



**EMERALD STUDIES IN FINANCE,
INSURANCE, AND RISK MANAGEMENT**

VOLUME 7

THE ADOPTION AND EFFECT OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCES MANAGEMENT

PART A

EDITED BY

**PALLAVI TYAGI • NAVEEN CHILAMKURTI
SIMON GRIMA • KIRAN SOOD • BALAMURUGAN BALUSAMY**

The Adoption and Effect of Artificial Intelligence on Human Resources Management

EMERALD STUDIES IN FINANCE, INSURANCE, AND RISK MANAGEMENT

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The Adoption and Effect of Artificial Intelligence on Human Resources Management, Part A

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Foreword

As a function, the journey of human resources (HR) has been fascinating, from being erstwhile seen as an administrative function in the earlier 1900s to a strategic advisory. In a career spanning over two decades of talent and leadership management across diverse industries, one of my key learnings has been to constantly recognise and leverage the power of technology to drive new vistas. With the advent of the digital economy and the metaverse, artificial intelligence (AI) and technology will be key differentiators towards successfully managing human capital and HR professionals will increasingly find themselves juggling their core responsibilities while learning to ride the tech wave.

It is also exciting to see the role of technology evolve in HR from driving efficiencies and automation to driving powerful insights and recommendations to business, customer and human perspectives at scale. This book is a refreshing and an informative read on the role of AI in augmenting the next evolution of HR and leveraging technology in areas of talent attraction, development, engagement, rewards and retention. In an era of uber personalisation, AI offers extensive opportunities to enrich the employee experience across the talent life cycle.

The benefits of AI are immense across industries, especially in services industries like health care, where we see a rapid transformation from illness to wellness and preventive care. Through early detection and recommendations encouraging healthy behaviour among consumers, AI will continue to play a pivotal role in reducing illness, which will be a significant respite for the community of medical professionals who find themselves managing an impossible turnout of patient overload due to the pandemic.

Through a research-based approach, this book offers an opportunity for the reader to explore the diverse applications of AI in HR and is recommended for all modern HR professionals looking forward to capitalising on AI to drive Business Strategies.

Best Wishes to the entire team of editors and authors!



Regards,
Dr. Amit Singh
Head – Corporate Human Resources
Aster D. M. Healthcare

Preface

Technology is best when it brings people together.
(Matt Mullenweg, Social Media Entrepreneur)

The above stated quote helps the editors to simply put across the objective behind planning this book. Artificial intelligence (AI) is helping organisations to comprehensively align and manage human resources (HR). Artificial intelligence can have huge benefits for the HR domain. Whether it's saving time through data-driven HR decisions, boosting employee morale through automation and computing, or improving organisation outcome through digitalised HR practices in different sectors of global economy. This book *Adoption and Effect of Artificial Intelligence on Human Resources Management* illustrates a blended approach towards different functions of human resource management (HRM) and AI. This book helps the reader in understanding the basic functions of HRM with the ease of AI and automation.

This innovative book offers a decent introduction to the use of AI in HRM and broadly maps the AI technology with different HR functions. It not only covers the basic AI–HR blended theory but also follows a research-based approach towards this emerging area of study. Multiple authors have contributed to the project in the form of chapters. Expert authors analyse the more well-known areas of digitalisation, machine learning and automation of HR, but also contributed in the lesser talked about fields such as HR optimisation, robotic automation and recruitment analytics.

Contributors also explore a range of innovative topics such reinventing learning and development processes, employee engagement using the internet of things and people analytics. The double-volumed book discusses the scope, fairness, importance, responsibility and legitimacy of AI in HR. This book will prove to be a critical read for research scholars, HR practitioners and UG and PG students of HRM, organisation development, sustainable knowledge management, computer science, information systems, and design thinking and innovation. It may also be helpful for policy-makers to redesign and reinvent policies related to different HR functions.

The Editors