

MODERN APPROACHES TO HUMAN RESOURCES MANAGEMENT BASED ON ARTIFICIAL INTELLIGENCE TECHNOLOGIES

The recent years have completely transformed our understanding of job automation, shifting the most likely to be replaced job titles from manual workers to those of art and programming, previously thought to be a safe bet. But most people don't fall into any of these extremes, instead having to work closely with AI in the future to maximize their own potential. One of these jobs is HR (Human resources) management which combines huge swathes of data and repetitive paperwork with irregular and highly chaotic nature of working with people. This study examines the potential of HR positions to be partially or fully automated with the help of Artificial Intelligence language models and advanced data systems.

So, first, we would like to introduce you to some recent statistics directly related to the topic of this research:

- almost 60 % of survey respondents confirmed that their organizations currently use AI for talent management;
- 44 % of people believe that artificial intelligence will free up the recruiter's time;
- smart AI mechanisms can eliminate 75 % of applicants from the recruiting process;
- 79 % of recruiters think that artificial intelligence will soon be advanced enough to hire applicants and fire employees;
- approximately 23 % of survey respondents admit they're scared for their job because they believe AI will replace them;
- 49 % of people claim that AI in recruitment will be the most useful to the IT sector.

About the Evolution of AI in HR Management, the synergy between AI algorithms and HR processes has enabled organizations to leverage data-driven insights for more informed decision-making and enhanced workforce management. AI-driven recruitment platforms streamline the selection process, enhancing candidate quality assessment, and promoting diversity and inclusion.

AI-powered tools gauge employee sentiment, assess engagement levels, and identify factors influencing retention, fostering a positive work environment and bolstering employee satisfaction.

AI-based performance management systems deliver real-time insights into employee performance, productivity, and skill development, driving continuous improvement and talent optimization.

Ethical Implications and Regulatory Considerations: as AI technologies become increasingly integrated into HR practices, organizations must address ethical considerations surrounding data privacy, algorithmic bias, and employee autonomy. Regulatory frameworks and industry standards play a critical role in ensuring transparency, fairness, and accountability in AI-driven HR decision-making processes, safeguarding against unintended consequences and promoting ethical AI adoption. A lot discussion around AI boils down to the fact that the introduction of AI will affect jobs. Based on the PEW survey, many believe that in the next 50 years AI will leave more than 67 % out of work, but more than 80 % of the same respondents said that this will not affect their own employment.

For example, back in 1990, search engine optimization did not exist, there were no SEO specialists, and today more than 500,000 people work in this area. From this we can conclude that in 50 years after the introduction of AI, many old industries will disappear, but new opportunities will allow people to keep contributing to society and earning their bread.

Future Directions in AI-driven HR Management: looking ahead, the convergence of AI technologies with emerging trends such as augmented reality, blockchain, and neuroinformatics holds

promise for further innovation in HR management. The continued evolution of AI-driven HR solutions will play a pivotal role in shaping the future of work and organizational success.

Safeguarding HR data: in the complex realm of HRIS (Human Resource Management System), ensuring robust security and compliance is not just a requirement, it's fundamental for trust and functionality. With Artificial Intelligence HRIS specialists gain a potent ally in safeguarding systems. Personnel dealing with human issues are burdened not only with huge amounts of documentation and record keeping, but also are the custodians of some of the most valuable and vulnerable information about their employees and applicants, which means this information needs to be protected.

The advantage of artificial intelligence lies in real-time monitoring and analysis. It is not just a program that, in the case of a new error, cannot eliminate the threat because it adheres to code. Artificial intelligence behaves in such situations like a human, constantly improving and discovering new vulnerabilities in the system. AI also ensured compliance by adapting the HRIS to new regulations promptly, avoiding penalties. In essence, AI transforms HRIS security and compliance into proactive forces, empowering specialists to navigate regulations confidently and ensuring systems are truly secure. As AI advances, HRIS capabilities will evolve, ushering in a new era of secure and compliant human resource management.

Optimizing HRIS Performance: the integration of artificial intelligence, in particular tools such as ChatGPT, is a revolutionary method for the HRIS department to configure and analyze systems to achieve maximum performance. For example, the implementation of Artificial Intelligence (AI) in HR automates the recruitment. Thus, AI evaluate candidate qualifications and predicts the likelihood of success in a job role. This means that people no longer need to spend time on routine tasks, allowing them to fully immerse themselves in their core work. For instance, if earlier businesses used to spend millions of dollars on tasks that might not even add that much value to the business, now they can automate those processes without compromising quality and while reducing costs. The rapid advancement of AI will enable chatbot to better understand customers and address their issues while conversing like humans. Consequently, the number of resolved queries and their solvability will increase, positively impacting companies.

As an example, we can take a HRIS specialist at an international logistics company. His main task is to ensure the optimal efficiency of HRIS, he can turn to AI for help and find a solution. Using AI analytics, the specialist identifies bottlenecks in the system and actively eliminates them. AI transforms the HRIS into a smoother, more responsive tool, significantly enhancing user satisfaction. AI enabled him to customize system performance based on real-time usage data, allocating resources more effectively. Most importantly, AI provided insight into how employees interact with HRIS. In fact, artificial intelligence does not just increase the efficiency of HRIS, it analyzes and calculates all possible situations, helping to improve the human resource management process.

Strategizing for Future HRIS Success: developing a long-term HRIS strategy involves aligning technological foresight with broader organizational goals. Artificial Intelligence, like ChatGPT, plays a pivotal role in this alignment. Meet Alex, an HRIS Specialist tasked with crafting a robust strategy for a growing enterprise. Leveraging predictive analytics, Alex anticipates future HR needs and ensures scalability and adaptability. By simulating various growth scenarios, Alex understands how different approaches align with company objectives.

Integrating AI into the HRIS allows for continuous refinement to support changing organizational strategies. Alex also fosters a culture of strategic thinking within the HR team, ensuring every enhancement is made with strategic intent. AI transforms HRIS strategy development into a dynamic, adaptive process, empowering specialists like Alex to actively shape the organization's future. As AI advances, the potential for strategic and aligned HRIS will only grow, ushering in a new era of human resource management.

In conclusion, the adoption of artificial intelligence platforms will be of great benefit to any forward looking company CEO, willing to bring forward new practices in order to increase their HR's effectiveness. The main field of improvement will certainly be automation of routine and repetitive tasks that constitute the bulk of average manager's workload. Or helping digest large quan-

tities of information for quick and effective decision making, such as CV analysis complete with a psychological impartiality of AI.

Whether it will replace HR departments completely or not remains to be seen with the further development of AI technology. But as of today, it only helps the existing HR personnel spend less time on boring paperwork and more on actual eye to eye conversation with people they are supposed to help adapt into working environment. Hopefully this will lead to an increase in overall average worker satisfaction.

References

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