming the null hypothesis.

b. Cannot be computed because the asymptotic standard error equals zero.

c. Based on chi-square approximation

d. Using the asymptotic standard error assuming the null hypothesis.

e. Likelihood ratio chi-square probability.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.187	.736
	Cramer's V	.132	.736
	Contingency Coefficient	.184	.736
N of Valid Cases		102	

RESULT:

1. I've obtained chi square as 0.184 which results in acceptance of alternate hypothesis and rejection of null hypothesis.
2. So, there is no significant difference between response preference and age of the response

CHAPTER 5

RESULTS AND DISCUSSION

Based on the analysis and discussion on primary data in the previous chapter findings, suggestions and conclusion on the study in logical manner.

5.1 FINDING OF THE STUDY

- ☐ Majority (80.40%) of the respondents of my questionnaire belong to the age group 18-25.
- ☐ Majority (85.30%) of the respondents of my questionnaire are Male.
- ☐ Majority (84.30%) of respondents are unmarried.
- ☐ Majority (51.00%%) of respondents are EMPLOYEES
- ☐ Majority (56.90%) of respondent strongly agree that their organization embrace AI tech in HR functions.

- ☐ Majority percentage (54.90%) of the respondents of my questionnaire are answering queries manually.
- ☐ Majority (78.40%) of the respondent tell 'yes', their organization use chatbots.
- ☐ Majority (40.20%) of the respondents say that their company use chart bots.
- ☐ Majority (50%) of the respondents already knows about Artificial Intelligence.
- ☐ Majority (36.30%) of respondents say they agree that they are experiencing this in day to day of work.
- ☐ Majority (48%) of the respondents agree with the statement.
- ☐ Majority (42.20%) of the respondent's survey states that it will improve our diversity and inclusion.
- ☐ Majority (50.00%) of respondents say that more than 50% of tech is used in their organization.
- ☐ Majority (29.40%) of the respondent's company are behind the curve.
- ☐ Majority (23.50%) of respondents says that the application of AI tech is very effective in the process of recruitment practices in the organization.

- ❑ Majority (39.20%) of respondents say that AI technology is used to only some extent in their organization.
- ❑ Majority (50%) of the respondents already knows about Artificial Intelligence.
- ❑ Majority (36.30%) of respondents say they agree that they are experiencing this in day to day of work.
- ❑ Majority (48%) of the respondents agree with the statement.
- ❑ Majority (42.20%) of the respondent's survey states that it will improve our diversity and inclusion.
- ❑ Majority (50.00%) of respondents say that more than 50% of tech is used in their organization.
- ❑ Majority (29.40%) of the respondent's company are behind the curve.
- ❑ Majority (23.50%) of respondents says that the application of AI tech is very effective in the process of recruitment practices in the organization.
- ❑ Majority (39.20%) of respondents say that AI technology is used to only some extent in their organization.

CHISQUARE RESULT:

From the above data I have obtained the chi square result as 0.184 which accepts alternate hypothesis and rejects null hypothesis.

5.2 SUGGESTIONS:

- ❖ Even though artificial intelligence entered in many HR functions in organizations there is still a lag. Organizations should look into this lag so that they can meet the future demands.
- ❖ Most of the employees still prefer their queries should be solved manually. So, the researchers suggest even though AI takes part in solving queries, human intervention should be taken part.
- ❖ The researchers suggests that the basic talent acquisition that is screening can the entirely done through AI so that time can saved effectively.
- ❖ To standardized the training and development, AI can be used as a tool for training the employees so that the company can enjoy cost reduction.

- ❖ In regard performance appraisal, the performance can be measured through AI tool so that the reputation of the work can be reduced.

CHISQUARE RESULT:

From the above data I have obtained the chi square result as 0.184 which accepts alternate hypothesis and rejects null hypothesis.

5.3 LIMITATIONS OF THE STUDY

- Since it was difficult to get information's from HRs of various organizations since their company's policies were not allowing them to give information.
- The topic is very vast hence it was difficult to cover every part in short period of time
- Since the period to complete the study was short, I was only able to collect from small sample.

CHAPTER 6

CONCLUSION

CONCLUSION:

The world is constantly becoming more prone to technology due to globalization which implies organization have to stay up to date in order to be competitive. Human Resource Management (HRM) is more important than ever. With technological advances also comes the opportunity to streamline activities that previously have had to be carried out by humans. It is of the highest importance to consider and evaluate the impact technology might have on the area of HRM and specifically Talent Acquisition, Talent Management, Compensation & Benefits and Learning & Development. Hence AI is still a work in process and even though human is more required in HR functions to get that technological advances AI should be brought in the functions of HR.

CHAPTER 7

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APPENDIX

Primary Data

The primary data for this study was collected through questionnaire Questionnaire

1.name of the respondent: _

2.Age of The Respondent

A 18-25 B 26-35 C 36-45 D above 45

3.Gender of The Respondent

A male B Female

4.Marital Status

A Married B Unmarried

5.Occupation of The Respondent

A Employee B Student C Other

6.Your organization embrace AI tech in HR functions

A Strongly Agree B Agree C Disagree D Strongly Disagree E Not Sure

7.Based on your experience, which is more effective?

A Answering queries manually B AI answering the queries C Manually supervised AI led answering of queries

8.Does your organization use chat bots

A Yes B No

9.What percentage of your internal/external users uses chatbots

A 1%-25% B 26%-50% C 51%-75% D Above 75% E None

10. Please rate your level of knowledge / awareness of artificial intelligence value for the HR profession.

A Completely comfortable. I know how AI works in general and am ready to use it to support the HR function

B I have a little knowledge based on what I have read/ heard but really need to learn more in order to know how much impact it will have

C Not comfortable. I am not sure or why AI relevant to my profession and duties in HR, talent, learning, etc.,

11. Rank the following AI technologies based on the extent of usage by your organizations, in feedback

A Strongly Agree **B** Agree **C** Neutral **D** Disagree **E** Strongly Disagree

12. To what extent can application of AI tech can be effective in the reward and recognition development activities in an organization

A Strongly Agree **B** Agree **C** Neutral **D** Disagree **E** Strongly Disagree

13. Artificial Intelligence technology has the potential to improve diversity and inclusion

A Strongly Agree **B** Agree **C** Neutral **D** Disagree **E** Strongly Disagree

14. About what percentage of AI tech is used to develop diversity and inclusion in your organization

A 1%-25% **B** 26%-50% **C** 51%-75% **D** Above 75% **E** None

15. With regard to AI adoption at your company, which is true

A We are ahead of the curve **B** We are behind of the curve **C** We are tracking roughly with everyone else **D** I don't know where we are

16.To what scale extent can application of AI tech be effective in recruitment practices at your organization?

1 2 3 4 5 6 7 8 9 10

17.To what extent can applications of AI tech be effective in performance management at your organization?

A Not enough technical talent **B** Not enough data **C** Too busy with other projects **D** No idea what projects we would do **E** No support

18.Which of the following is a limitation to AI being implemented at your enterprise (check all that apply)

A Not enough technical talent **B** Not enough data **C** Too busy with other projects **D** No idea what projects we would do **E** No support

19.from senior management F No clear ownership in the corporate hierarchy Over the next ten years, will AI and automation:

A Cause massive unemployment **B** Be somewhat disruptive to employment **C** Not noticeably impact overall employment **D** Create more jobs than it destroys

20.Overall, do you think AI will be

A A force for good **B** A force for evil **C** It's complicated