

## Artificial Intelligence and Hrm: An Empirical Study on Decision-Making Skills of Hr through Ai in Hrm Practices

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### ABSTRACT

Artificial intelligence has been booming by lips and bound in every industry and sector, it laid its root in the educational institution, social media, manufacturing sector and in the field of financial decision making. Artificial intelligence plays an indispensable role in the decision-making process through algorithmic simulation and mechanical treatments. It reduces our time and makes a perfect decision while dealing with problems. Artificial intelligence in HRM significantly supports human resource potentiality and manage in utilising it in its best form. It supports from the basic level of selection, recruiting and managing the selected human resource level. The present study aiming at determining the application of Artificial Intelligence in HRM practices. A sample of 140 HR employees was selected for the study and a convenient sampling method has been adopted for the study. The findings show a good application of AI in HRM by HR managers in their respective organisation. Factor analysis results show two dominant factors has been extracted out of AI application in HRM variables namely unification and automation factor followed by channelisation and position factor. CFA has been developed to validate AI application in HRM factors. The model is strongly supported invalidating both factors through reliability and validity. AI benefits in HRM has been factorised into two dominant factors namely Efficiency and Utilisation Factor and Fulfilment and Haring Factor. Significant of difference has been identified among monthly income group both AI application and AI benefits. HR managers earning between Rs.20,000 to Rs.30,000 shows the highest AI application as well AI benefits. It has been suggested that the future greatly depends on AI application, hence they should learn the updated technology in machine learning and AI technology would help simplify the problems in HRM.

**Key Words:** Artificial Intelligence, Simulation, Mechanical, Automation, Channelisation and Fulfilment, e-HRM, decision-making skills

### INTRODUCTION

*"Computers will overtake humans with AI within the next 100 years. when that happens, we need to make sure the computer has goals aligned with ours."*

**Stephen Hawking**

**Gartner** defines Artificial Intelligence (AI) as the application of "advanced analysis and logic-based techniques, including machine learning, to interpret events, support and automate decisions, and take actions."

**Stanford** University says AI is the science and engineering of making intelligent machines, especially intelligent computer programs. It is related to the similar task of using computers to

understand human intelligence, but AI does not have to confine itself to biologically observable methods.

**Deloitte**, "AI refers to a broad field of science encompassing not only computer science but also psychology, philosophy, linguistics and other areas."

The purpose of Artificial Intelligence is to implement and complete a task in the state of actual dynamics or in the state of hypocritical transitions between two tasks using the use of qualified Big Data and other intelligent analytics to achieve objectives based on perception, cognitive understanding, logics or human-fed programmes. In humans, this ability to process information requires intellect and intuition consisting of fundamental cognitive processes (mental), e.g., attention, perception, reasoning, solving problems, judgement, learning and memory. As a result, one useful synonym for A.I. (along with machine intelligence, or computational intelligence)

### **AI AND HRM**

Among the many AI applications in the human resources sector, the recruitment and onboarding processes, employee experiences, process improvement and automatic administrative tasks are some of the first changes HR professionals should anticipate. AI can not only be used to help the recruiting company but also its employees during the recruitment process. For example, AI technology can streamline application processes through the design of easier to use forms to complete, which reduces the number of applications abandoned more effectively. Intelligent technologies can automate processes like benefits management, pre-screening, interview scheduling, and more. While each of these functions is important for an organization's overall success, it is often time-consuming to perform the tasks involved in such processes, and the burden of those tasks often means that HR professionals have less time to help their staff to achieve greater impact.

HR leaders have the most common concerns, mainly to simplify and safely use AI. Indeed, security and privacy concerns are the most common factor preventing people from using AI at work. Ai technology enables new employers, via chatbots and remote support applications, to take advantage of human resources at any time of the day and anywhere. This change not only enables employees to proceed at their own pace with the onboarding but also reduces the administrative burden and usually leads to faster integration.

