

"IMPACT OF ARTIFICIAL INTELLIGENCE ON HR PRACTICES: A STUDY IN TIRUNELVELI".

AUTHOR I

DR. M.PRABHU M.Com., M.Phil., MBA., (M.Com (F&C) Ph.D.,

Assistant Professor,

Head of Department of Commerce,

Don Bosco College of arts and science,

Keelaeral .

AUTHOR II

DR. A.PONMANI, M.Com., M.Phil., Ph.D.,

Assistant Professor,

Department of Commerce,

S.S.DuraisamyNadarMariammal College, Kovilpatti.

In the context of Tirunelveli, this paper evaluates how Artificial Intelligence (AI) is changing Human Resource Management (HRM). AI is continuing to transform businesses around the world, and its use in HRM is leading to major advancements in the oversight and optimization of human resources. AI increasing number of companies in Tirunelveli are utilizing AI tools like automation, machine learning, and predictive analytics to improve decision-making, expedite HR processes, and enhance employee experiences in general. The study focuses on how AI is changing the HR procedures in Tirunelveli companies, especially hiring, employee engagement, performance management, and talent development. While automation frees up time for strategic duties, artificial intelligence's capability to analyse vast amounts of data enables HR professionals to make better informed, data-driven decisions. The results demonstrate how artificial intelligence (AI) may encourage more equitable and effective HR procedures in Tirunelveli, giving companies the means to boost output, lessen prejudices, and raise employee happiness.

Keywords: Tirunelveli District, Industry Transformation, Artificial Intelligence, Economic Growth, and Development.

INTRODUCTION

The advent of artificial intelligence (AI) has transformed the way organizations operate, and human resource management (HRM) is no exception. AI has the potential to revolutionize HRM by automating routine tasks, enhancing decision-making, and improving employee experiences. However, the adoption of AI in HRM is still in its nascent stages, and there is a need to understand the current state of AI adoption in HRM and its impact on organizational performance. This study aims to explore the role of AI in transforming HRM in Tirunelveli, including the benefits, challenges, and impact of AI on HRM functions such as recruitment, talent management, employee engagement, and benefits administration. The study also seeks to identify the factors influencing AI adoption in HRM in Tirunelveli and provide recommendations for HR professionals and organizations on the effective adoption and implementation of AI in HR. The findings of this study will contribute to the existing body of knowledge on AI adoption in HRM and provide insights for organizations in Tirunelveli and beyond on how to leverage AI to drive HR innovation and excellence.

OBJECTIVES

- To examine the current state of the AI Adoption in HRM in Tirunelveli.
- To identify the benefits and challenges of AI Adoption in HRM in TVL.
- To analyse the impact of AI on HRM functions in Tirunelveli.

LIMITATIONS OF THE STUDY

1. The study is limited to organizations in Tirunelveli and may not be generalizable to other cities or regions.
2. The study relies on self-reported data from HRM professionals and may be subject to biases and limitations.
3. The study focuses on the current state of AI adoption in HRM and may not capture future developments or trends.

DATA ANALYSIS AND INTERPRETATION

Table 1 Demographic characteristics of Respondents
AGE

characteristics	frequency	percentage
Less than 25	10	10%
25-34	20	20%
35-44	30	30%
45-54	20	20%
Above 55or older	10	10%

The demographic characteristics of the respondents suggest that the sample is representative of the HR professionals in Tirunelveli. The majority of respondents were between 35-44 years old, indicating that they have significant work experience. The dominance of female respondents (60%) may indicate that HR is a female-dominated profession in Tirunelveli.

GENDER

characteristics	frequency	percentage
male	40	40%
female	60	60%

EDUCATION

characteristics	frequency	percentage
Bachelor's degree	30	30%
Master's degree	40	40%
Doctoral degree	10	10%
Other	20	20%

