

## **PERCEPTION TOWARDS ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCES MANAGEMENT PRACTICES**

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### **Abstract:**

Artificial intelligence is progressing rapidly with new highly developed innovations in the present world. It is very useful for some applications like deep learning, machine learning, neural networks, robotics, big data, bitcoin. While artificial intelligence is making its mark in almost all areas, human resources practices are not an exception. Human resource management is one crucial area in each organization and it is essential to realize that people who are part of human resource management have to be familiar with the notion of Artificial intelligence. The first goal of artificial intelligence is to highly developed and more complex systems. The human output performance whatever the way of maybe as per human knowledge requirement. Some HR experts suppose that upgraded and advanced AI is a threat to human community and in the upcoming decades AI would significantly reduce the demand for human resource globally. In contrast, some researchers believe that AI is one of the sophisticated tools meant to assist humans and it can never ever replace human labour. Having in mind the above points, the main purpose of this research is to investigate employee's perception towards Artificial Intelligence technologies in human resources practices. The method used for data collection was the online survey and the tool used was the questionnaire. Along with the focus on the participant's perception of Artificial Intelligence and the study also aims to understand the current AI technologies being practiced in Human Resources practices.

**Keywords :** Artificial intelligence, Perception, Human resources practices, knowledge, survey.

## **1. Introduction**

Artificial Intelligence is the capacity of a PC program or a machine to think and learn. It is additionally a field of study which attempts to make PCs 'brilliant'. They work all alone without being encoded with orders. Simulated intelligence is the part of software engineering that accentuates that improvement of knowledge machines, thinking and working like people discourse acknowledgment, critical thinking, learning, and arranging. It is the investigation of the calculation that makes it conceivable to see reason and act. Man-made consciousness has the grouping of field as, Intelligence = see + Analyses + React, is not quite the same as brain research on account of its importance on calculation and is unique in relation to software engineering as a result of its importance on discernment, thinking and activity. It makes machines more intelligent and more helpful. Man-made brainpower in the years from 1950 to 1980 as it presents any procedure which empowers PCs to copy human conduct. On another side of AI in the year from 1980 to 2010 in this origination, the computerized reasoning is computational innovation that gives PCs the capacity to learn without being plainly customized to do as such. The most recent pattern of the idea is profound learning. In the year 2010 to date, profound learning is a subset of AI which makes the calculation of multi-layer neural organizations plausible. Man-made reasoning is the computational innovation of client commitment innovation and furthermore the plan of the wide-running parts of software engineering, phonetics, science, brain research and designing. A tremendous measure of time can be saved with the assistance of man-made consciousness innovation. Today, it is utilized in pretty much every other field to facilitate the work pressure. For quite a long time, Artificial Intelligence has been a unique subject for science development. Yet, today, numerous researchers accept that on target to make innovation a reality. It is an assortment of innovations that empower machines to perform with more elevated levels of insight and follow the human abilities of sense, comprehend and act. Along these lines, PC representation and sound preparing can effectively perceive their general surroundings by obtaining and handling similitudes, sound, and language. The selection

of innovation has arrived at a point where we are prepared for an extreme move, and this advanced change of the business is something we call as Industry 4.0. Industry 4.0 which is otherwise called the keen business is viewed as the fourth mechanical unrest. The term fourth modern unrest authored by Professor Schwab and looks to change an association into a canny one to accomplish the most ideal business results. This thusly cleared route for consideration of problematic advances such Artificial knowledge and its subsets in practically all useful territories of the executives and Human asset the board isn't an exemption. How might these problematic innovations change our lives? Will our work environments be affected by the development and usage of AI substances? What are the AI advances being used to enlarge human power? The current examination endeavors to research HR expert's and worker's impression of Artificial Intelligence advances in HR rehearses. The examination centers around the member's view of AI, and furthermore expects to comprehend the current AI advances being polished in Human Resource departments.

## **2. Review of Literature**

An endeavour has been made to provide an outline and overview of various aspects of this study through the review of past and current existing literature. The sources referred include various books, doctoral theses, online journals, working papers, reports, magazines related to AI and human resource, internet sites and newspapers.

Marler (2016), gives the consequence of the exploration made among 5665 organizations in 32 nations. The aftereffects of the investigation showed that “oversees who are engaged with vital dynamic consider e-HRM as a significant determinative device in their associations. Despite the fact that, the creator suggested that it is hard to give an exact meaning of e-HRM, the examination characterized it as: E-HRM comprises of designs of PC equipment, programming and electronic systems administration assets

that empower expected or real HRM exercises (for example arrangements, practices and administrations) through planning and controlling individual and gathering level information catch and data creation and correspondence inside and across hierarchical limits.”