### **REVIEW OF LITERATURE**

**Johnson, R.D et al (2020)** have discussed how Hospitality and Tourism organisations can use e-HRM or artificial intelligence (AI) to assist in recruiting, selecting and increasing employee retention rates and cutting down on time to replace staff. It discusses specifically how e-recruitment and e-selecting and IA tools can enhance recruitment and selection outcomes of hospitals and tourism organisations. Research on e-HRM, AI, recruitment of staff and selection of employees is applied to the hospitality and tourism sector and an insight into how e-HRM and AI can be used for industry. E-HRM and AI can transform the recruitment and selection of employees by the hospitality and tourism industry. However, attention must be paid to ensuring that employees get insight and decisions well received and lead to better results for employees and organisations.

**Chang, K. (2020)** ID-personnel management literature has identified the potential knowledge gap and has provided new insights. Applicability, as well as theoretical perspectives, are adopted to criticise AI's limitations and opportunities in PM. To clarify the role AI has in management practises, tables and narrative analysis are used. Research results helped develop a new AI in the Personnel Management model (APM). The APM model is developed in three levels with possible results. The three levels are organisational, managerial and individual and the result consists of "corporate performance, employee well-being and employee turnover." The APM model helps managers understand AI's workplace implications. With a greater understanding of the implication of AI, managers are more likely to develop appropriate management policies driven by AI that benefit employees and their organisations in turn. The APM model is a reference guide that helps managers in their management practice evaluating the constraints and opportunities of AI.

**Kshetri, N. (2021)** has examined the use of human resource management (HRM) in the Global South for artificial intelligence (AI). In these countries, several case studies of AI instruments used in HRM to recruit and select and develop, retain and use employees productively have been carried out. Organizations can improve their recruitment and selection efficiency with AI deployment in HRM and gain access to an increased recruitment pool. When AI is used in HRM, the recruitment and selection of workers tend to involve subjective criteria such as nepotism and favouritism. The use of AI in HRM also potentially has a positive effect on the development, retention and productive use of evolving technology. Most HRM applications have not acquired enough real-world experience to learn machines. Some have no scientific foundation. Therefore, the AI in HRM affects only a small proportion of the GS population at present.

**Malik, A et al. (2020)** have explored the key principles of SRHM in a new era of artificial and economic sharing (AI) to achieve successful business and individual employee performance in a new world of disordered work and work technology, he discussed the study and practical approaches of SHRM need to achieve. This chapter illustrates how non-standard people are being managed by the Fourth Industrial Revolution (4IR) using technology platforms and apps including the special use of AI to implement several examples from popular platforms, including those in India like Airbnb, Uber, Ola, Zomato and Swiggy to name a few. We emphasise the need for new skills and know-how for HR professionals to engage successfully in a new and courageous world of technological interference based on AI that we all face.

**Pillai, R. and Sivathanu, B. (2020)** Human Resource Managers use AI technology to perform different human resources management tasks from workforce planning to staff exit. Talent acquisition in organisations is mainly based on AI technology. This research explores the use of AI technology to acquire talent. This study uses the TTE and TTF framework and proposes a model to examine the use of AI technology for the acquisition of talent. The survey was conducted with a structured questionnaire by 562 managers of human resources and talent acquisition managers. PLS-SEM was used for the analysis of the data. This study reveals that cost efficiency, relative advantage, top management support, HR readiness, competitive pressure and AI vendor support have a positive impact on the development of AI technology for the acquisition of talent. The adoption of AI technology has negative effects on safety and privacy issues. Task and technical features have been shown to influence the task technology suitable for talent acquisition by AI technology. AI-fitting adoption and task technology influence the actual

use of AI technology in the acquisition of talent. The link between adoption and actual use of the AI technique is shown to be adhering negatively to conventional talent acquisition methods.