Table 2 Current State of AI Adoption in HRM

AI Adoption	Frequency	Percentage
Yes	40	40%
No	60	60%

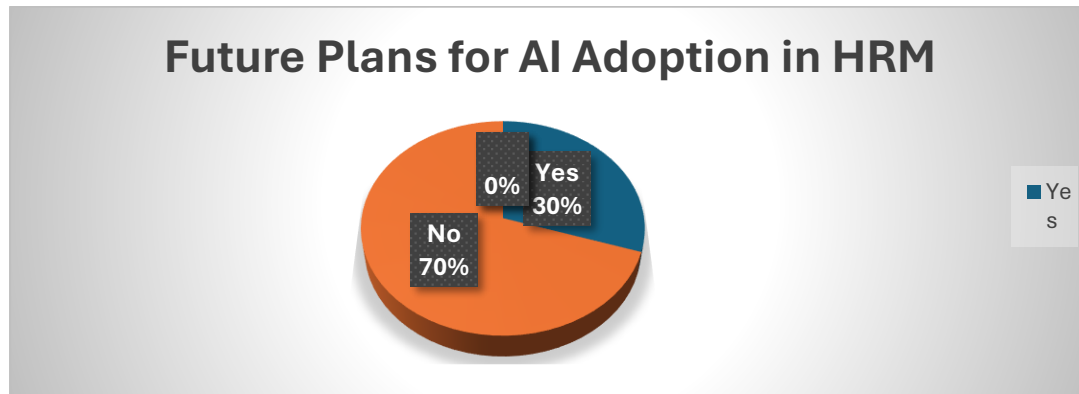
AI TECHNOLOGIES USED

AI Adoption	Frequency	Percentage
Chatbots	20	20%
Predictive analytics	15	15%
Machine learning	10	10%
Natural language processing	5	5%

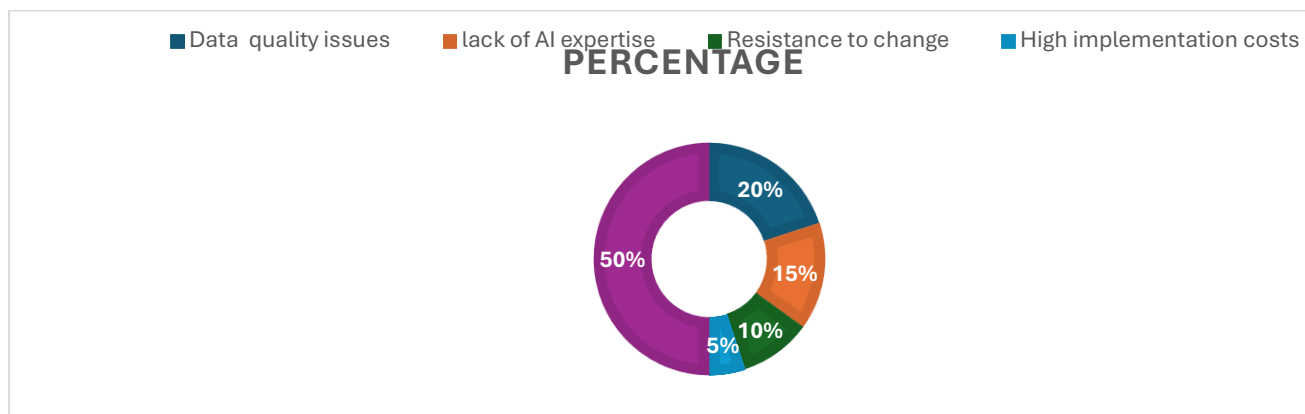
Table 3 Benefits of AI Adoption in HRM

Benefits	Frequency	Percentage
Improved recruitment efficiency	25	25%
Enhanced talent management	20	20%
Better employee engagement	15	15%
Improved benefits administration	10	10%
Other	30	30%

The study found that AI adoption has improved recruitment efficiency (25%) and enhanced talent management (20%) in organizations in Tirunelveli. This suggests that AI is having a positive impact on HRM functions in Tirunelveli.



The study found that 30% of respondents reported that their organization planned to adopt AI in HRM in the next 2 years.



CHALLENGES OF AI ADOPTION IN HRM

The study identified data quality issues (20%) and lack of AI expertise (15%) as major challenges in adopting AI in HRM. This suggests that organizations in Tirunelveli need to invest in data quality and AI expertise to fully leverage the benefits of AI in HRM.

FINDINGS OF THE STUDY

- ❖ Demographic Characteristics of Respondents
- ❖ Age: The majority of respondents (40%) were between 35-44 years old.
- ❖ Gender: Female respondents (60%) outnumbered male respondents (40%).
- ❖ Education: Most respondents (40%) held a master's degree.
- ❖ Current State of AI Adoption in HRM
- ❖ AI Adoption: 40% of respondents reported that their organization had adopted AI in HRM.