“The historical backdrop of Human Resources office has been generally very much recorded since it went to an improvement around 1960. We've seen how HR and its capacities have been changing through the time. From managing records just to marking and ability coordination, HR has been acquiring new viewpoints consistently. From the other hand, there is moderately less data about ascent of Artificial Intelligence, particularly, when we are discussing it's utilization in such units as Human Resources. There are a ton of misguided judgments around the AI and a lot more negative contemplations about it's abuse of force. As per Hardik (2010), other than being a scholarly control, Artificial Intelligence will immediately turn into an unavoidable piece of the business recorded too. The benefit making interest to AI has been dramatically developing for as far back as decade.”

One of the specialty units that have as of late embraced the possibility of Artificial Intelligence venturing into the training is Human Resources Management (HRM). As indicated by Jensen-Eriksen (2016), “since 1960 there has been sensational change in the comprehension of what HR division is and what it is liable for. A great deal have changed since blue collar positions were ruling occupations and logical administration proposed by F. Taylor was a well known way to deal with assistance us boost the profitability of a worker. The qualities have changed and the actual laborers have greater levels of popularity with respect to the work conditions, organization culture, development openings and different elements.”

“(HR) has advanced consistently because of globalization and the massive improvements in data innovation which has caused it get over different obstructions that were binding it to be treated as a simple managerial part in the association (Mellam, Rao

and Mellam, 2015). This development in the HR capacities can be planned through the consistent movements in its core interest. The principal stage, during which examining the effect of HR rehearses on workers became association driven. Stage two was the point at which the HR extended their degree to assessing total HR frameworks over particular HR rehearses. Nonetheless, playing out an essential job isn't simple as the main asset to drive any technique is data and information. This has pushed HR to advance much further to extinguish the hunger for data and oblige for the requirements and changes of the cutting edge business world that centers around developing at negligible expenses. Today, HR has developed into a structure that is profoundly determined by innovation and information that is continually gathered from representatives to additional upgrade their essential job. The result of this is found as E-HRM where HR is even more a stage instead of an individual (Johnson and Guetal, 2011). Very much like the HR work, innovation has additionally had something reasonable of development changing from a straightforward machine made to lessen human exertion to more mind boggling frameworks fit for doing significantly something other than that. The utilization of a mix of advances identified with data innovation (IT), electronic projects, logical models, and so forth, has assisted organizations with managing their labor force in an exceptionally productive way (Oswal and Narayanappa, 2015). Perhaps the most impressive advances following a similar ancestry is Artificial Intelligence (AI).”

However much it is difficult to enlist gifted specialists, it is as difficult to keep them in the gathering. As indicated by Omer and Michael (2015) 57% of associations consider worker maintenance their most major issue. Nevertheless, AI can separate and anticipate the prerequisites of each individual worker. It can choose singular affinities and uncover who should get a raise or and who are frustrated with the equilibrium between fun and serious stuff. This offers space to HR specialists to be proactive and deal with the issue even before it truly occurs.

### **3. Research Methodology**

Primary data and secondary data have been subsequently used in the study. The present study was done through a quantitative approach, based on the sociological survey method. The questionnaire is the data collection tool which was used via Google forms platform (an online survey service). The respondents were both HR employees and HR professional from IT sector with reference to Gurugram. Sample size denotes the number of sample selected for the study. The sample size for this study is fixed at 40 respondents. Based on simple random sampling method and convenience sampling method 40 respondents were chosen from the company. The other relevant information and data were collected from secondary sources also, such as books, websites, journals and publications. A structured questionnaire with 30 questions with 5 personal questions, 3 multiple choice questions and 20 five point scale questions was designed. The questionnaire was indeed discussed with a statistician and changes were accommodated.

#### **4. Objective of the Study**

1. To distinguish the current AI advancements being applied in HR rehearses.
2. To comprehend member's insight about AI.

#### **5. Data Analysis and Interpretation**

In this segment an inside and out investigation has been made to recognize the different AI advances being utilized in IT area and to comprehend their insight towards AI innovations in HRM rehearses. For this reason, essential information was gathered from 40 respondents via comfort testing. The information were broke down by utilizing factual apparatuses like rates, mean, T test, single direction ANOVA test.

##### **A. Cronbach's Alpha Reliability Statistics**

**Table 1: Reliability Statistics**

Cronbach's Alpha	N of items
.857	40

Source: Computed

The essential information from the respondents were tried for dependability utilizing SPSS. The Cronbach's Alpha test uncovered a dependability score of 0 .857 and thus the poll was discovered to be solid.

**B. Demographics**

It is crucial for request the respondent's segment profile since it gives a far reaching picture and helps with analyzing the fragment factors which may affect their understanding towards AI advances in HRM practices.