### STATEMENT OF PROBLEM

With the change in time, there is revolutionization in each sector of development. The introduction of technology and the internet paved the way for growth in every sector of human development. One such sector is human resources development, technology at present is at above par which is a combination of algorithm and logical thinking of computers. This enhancement is termed AI (Artificial Intelligence), AI can think like human and very consistent in prominent decision-making skills. Today this technology has been implemented in every foremost sector of development from manufacturing to education and from finance to HRM. Hence the present study tries to identify the real application of AI in HRM in Chennai city. Since Chennai is one of the most attractive hubs for IT sectors and bummer working force, therefore the present study is best selected.

### OBJECTIVES OF THE STUDY

1. To determine the personal profile of the HR managers using AI application in HRM.
2. To determine the dominant latent dimension of AI application in HRM and AI usage in HRM.
3. To validate factorisation of AI application in HRM factors through the construction of CRA model.
4. To measure difference among monthly income group and opinion on AI usage group in both AI application and AI usage in HRM.
5. To suggest a higher application of AI among HR from the recruitment process to the final scrutiny process of HRM.

### RESEARCH METHODOLOGY

The existing study is exploratory and adopted a convenient sampling method for data collection. A sample of 140 data has been collected from HR employees working in greater Chennai. The questionnaire has been separated into three sections, section 1 deals with a personal profile and section 2 deal with 14 aspects relating to AI application in HRM and section 3 deals with 6 variables relating to AI benefits in HRM.

### DATA ANALYSIS AND INTERPRETATION

**Table 1**

Profile	Group			
	Male 64(45.7%)		Female 76(54.3%)	
<b>Gender Group</b>				
<b>Age group</b>	20 to 30 years 74(52.9%)	31 to 40 years 31(22.1%)	41 to 50 years 9(6.4%)	Above 50 years 26(18.6%)
<b>Educational Qualification</b>	UG 47(33.6%)	PG 55(39.3%)	Professional 30(21.4%)	Diploma/Internship 8(5.7%)
<b>Monthly Income</b>	10K to 20K 21(15%)	20K to 30K 17(12.1%)	30K to 40K 79(56.4%)	Above 40K 23(16.4%)
<b>Opinion on AI Usage</b>	Excellent 37(26.4%)		Good 81(57.9%)	
			Average 22(15.7%)	

Table 1 shows a personal profile of AI users working as HRs, results reveal 54.3% of the AI users are female compare to male. While a majority of users are in the age group of 20 to 30 years (52.9%). The maximum number of HRs are PG qualified and using AI application for recruitment and a sizable number of them earning between Rs.30,000 to Rs.40,000 per month. 57.9% of the HR have a good opinion on using AI in HRM.