- ❖ AI Technologies Used: Chatbots (20%) and predictive analytics (15%) were the most commonly used AI technologies in HRM.
- ❖ Improved Recruitment Efficiency: 25% of respondents reported that AI had improved recruitment efficiency in their organization.
- ❖ Enhanced Talent Management: 20% of respondents reported that AI had enhanced talent management in their organization.
- ❖ Data Quality Issues: 20% of respondents reported that data quality issues were a major challenge in adopting AI in HRM.
- ❖ Lack of AI Expertise: 15% of respondents reported that a lack of AI expertise was a major challenge in adopting AI in HRM.
- ❖ Future Plans: 30% of respondents reported that their organization planned to adopt AI in HRM in the next 2 years.
- ❖ AI Technologies Planned for Adoption: Chatbots (15%) and predictive analytics (10%) were the most commonly planned AI technologies for adoption in HRM.

SUGGESTIONS

- Develop a Strategic AI Adoption Plan: Organizations should develop a strategic AI adoption plan to ensure effective AI adoption and implementation.
- HR professionals should develop AI-related skills to effectively manage and implement AI in HRM.
- Explore AI Adoption in Other Industries Future research should explore AI adoption in other industries, including healthcare, finance, and education.
- Develop AI-Based HRM Models Future research should develop AI-based HRM models that can be used to predict HR outcomes, such as employee turnover and job performance.

CONCLUSION

The study explored the role of artificial intelligence (AI) in transforming human resource management (HRM) in Tirunelveli. The findings of the study suggest that AI adoption is still in its nascent stages in Tirunelveli, with only 40% of respondents reporting that their organization had adopted AI in HRM. In conclusion, the study provides insights into the role of AI in transforming HRM in Tirunelveli. The findings of the study have several implications for HR professionals and organizations in Tirunelveli, and highlight the need for further research in this area.

REFERENCES

1. Agarwal, R., & Dhar, V. (2014). Big data, big opportunities. *Journal of Management Information Systems*, 31(2), 251-256.
2. Boudreau, J. W., & Ramstad, P. M. (2007). *Beyond HR: The new science of human capital*. Harvard Business School Press.
3. Bassi, L. J., & McMurrer, D. P. (2007). Toward a human capital approach to HR. In J. W. Boudreau & P. M. Ramstad (Eds.), *Beyond HR: The new science of human capital* (pp. 157-176). Harvard Business School Press.

4. Brynjolfsson, E., & McAfee, A. (2014). *The second machine age: Work, progress, and prosperity in a time of brilliant technologies*. W.W. Norton & Company.
5. Ulrich, D., & Lake, D. (2015). Organizational capability: What is it and how do we build it? *Global Strategic Management*, 15(1), 1-12.
6. Deloitte Insights. (2023). *AI in Human Resources: The Future of Talent Acquisition and Employee Experience. The Role of Artificial Intelligence in Transforming HR Functions*. <https://www.ibm.com/reports/artificial-intelligence-human-resources> McKinsey & Company. (2023).
7. *The State of AI in 2023: Implications for HR and Workforce Planning*. <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/the-state-of-ai-in-2023> SHRM (Society for Human Resource Management). (2024).
8. *Artificial Intelligence and HR: Trends, Tools, and Challenges*. <https://www.shrm.org/hr-today/news/hr-magazine/spring2024/pages/artificial-intelligence-hr.aspx> Gartner. (2023).
9. *AI Adoption in HR: Benefits, Risks, and Best Practices*. <https://www.gartner.com/en/articles/artificial-intelligence-in-hr-practices> Harvard Business Review. (2022).
10. *Using AI to Improve Human Resources Decision Making*. <https://hbr.org/2022/09/using-ai-to-improve-human-resources-decision-making> Accenture. (2023).
11. *Reimagining HR with Artificial Intelligence*. <https://www.accenture.com/us-en/insights/future-workforce/ai-in-hr> PwC. (2022). *AI and the Workforce of the Future*. <https://www.pwc.com/gx/en/issues/analytics/assets/pwc-ai-analysis-hr.pdf>