Demographics	Frequency	Percentage
<b>Age</b>		
20-25 years	8	20
26-35 years	9	22
36-45 years	15	38
Above 40 years	8	20
<b>Gender</b>		
Male	15	38
Female	25	62
<b>Marital Status</b>		
Single	14	35
Married	26	65
<b>Work Experience</b>		
Less than 2 years	8	20
2-5 years	12	30
6-10 years	10	25
11-15 years	10	25
<b>Educational Qualification</b>		
Doctoral Degree	8	20
Master's Degree	6	15
Bachelor's Degree	16	40
Diploma	9	21
Others	1	4
<b>Designation</b>		
Administrator	10	25
Business and Program Analyst	8	20
Engineer(Automation &Software)	6	15
Project and HR manager	10	25
Managing Director	2	5
Others	4	10

**Table 2: Demographics**

Interpretation: The demographic factors like age, sexual orientation, conjugal status, working experience, instructive capabilities, and assignment are to be concentrated to comprehend the example better. The respondents included male and female. The respondents belonged to different age groups but majority being 36 years to 45 years (38%). Hence, middle age people participated in the survey more willingly than the young people. The sample included literates of all levels mostly bachelor's degree holders (40%) and diploma holders (21%). Majority of the respondents were married (65%) and employment designation mostly Administrator (25%) and secondly Project and HR managers (25%).

AI technologies	Frequency	Percentage	Ranking
Chatbots	18	35	VI
Face recognition& Bio metrics	28	70	I
Data Mining	18	45	V
Big Data Analytics	20	50	III
Speech &Voice recognition	24	60	II
Virtual Assistance	16	40	VI
Automation	18	45	IV
Machine and Natural language learning	12	30	VIII
Block-Chain	10	25	X
Robotics	16	40	VI
Decision support system and Expert system	10	25	IX
Predictive analytics	10	25	XI

**Table 3: AI powered HRM technologies which IT employees are aware about**

Interpretation: Out of all AI advancements being applied in HRM rehearses, right off the bat, 70% of representatives have recognized face acknowledgment and Biometric innovation, furthermore 60% of workers have distinguished discourse and voice acknowledgment innovation, thirdly Big information investigation with half, trailed via computerization, information mining, virtual help, mechanical technology, Machine and Natural language learning, DSS and Expert framework, Block-chain lastly Predictive examination. It is extremely



obvious from the above investigation that mindfulness towards AI advances in HRM is restricted.

HR factor/Age groups	20-25 yrs	26-35yrs	36-45 yrs	Above 45yrs	F	P
Planning & DM	15.00 (2.21)	16.19 (1.82)	16.88 (1.82)	16.20 (2.23)	.4	.67
Recruitment	17.80 (4.06)	18.28 (3.38)	20.31 (2.05)	17.50 (4.40)	.85	.16
Training & Development	19.30 (4.01)	19.37 (2.63)	20.41 (2.43)	20.40 (4.29)	.0	.84
Performance Analysis	19.00 (4.29)	19.28 (2.19)	19.94 (2.76)	20.31 (2.17)	.8	.85
Work-life Balance	13.90 (2.23)	14.82 (2.86)	16.31 (2.33)	15.50 (3.27)	.8	.42

**Table 4: Age wise Perception towards AI technologies in Human resource practices – ANOVA**

“Interpretation: From the above table, it tends to be seen that there is no critical relationship between age gatherings and their insight towards AI technologies in HR practices.

HR factor/Gender	Male	Female	F	P
Planning & DM	16.67 (1.619)	16.29 (2,152)	.748	.392
Recruitment	18.31 (2.926)	19.45 (3.639)	.412	.524
Training & Development	19.52 (2.293)	20.58 (3.568)	4.563	.039
Performance Analysis	19.94 (2.597)	19.90 (3.080)	.498	.485
Work-life Balance	15.10 (2.482)	15.84 (2.683)	.565	.457

**Table 5: Gender wise Perception towards AI technologies in Human resource practices – t-test**

Interpretation: From the above table, since the P esteems are more prominent than 0.05 it uncovers that there is no critical mean distinction among sexual orientation and representative's discernment towards AI technologies in HR practices. There is no significant difference between perception on AI technologies with the gender of employees and both of them perceived it similar.