**Table 2**  
**Factorisation of AI Application in HRM**

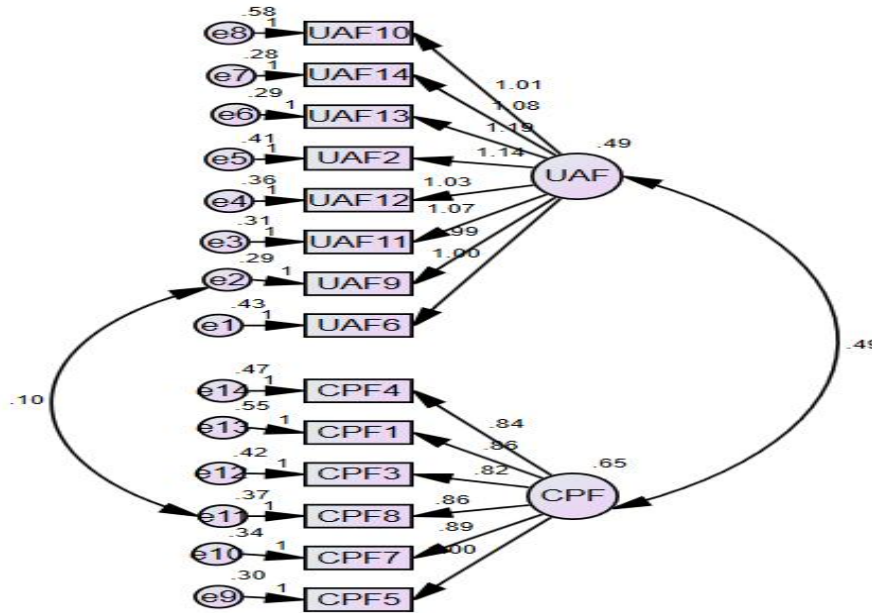
		r Loadi	Mean	Std. Devia tion	Com muna -lities	Varia nce Expla	Egin Value
<b>Factor 1</b> <b>Unification and Automation</b> <b>Factor (UAF)</b>	Integration of relevant and important content	0.799	3.81	1.038	0.654	4.859	34.704%
	Automate administrative task	0.773	3.85	0.921	0.713		
	Cognitive supporting decision	0.765	3.85	0.996	0.725		
	Application filtering	0.747	3.87	1.024	0.658		
	Device request	0.696	4.04	0.94	0.645		
	Document verification	0.685	3.99	0.933	0.675		
	Explaining job profile, duties and benefits	0.680	4.01	0.881	0.675		
Career tracking and development	0.546	3.91	0.959	0.585			
<b>Factor 2</b> <b>Channelisation and Position</b> <b>Factor(CPF)</b>	Multichannel sourcing	0.770	3.98	0.963	0.638	4.287	30.621%
	Data driven recruitment	0.759	4.09	1.014	0.623		
	Rediscovering candidate	0.716	4.06	0.923	0.604		
	Employee engagement	0.684	4.05	0.924	0.633		
	Real time suggestions	0.672	3.93	0.926	0.636		
	Customized personal content	0.669	3.99	0.978	0.681		
KMO and Bartlett's Test:0.938, Chi-square: 1308.456, P value: 0.000, Total Variance Explained: 65.325							

Factorisation of AI application in HRM has been determined using factor analysis. Identify the same 14 variables relating to AI application in HRM were identify from the earlier research done. To examine the significant and hidden dimensions principal component analysis has been applied. The variables with communalities values ranging from 0.603 to 0.725 which is a good fit for factorisation. KMO and Bartlett's value of 0.938 with a Chi-square value of 1308.456 and P-value of 0.000 reveals that factor analysis can be used for the factorisation of 14 AI application on HRM variables. Two dominant independent AI application on HRM factors has been extracted out of 14 variables which together explaining 65.325% of the total variance. The first dominant factor is **Unification and Automation Factor (UAF)** which explaining 34.704% variance in those 14 AI applications in HRM variables. Variables such as Integration of relevant and important content, Automate administrative task, Cognitive supporting decision, Application filtering, Device request, Document verification, Explaining job profile, duties and benefits and Career tracking and development are the variables including in unification and automation factor. The second dominant factor is **Channelisation and Position Factor (CPF)** which

explaining 30.621% of the variance in 14 AI application in HRM variables. Variables such as Multichannel sourcing, Data-driven recruitment, Rediscovering candidate, Employee engagement, Real-time suggestions and Customized personal content are the variables including in channelisation and position factor.

**CFA MODEL FOR AI APPLICATION IN HRM**

The measurement model has been developed for the construction of AI Application in HRM which consist of UAF and CPF with factor loadings of 14 items. The constructed model explains the interrelationship between measured variables and endogenous variable.



**Fig. 1. AI Application in HRM Dimension Measurement Model**

The model fit indices associations the following items which examine the fitness of the constructed model developed. Indices like Chi-Square test, Standard Root Mean Square Residuals, Comparative Fit Index and Root Mean Square Error of Approximation. The model has been built using Confirmatory Factor Analysis (CFA).

**Table 3  
Fit Indices**

S.no	Fit Indices	Values
1.	CMIN/DF	1.925
2.	GFI	0.973
3.	AGFI	0.922
4.	CFI	0.945
5.	TLI	0.934
6.	NFI	0.924

7.	RMSEA	0.041
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Table 3 reveals the confirmatory factor analysis indices which show the measurement model is best close-fitted in every dimension. The CMIN/DF value of 1.925 is far lower than the threshold cut off value of 5 and the CFI, AGFI and GFI value is closer to 1. Thus, it could be proposed that the AI Application in the HRM model is a good fit. The value of RMSEA of 0.041 is far lower than the threshold limit of 0.08. All these indices show the accepted data is highly consistent and fit for the construction of the measurement model.

