Impact of Integrated Artificial Intelligence in Human Resource Management Functions



Dr. K K Ramachandran Dr. Anni Arnav Dr. Anupama Chadha Dr. S. H. Abbas



Impact of Integrated Artificial Intelligence in Human Resource Management Functions

First Volume

Editors

Dr. K K Ramachandran
Dr. Anni Arnav
Dr. Anupama Chadha
Dr. S. H. Abbas



Iterative International Publishers

Title of the Book: Impact of Integrated Artificial Intelligence in Human Resource Management Functions

First Volume - 2023

Copyright 2023 © Authors and Editors

Editors

Dr K K Ramachandran, Director/ Professor, Management/ Commerce/ International Business, DR G R D College of Science, India.

Dr. Anni Arnav, Associate Professor, School of Management Presidency University Bengaluru, Karnataka, India.

Dr. Anupama Chadha, Professor, Computer Applications, MRIIRS, Faridabad.

Dr. S. H. Abbas, Assistant Professor, Integral University, Lucknow.

No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without permission in writing from the copyright owners.

Disclaimer

The authors and editors are equally responsible for the contents published in this book. The publisher don't take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

ISBN: 978-1-68576-398-5

MRP Rs. 190/-

Publisher, Printed at & Distribution by:

Selfypage Developers Pvt Ltd., Pushpagiri Complex, Beside SBI Housing Board, K.M. Road Chikkamagaluru, Karnataka. Tel.: +91-8861518868

E-mail:info@iiponline.org

IMPRINT: I I P Iterative International Publishers

Contents

Chapter 1	The Conceptual Analysis on the Challenges and Opportunities of AI in Human Resources Management for Multinational Companies	1 - 16
	Dr Sundeep Kumar K (Principal) and Prabin Kumar Bera (Research Scholar)	
Chapter 2	The Application of Using AI in Recruitment Process the Game Changer in the Modern Business Environment	17-27
	Dr. Imran Qureshi (Lecturer) and Dr. P. Sasikala (Head and Associate Professor)	
Chapter 3	A Critical Evaluation of Implementation of AI in the Performance Appraisal Process the Challenges and Path Forward for Contemporary Organization	28-46
	Dr Swapna Medikonda (Associate professor) and Dr. P. Pavankumar (Associate professor)	
Chapter 4	Evolution of AI in the Strategic Human Resources Management of Better Decision Making	47-58
	Dr.T.Milton (Dean) and Aijaj Ahmad Raj (Assistant Professor)	
Chapter 5	A Critical Review of Creating and Implementing AI for Managing Employees in a More Effective Manner in Business Enterprises	59-79
	Dr. A. Muthumari (Assistant Professor) and Dr Veena Prasad Vemuri (I/C Principal)	
Chapter 6	A Dynamic Approach of Using AI in Analyzing the Job Rotation for Better Organizational Performance in the ITES Sector	80-94
	K. R. Gautam Murthy (Associate professor) and Sushma Jaiswal (Assistant Professor)	
Chapter 7	The Impact of AI in Understanding the Training Needs of the Employees for Achieving Superior Performance and Output in Modern Business Environment	95-112
	Dr. A. Shameem (Professor) and Dr. Barinderjit Singh (Assistant Professor)	

Chapter 8	The Overall Influence of Artificial Intelligence towards Managing the Skills of the Employees at Work in Banking Sector	113-125
	K. R. Gautam Murthy (Associate professor) and Dr. N. Ravikumar (Associate Professor)	
Chapter 9	The Impact of Using Artificial Intelligence in Measuring the Employee Service Quality of Attaining Better Customer Satisfaction	126-136
	Madan Mohan Laddunuri and Sushma Jaiswal (Assistant Professor)	
Chapter 10	The Emerging Role of AI in Enhancing Employee Wellbeing in the Automobile Industries	137-151
	Dr. Deepa Rajesh (Executive Director) and Mr. A. Abdul Hayum (Assistant Professor)	
Chapter 11	A Critical Investigation on the Role of Automation through AI in Reducing Workplace Stress among the Employee in Modern Business Organization	152-163
	B.Sakthimala (Research Scholar & Assistant Professor) and Dr.G.Deepalakshmi (Head of the Department)	
Chapter 12	The Application of AI in Enhancing the Business Strategy for Employee Growth through Better Digital Transformation	164-183
	Madan Mohan Laddunuri and Mr. A. Vidhyasekar (Assistant Professor)	