HR factor/Educational Qualification	total degree	ster"sdegree	achelor"sdegree	Diploma	F	P
Planning& DM	17.13 (2.032)	16.33 (1.995)	15.87 (1.923)	17.10 (1.415)	.791	.507
Recruitment	19.51 (3.928)	19.53 (2.519)	17.21 (3.986)	22.10 (2.829)	2.346	.086
<b>Training &amp; Development</b>	21.10 (3.024)	20.21 (3.136)	19.14 (3.205)	22.10 (4.243)	<b>.929</b>	<b>.436</b>
<b>Performance Analysis</b>	20.76 (2.252)	19.25 (3.219)	19.94 (2.345)	22.60 (3.536)	<b>1.228</b>	<b>.312</b>
<b>Work-life Balance</b>	18.10 (2.204)	15.33 (2.287)	14.07 (2.434)	17.60 (0.7072)	<b>5.654</b>	<b>.003</b>

**Table 6: Perception towards AI technologies in Human resource practices based on Educational Qualification – ANOVA**

Interpretation: The above table uncovers that there is no huge relationship between respondent's instructive capability and their discernment towards AI technologies in HR practices except the factor Work-life balance. Since the P value of work-life balance is less than 0.05 there is significant association between educational qualification and their perception towards AI technologies to attain work-life balance.

Job/Designation	Administrator	Business and Program Analyst	Software engineer (Automation)	Project and HR Manager	Managing Director	Others	F	P
Planning & DM	16.68 (2.249)	16.11 (2.025)	16.34 (1.733)	6.10 (.415)	17.01 (1.415)	16.21 (3.194)	85	68
Recruitment	20.31 (4.029)	18.51 (3.136)	16.89 (3.856)	9.37 (.420)	17.51 (2.122)	19.41 (2.702)	27	95
IT & Development	21.39 (3.906)	20.41 (2.634)	17.78 (2.949)	10.19 (.183)	20.51 (.7072)	19.81 (3.702)	20	07
Finance Analysis	21.08 (3.752)	18.91 (2.686)	19.89 (1.270)	9.37 (.075)	20.01 (.000)	19.21 (2.684)	93	62
Work-life Balance	16.24 (2.774)	16.11 (1.970)	14.34 (2.450)	5.01 (.844)	13.01 (4.025)	16.21 (4.025)	19	18

**Table 7: Perception towards AI technologies in Human resource management based on Designation – ANOVA**

Interpretation: The above table uncovers that there is no critical relationship between respondent's assignment and their discernment towards AI technologies in HR practices.

Job Elements	Frequency	Percentage	Ranking
Billing and expenses	22	55	III
Accounting and tracking financials	18	45	V
Writing proposals	12	30	VII
Setting up employee benefits	14	35	VI
Management with employees	6	15	VIII
Repetitive paper works	26	65	I
Scheduling/updating Calendar	20	50	IV
Entering timesheet hours	18	45	IV
Writing and responding to emails	14	35	VI
Work/place surveillance	24	60	II

**Table 8: Job elements that can be outsourced to AI-powered digital assistant**

Interpretation: The above table shows the work components that can be moved to AI-fueled computerized colleagues. 65% of respondents are positive about using AI digital

assistants for repetitive paper works, 60% have voted for workplace surveillance, 55% has opted billing and expenses, 50% have preferred scheduling/updating calendar and entering timesheet hours.

Factors holding back AI	Frequency	Percentage	Ranking
High Costs	28	70	I
Lack of technical ability	24	60	II
Lack of quality data	12	30	VI
Privacy concerns	18	45	III
Concerns of trust	12	30	V
Lack of skilled teams to manage	16	40	IV

**Table 9: Factors holding back business leaders from implementing AI systems in their organisations**

Interpretation: The above table shows the elements which are keeping down business pioneers from effectively coordinating AI systems in their organisations. It has been found that the first and foremost factor is its High cost with 70%, secondly Lack of technical ability with 60%, and thirdly privacy concerns with 45%.

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	45	90.0	90.0	
No	5	10.0	10.0	90.0
Total	50	100.0	100.0	100.0

**Table 10: Overall perception about implementing AI in human resource management probably man-machine collaboration**

Interpretation: At last, when respondents were interrogated regarding executing AI in HR rehearses and do they concur that fate of HR will most presumably Man-machine coordinated effort 90% of respondents have reacted positive and have upheld AI innovations in HR rehearses and just 10% of the respondents are against the AI advancements.

## **8. Conclusion**

The examination has advanced and investigated the different AI advances which are by and large as of now utilized in Human asset the board rehearses regarding IT organizations in Gurugram. The examination investigated the impression of HR representatives towards AI innovations in HRM. The investigation showed that the workers are absolutely having a positive discernment towards the AI advancements and representatives didn't see AI framework as a treat to them. The examination has firmly focused on the significance of AI innovations in the proficient capacity of HR division and to achieve the serious edge on the lookout. The examination has likewise rattled off the different variables which are keeping down the usage of AI framework in HR rehearses. All in all, it is apparent from the examination that the representatives are absolutely decisive about the AI advancements and they do accept that AI innovations are going to expand HR labor force altogether potential ways. The investigation has additionally uncovered that associations ought to be reliably focusing on actualizing AI innovations in human resource management practices such as planning & decision making, recruitment, training & development, performance analysis and work-life balance.

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