### Validity Assessment – AI APPLICATION IN HRM

To measure the construct validity of the present model CFA has been used. The latent construct reflects the capability of measuring AI application in the HRM model. It has evaluated through a valuation of convergent validity and discriminant validity. Convergent validity is calculated through factor loadings, Average variance explained (AVE) and composite reliability. The mean scores take out from factor loading has been used to calculate average variance extracted (AVE). A good AVE use ranges from 0.4 and above.

The internal consistency of data examined through construct reliability. The reliability of 0.7 or higher is measured as a good fit; the table below shows an indication of a good construct measurement model that has good convergent validity with average variance extracted, construct reliability and inter-item correlation.

**Table 4**  
**Validity Assessment**

Construction	CR	AVE	Inter Item Correlation	
			UAG	CPF
UAG	0.922	0.856	0.871	
CPF	0.821	0.811	0.706***	0.852

The results reveal the validity of convergent validity of the established measurement model. The standardised factor loading was above 0.4 (minimum) with significant P-values. There is good convergence as average variance extraction is above 0.4. The reliability of constructs has above 0.7, which range from 0.811 to 0.856, indicating good reliability.

**Table 5**  
**Factorisation of AI Benefits in HRM**

		Factor Loadings	Mean	Std. Deviation	Commonalities	Total Variance Explained	Egin Value
Factor 1 Efficiency and utilisation Factor	Time efficient	0.910	3.680	1.158	0.846	2.415	40.242%
	Better manpower utilization	0.729	3.990	0.941	0.715		
	Time efficient	0.687	3.920	0.953	0.708		
Factor 2 Fulfillment and	Job satisfaction	0.926	4.120	0.963	0.884	2.155	35.92%
	Talent acquisition	0.703	3.950	0.924	0.695		

	Eliminating bias	0.604	3.990	0.956	0.721		
<b>KMO and Bartlett's Test:0.858, Chi-square: 446.896, P value: 0.000, Total Variance Explained: 76.162</b>							

Factorisation of AI benefits in HRM has been identified using factor analysis. Identify the same 6 variables relating to AI benefits in HRM were identify from the past research done. To examine the significant and hidden dimensions of AI benefits of HRM principal component analysis has been applied. The variables with communalities values ranging from 0.695 to 0.884 which is highly fit for factorisation of 6 AI benefits in HRM variables. KMO and Bartlett's value of 0.858 with a Chi-square value of 446.896 and P-value of 0.000 discloses that factor analysis can be used for factorisation of 6 AI benefits on HRM variables. Two dominant independent factors out of AI application on HRM factors has been extracted which together explaining 76.162% of the total variance. The first dominant factor is **Efficiency and Utilisation Factor (EUF)** which explaining a 40.242% variance in those 6 AI benefits in HRM variables. Variables such as Time-efficient followed by Better manpower utilization and Time efficiency are the variables including in Efficiency and Utilisation factor. The second dominant factor is **the Fulfilment and Haring Factor (EHF)** which explaining 35.920% of the variance in 6 AI usage in HRM variables. Variables such as Job satisfaction followed by Talent acquisition and Eliminating bias are the variables including in Fulfilment and Haring Factor.

**Table 6**  
**The difference among Monthly Income in Both AI application and AI usage in HRM**

AI in HRM	Monthly Income Group	Mean	Std. Deviation	F value	P-value
<b>AI Application in HRM</b>	10K to 20K	54.367	9.711	4.091	0.008**
	20K to 30K	60.647	9.604		
	30K to 40K	51.333	12.768		
	Above 40K	58.957	7.068		
	Total	55.429	10.172		
<b>AI Benefits in HRM</b>	10K to 20K	23.165	4.642	3.949	0.010*
	20K to 30K	26.294	4.239		
	30K to 40K	21.857	5.256		
	Above 40K	25.044	3.960		
	Total	23.657	4.734		

Note: \*\*: Significant at 1% level, \*Significant at 5% level.

