Application of Artificial Intelligence: A New Approach for Human Resource Management

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ABSTRACT

Technology used to perform tasks requiring intelligence is referred to as artificial intelligence. It is a technological device intended to perform tasks that a human could. Artificial intelligence has resulted in significant changes to today's organisations. Since human resource management is the area where the majority of employees work, it is important to examine not just one aspect of the company but all of its activities and how they impact it separately. This study proposes a conceptional framework of artificial intelligence (AI) technology application for human resource management (HRM). This review highlights the role of AI in human resource management. Most of the organization has been using artificial intelligence or digital technologies in HR like chatbot, machines learning, and robot process automation in human resource management which support in recruitment, screening, onboarding, and interviewing etc. Therefore, AI implementation should be considered a good expectation opportunity, because AI improves lives, AI builds a better future if properly understood and applied to the right way.

KEY WORDS: ARTIFICIAL INTELLIGENCE, HUMAN RESOURCE MANAGEMENT, RECRUITMENT, SCREENING, IMPLEMENTATION.