

# CHAPTER - 08

## STUDY ON RECENT ADVANCEMENTS ON ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT AND PERCEPTION OF HUMAN RESOURCE PROFESSIONALS ABOUT ARTIFICIAL INTELLIGENCE AT SANKARA EYE FOUNDATION, INDIA

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### INTRODUCTION

The advent of artificial intelligence (AI) presents boundless opportunities for enhancing the efficiency and quality of human resource management across various sectors. Throughout history, beginning with the Industrial Revolution in the 19th century, machines have gradually replaced human workers in production departments [1]. This trend continued into the third industrial revolution, sparked by the introduction of personal computers and the internet in the 1970s, leading to the displacement of human labour by automation. Today, digital technologies like machine learning (ML) and AI are gaining

widespread popularity. Unlike natural intelligence inherent in humans, AI represents intelligence exhibited by machines.

AI offers numerous benefits across diverse activities, notably in alleviating employee workloads and reducing job-related stress. By automating many time-consuming tasks that typically burden human workflows, AI has the potential to streamline operations significantly [1,2].

The integration of AI into organizational frameworks promises to enhance current performance and everyday functions. Specifically, AI is increasingly finding its place within the human resource (HR) department of organizations.

AI systems have taken over various functions traditionally performed by humans in HR, including candidate screening, recruitment processes, alignment of HR activities, and performance management. This integration enables organizations to leverage AI's capabilities to streamline HR operations, improve decision-making processes, and enhance overall efficiency [3].

## **RESEARCH OBJECTIVES**

1. To investigate the latest developments in artificial intelligence within the realm of human resource management.
2. To assess the current level of artificial intelligence adoption in HR management within SEFI.
3. To examine the opinions and perspectives of HR professionals regarding the integration of AI technology within SEFI.

## **RESEARCH METHODOLOGY**

The study was conducted at Sankara Eye Hospital, India, as a cross-sectional investigation. It focused on the Human Resource department of Sankara Eye Hospital in Coimbatore. The research spanned from March 29th to June 22nd. Methodologically, it employed questionnaires, in-depth interviews, and a desk review of available literature. The research was qualitative in nature. Primary data were collected through questionnaires and interviews with Human Resource Professionals at the Mission Headquarters, including one Chief People Officer, six Business HR representatives, and twelve Unit HR representatives. Additionally, secondary data were gathered from research papers, published materials, online websites, HR blogs, and survey reports.

## **RESULTS & DISCUSSION**

The findings indicated a positive reception among Human Resource Professionals at SEFI regarding the integration of new Artificial Intelligence technology into their daily operations. A majority expressed a preference for automation in HR processes, viewing the introduction of AI as crucial for the advancement and development of the human resource department. While a few participants believed that only technically adept employees could manage AI in HR, most disagreed with this sentiment. One respondent noted that "AI-based applications have the potential to dramatically increase employee productivity." Certain time-consuming processes, such as time-office management, travel management, and recruitment processes, were identified by HR professionals as areas where automation was preferred.

Although AI technology was not entirely new to SEFI, having been introduced in processes like payroll and attendance management, its implementation in HR had notably reduced the need for human manpower. Participants cited reasons such as improving work efficiency, reducing human errors, and reallocating HR time to other functional areas as motivations for automation. Additionally, they expressed a desire for automation in processes such as automatic receipt scanning, automated expense creation, and reimbursement, suggesting that the introduction of mobile apps could further streamline these processes.

## **CONCLUSION**

The utilization of Artificial Intelligence (AI) applications has witnessed a significant surge in recent years, enabling devices to simulate and make decisions based on real-time data. Various approaches have been devised to integrate AI into Human Resource Management (HRM) functions at SEFI. Essentially, AI serves to aid rather than replace HR professionals, streamlining administrative tasks and enabling them to concentrate on devising strategic initiatives. However, the study revealed that while AI holds promising prospects for HR, its integration poses several challenges that need to be addressed to fully harness its potential benefits.

## **REFERENCES**

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