Table 6 show difference among monthly income group of AI users in both AI application and AI usage in HRM. Significant difference among monthly income group in AI users in AI application in HRM has been identified [**F=4.091, P<0.008**]. Hence null hypothesis has been rejected at a 1% level of significance. AI users earning between Rs.20,000 to Rs.30,000 per month shows utmost usage of AI application in HRM (**M=60.647, S.D=9.604**) followed by those are earning more than Rs.40,000(**M=58.957, S.D=7.068**). Significant difference among monthly income group among AI users in AI benefits in HRM has been identified [**F=3.949, P<0.010**]. Hence null hypothesis has been rejected at a 5% level of significance. AI users earning between Rs.20,000 to Rs.30,000 per month reveals the outmost benefits from AI usage in HRM



(**M=26.294, S.D=4.239**) followed by those are earning more than Rs.40,000(**M=25.044, S.D=3.960**). hence AI users working as HR managers and earning a handful of income are showing an outmost application of AI in HRM and the best benefits of AI in HRM.

**Table 7**  
**The difference among Opinion on AI Usage group in Both**  
**AI application and AI usage in HRM**

<b>AI in HRM</b>	<b>Opinion on AI usage group</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>F value</b>	<b>P-value</b>
<b>AI Application in HRM</b>	Excellent	55.595	9.266	3.369	0.037*
	Good	54.037	11.025		
	Average	60.273	6.519		
	Total	55.429	10.172		
<b>AI Benefits in HRM</b>	Excellent	23.811	4.235	3.055	0.050*
	Good	23.012	5.183		
	Average	25.773	2.991		
	Total	23.657	4.734		

Note: \*Significant at 5% level.

Table 7 show difference among opinion on AI usage group in both AI application and AI usage in HRM. Significant difference among opinion on AI usage group in AI application in HRM has been observed [**F=3.369, P<0.037**]. thus, the null hypothesis has been rejected at a 5% level of significance. AI users using AI at average level shows the highest application AI in HRM (**M=60.273, S.D=6.519**) followed by those using at an excellent level(**M=55.595, S.D=9.266**). significant difference among opinion on AI usage group in AI benefits in HRM has been examined [**F=3.055, P<0.050**]. Therefore, the null hypothesis has been rejected at a 5% level of significance. AI users using AI at average level derived the highest benefits from AI usage in HRM followed by those who are excellently using AI in HRM.

### MAJOR FINDINGS

1. The personal profile of AI users working as HRs reveals 54.3% of the AI users are female compare to male. While a majority of users are in the age group of 20 to 30 years (52.9%). The maximum number of HRs are PG qualified and using AI application for recruitment and a sizable number of them earning between Rs.30,000 to Rs.40,000 per month. 57.9% of the HR have a good opinion on using AI in HRM.
2. Two dominant independent AI application on HRM factors has been extracted out of 14 variables which together explaining 65.325% of the total variance. The first dominant factor is **Unification and Automation Factor (UAF)** which explaining 34.704% variance in those 14 AI applications in HRM variables. Variables such as Integration of relevant and important content, Automate administrative task, Cognitive supporting decision, Application filtering, Device request, Document verification, Explaining job profile, duties and benefits and Career tracking and development are the variables including in unification and automation factor. The second dominant factor is **Channelisation and Position Factor (CPF)** which explaining 30.621% of the variance in 14 AI application in HRM variables. Variables such as Multichannel sourcing, Data-

driven recruitment, Rediscovering candidate, Employee engagement, Real-time suggestions and Customized personal content are the variables including in channelisation and position factor.

