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IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCE MANAGEMENT (HRM)

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ABSTRACT

This study examines the impact of artificial intelligence (AI) technologies on human resource management (HRM) practices based on a review of existing literature and examples. As AI tools become more advanced, they automate many traditional HR processes such as applicant tracking, skills assessments, resume screening, and performance management. While AI promises benefits like reduced costs, improved efficiency, and data-driven decision-making, it also poses risks such as bias in algorithms, loss of jobs to automation, and erosion of human judgment.

The study employed a mixed-methods approach including analysis of secondary sources to understand current AI applications in HRM and interviews with HR professionals to explore benefits and challenges. Key findings showed that AI is streamlining recruitment and enhancing performance management through personalized feedback. However, concerns around potential bias, lack of transparency in "black box" algorithms, and privacy issues still require attention. Organizations should invest in algorithm auditing, employee retraining programs, and job redesign initiatives to fully leverage AI's optimization of HR operations while mitigating risks. Regular transparency into automated processes is also crucial to build user trust.

KEYWORDS: HRM, HR processes, HR professionals