ABOUT EDITORS



Dr K K RAMACHANDRAN, as he is fondly known to his peers and friends, is an educator, an acclaimed author and a passionate performer in his field. He is a triumvirate in Commerce, International Business & Management with a double PhD. He is currently the Director of one of the leading Management/Commerce colleges in India & was a Senate Member of a University. He is a Fulbright scholar. An accomplished & prolific organizer, he has initiated many breakthrough forums, the first of their kind, designed for the comprehensive development of his students. He is also a curator for TEDx GRD. A fervent globetrotter has visited many nations

in pursuit of his academic interests & participated in international conferences to share & enrich his thirst for knowledge. He was nominated from the U.S. as a Fellow of the International Visitors Leadership Programme held in the USA. He has also gained an impressive list of awards. The latest is Creative leadership from the World Educational Summit, Award for Achievement of Trade from the UNITED STATES DEPARTMENT OF COMMERCE in recognition of his services in expanding U.S. India Trade Partnerships. He also was awarded the Best Management Educator by the World Management Congress. Dr KKR has been trained by Dr John Mullins, London School of Business on Entrepreneurship mentoring program "Tools for Growth"by NEN & has a Certification from Dr Philip Kotler's training program, "The Future of Marketing". He has also completed the Case Method Teaching of Harvard Business Publishing. Dr KKR has a strong web presence. He maintains a marketing app: www.brandthinkmarketingdo.com & contributes prolifically to leading newspapers. He mentors students, while he guides doctoral candidates, advises on career choices & also consults.



Dr. Anni Arnav has Bachelor's Degree from 'Bangalore University', MBA from 'Visvesvaraya Technological University', M.Com from IGNOU and Ph.D. in Management from 'Jain University' with around 18 years of experience in industry and academia. His research work is focused on information technology sector in Organizational Behavior & Human Resource Management. He has published 25 research articles in National and International Journals as well as and 10 book chapters in edited books with National and International Publishers. He has received many National and International Awards for his achievements. He is

currently associated with School of Management, Presidency University Bengaluru as Associate Professor.



Dr. Anupama Chadha has done her doctorate in Data Mining. She completed Master of Computer Applications with distinction in 1999. After a short stint in industry, she pursued her career in teaching and has around 20 years of teaching experience in various reputed colleges and universities. She has authored or co-authored many research articles and papers in various reputed journals and conferences. She is editor and reviewer of many international and national journals. She is a member of research oriented organizations like CSI, ACM and IETE. She has chaired various sessions in reputed conferences and has delivered Keynote talks. She has conducted and organized

many workshops on latest IT technologies. Also she has organised several national and international conferences in association with IEEE and CSI. She has also coauthored books on Data Mining. Dr. Chadha's area of research includes Data Mining, Big Data and Machine Learning.



Dr. S. H. Abbas, currently working as an Assistant Professor at theIntegral University, Lucknow. He is pursuing his PDF on the topicof "Cancer Detection Using Machine Learning from Biomedical Images" from Christ University, Bangalore. He received his Ph.D. Degree in Computer Science & Engineering from S.V.U University, India, and an M.Tech Degree in CSE from Dr. MGR University, Chennai, India. He authored/co-authored over 40+ published articles in prestigious journals, Books, Book chapters, and conference papers. Besides, Dr. Abbas authored/edited 10international book chapters published by recognized publishers such as IEEE, Springer, IGI Global,

Elsevier, CRC Press Taylor & Francis. He has also published 04 Books. He has been invited as a resource person for many workshops/FDP. He has organized and chaired many national/international conferences and conducted various workshops. He iseditor-in-chief of the International Journal of Multidisciplinary Education Research (IJMER). His 05 patent is published by the Indian Patent office. Dr. S. H. Abbas has 12 years of teaching experience. His research interest includes Image Processing, Artificial Intelligence, and Machine Learning, CNN.

E-ISBN: 978-1-68576-398-5



MRP Rs. 190/-