3. The confirmatory factor analysis indices show the measurement model is best close-fitted in every dimension. The CMIN/DF value of 1.925 is far lower than the threshold cut off value of 5 and the CFI, AGFI and GFI value is closer to 1. Thus, it could be proposed that the AI Application in the HRM model is a good fit. The value of RMSEA of 0.041 is far lower than the threshold limit of 0.08. all these indices show the accepted data is highly consistent and fit for the construction of the measurement model.
4. Two dominant independent factors out of AI benefits on HRM factors has been extracted which together explaining 76.162% of the total variance. The first dominant factor is **Efficiency and Utilisation Factor (EUF)** which explaining a 40.242% variance in those 6 AI benefits in HRM variables. Variables such as Time-efficient followed by Better manpower utilization and Time efficiency are the variables including in Efficiency and Utilisation factor. The second dominant factor is **the Fulfilment and Haring Factor (EHF)** which explaining 35.920% of the variance in 6 AI usage in HRM variables. Variables such as Job satisfaction followed by Talent acquisition and Eliminating bias are the variables including in Fulfilment and Haring Factor.
5. Significant difference among monthly income group in AI users in AI application in HRM has been identified [**F=4.091, P<0.008**]. Hence null hypothesis has been rejected at a 1% level of significance. AI users earning between Rs.20,000 to Rs.30,000 per month shows utmost usage of AI application in HRM (**M=60.647, S.D=9.604**) followed by those are earning more than Rs.40,000(**M=58.957, S.D=7.068**). Significant difference among monthly income group among AI users in AI benefits in HRM has been identified [**F=3.949, P<0.010**]. Hence null hypothesis has been rejected at a 5% level of significance. AI users earning between Rs.20,000 to Rs.30,000 per month reveals the utmost benefits from AI usage in HRM (**M=26.294, S.D=4.239**) followed by those are earning more than Rs.40,000(**M=25.044, S.D=3.960**). Hence AI users working as HR managers and earning a handful of income are showing an utmost application of AI in HRM and the best benefits of AI in HRM.
6. Significant difference among opinion on AI usage group in AI application in HRM has been observed [**F=3.369, P<0.037**]. thus, the null hypothesis has been rejected at a 5% level of significance. AI users using AI at average level shows the highest application AI in HRM (**M=60.273, S.D=6.519**) followed by those using at an excellent level(**M=55.595, S.D=9.266**). significant difference among opinion on AI usage group in AI benefits in HRM has been examined [**F=3.055, P<0.050**]. Therefore, the null hypothesis has been rejected at a 5% level of significance. AI users using AI at average level derived the highest benefits from AI usage in HRM followed by those who are excellently using AI in HRM.

## LIMITATIONS OF THE STUDY

1. Lack of time and resources limited the study low sample size.

2. The study is only focusing on the HR of the company and their recruitment skill through AI application hence AI application in other parts of management is not considered in the present study.
3. The study is limited to greater Chennai city hence the results could not be generalised to other parts of our country.
4. Since AI is a new concept and its implementation in HRM is limited, therefore well-determined results could not be generalised for the future.

## CONCLUSION

Artificial Intelligence (AI) is changing the way things are done not only in technology but also in associated sectors of human potential. AI supports in integrating both human abilities and machine learning abilities in making a skilful decision making. The future of the HR industry lies in the unique combination of DIA and human services as innovations in machine learning technology are constantly developing. Automated systems provide candidates and employees with an intuitive, personalised and easier HR experience. In the human resources and recruitment industry, AI's trends and applications are countless and satisfy employees' needs using talent sourcing, candidate evaluation, employee development, interviews and scheduling meetings and employee engagement. most of the HR has efficiently used AI in HR decision making process 14 variables relating to AI application in HRM has been identified and factorised into two dominant factors namely unification and automation factor and channelisation and position factor. two dominant factors efficiency and utilisation factor and fulfilment and haring factor have been extracted out of 6 AI benefit on HRM have been identified. HR earning a handful of income shows an utmost application of AI in HRM while the average usage of AI gives the utmost benefits from the usage of AI in HRM.

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