

Implementation of artificial intelligence in human resource management practices

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Abstract. Analyzing how AI will change HRM strategies is the focus of this research. We may achieve our goals by concentrating on the following: precision, automation, processing capacity and power, real-time experience, customization, and saving time and money. The possible advantages of AI adoption are the target of the study. A well-structured online survey is utilized to gather data from 300 IT employees in the city of Coimbatore. The study presents a new research framework that makes use of AMOS version 21 and IBM SPSS version 21 for analysis. The outcomes show that factors like Personalization, Computing Power and Capacity, and Accuracy have a substantial impact on Time-Saving and Cost Reduction, however factors like Real-Time Experience and Automation do not. This unique addition of the study's is to investigate the concrete results of implementing artificial intelligence technologies into human resource management procedures. The study delves deeply into the expected results and interrelationships of artificial intelligence implementation in human resource management by concentrating on critical variables including Computing Power & Capacity, Precision, Real-time experience, Time-Saving and Cost Saving, Automation, and Personalization.

Keywords: Artificial intelligence, Accuracy, HRM, Automation, Personalization, Real-time experience,

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1 Introduction

Over the last twenty years, Artificial Intelligence (AI) has proliferated after over sixty years of development [1]. The public and private sectors have both been impacted by the steady rise and increasing popularity of artificial intelligence technology in a wide variety of industries, including healthcare, engineering, agriculture, tourism, transportation, organizational management, and many more [2, 3]. The current crop of AI apps and technologies is more like a toolshed than a global recipe; it has a wide variety of tools for various jobs. These resources are offered in the shape of software or hardware that has been thoughtfully created and has an easy-to-navigate user interface. According to the previous discussion, AI is going to change several aspects of our daily life, such as the way we use the internet and social media, in the near future. According to authors [4], a brief chronicle of AI: "On the Present, Past, and Future of AI," artificial intelligence is described as "a system's ability to interpret external data correctly, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation" [5]. Changes in the who, what, where, and when of labor are occurring as a result of technological developments like AI. The digital revolution is having a profound impact on many industries, and one noticeable trend is the increasing use of AI in business decisions. So that they can perform at their highest potential, businesses must improve their internal operations and train their employees [6]. For a while now, businesses have begun to see AI as an essential tool for HR management in order to keep up with the ever-changing business landscape and stay ahead of the competition [7]. However, companies still lack a thorough comprehension of AI and its effects on HRM on both an organizational and individual employee level, despite the fact that this technology has the potential to reduce HR managers' workloads and free up resources that could be better used to boost the company's overall productivity [8]. A more satisfied workforce, better work-life balance, and higher output are all possible outcomes of adopting an AI workspace. An improved comprehension of the anticipated results and interrelationships among those results is necessary prior to implementing AI in HRM. As a result, the aim of this study is to sift through scholarly written works on the topic of artificial intelligence (AI) in HRM, catalog the possible results, and determine how those results interact with one another. Therefore, the study's overarching research topic is as follows:

- What may happen if HRM uses AI?
- Are the variables that are predicted to produce results influencing one another?

The article's originality comes from its research questions, which seek to answer the following: (1) to what extent does the use of AI in HRM lead to improvements in automation, accuracy, capacity, computing power and real-time experience, in HR functions? (2) to what extent do the usage of artificial intelligence in human resource management lead to improvements in time savings and cost reduction in HR functions at IT companies in Coimbatore City. Time and money saved are two possible effects of implementing artificial intelligence in HRM, and this research aims to enlighten the academic and professional communities about these possibilities.

1.1. Functions of AI in HRM

The use of artificial intelligence in HRM has been on rise, and it is already revolutionizing HR operations across the board. Artificial intelligence (AI) is finding more and more uses in operational HR processes as a result of the massive amounts of data associated with organizational operations and labor management. Supporting long-term company models is the goal of this integration. Organizations can streamline their recruiting processes with the help of artificial intelligence in human resource management, which makes it easy for them

to acquire expert workers [9]. AI technologies provide a new way of managing employees, which boosts business performance as a whole and opens up a world of possibilities for performance evaluation [10]. With the help of AI-powered training, businesses may transform into knowledge-driven entities that can meet the unique demands of each employee through tailored education and improved retention rates. The capacity of AI to benefit organizations, employees, and customers is a key factor in its increasing use in HRM [11].

1.2 Automation

Artificial intelligence (AI) is helping businesses automate mundane, repetitive operations and make complex, well-planned decisions with higher precision via extrapolative algorithms. When compared to humans, machine learning technology is superior at problem detection and future prediction. During the employment process, AI will definitely beat humans at selecting candidates. On top of that, it has the potential to eliminate prejudices that are common during the hiring process. Artificial intelligence has the ability to minimize human mistake and ensure precise results. Because AI is capable of increasing precision and accuracy, the likelihood of mistakes or errors is practically eliminated. There are several positive consequences to AI technology, such as reduced effort, accuracy, cost-effectiveness, and bias [11]. Recent developments in AI have made it possible for system automation to undergo a radical transformation [12]. Some of the amazing results that may be achieved by combining deep learning algorithms with natural learning include the translation of human voice, the extraction of insights from human language, and the autonomous generation of content [13]. Artificial intelligence has helped human resources by automating repetitive and administrative work [14]. Human resources professionals have a lot of important yet repetitive administrative tasks, such as posting jobs, sourcing, meetings and scheduling interviews, creating timetables and timesheets, and many more [15]. Imagine if AI could automate all these duties. If that's the case, the HRs will reap huge benefits since they will have less mundane tasks to do and more time to focus on strategic planning and innovation [16].

1.3 Accuracy

The use of AI in human resource management is on rise over two decades. From the initial application screening through the employee retention stage, AI offers potential solutions for HR professionals by improving HR processes with neutralized biases, taking over tedious and time-consuming duties, and reducing the impact of human error [17].

1.4 Real-time experience

Chatbots powered by artificial intelligence make it possible to digitize HR procedures like candidate screening and interviews in real-time and engage employees in the process [18]. With the help of AI, modern businesses can gather and examine data in real-time, which greatly improves accuracy and timeliness of their decisions [19, 20]. The automatic feedback system of the real-time employee can receive feedbacks from workers just-in-time, in-place, and thus assist in solving complicated workplace issues is now within reach, due to AI technologies. Employees' professional and career growth can be aided by a real-time system. The structures and designs can be discovered in real-time by AI systems that examine massive databases, including both organized and unstructured data. Utilized for decision-making by humans with the help of artificial intelligence. By providing real-time understanding of early warning indications of serious difficulties, AI can help managers discover abnormalities and

take appropriate remedial actions as needed. Interactions that take place in real time guarantee that resources and services are used efficiently, which in turn reduces expenses. There is a flood of real-time data because modern technology, particularly the IoT, is enabling physical objects to connect digital world.

1.5. Computing power & capacity

Companies in the contemporary day must adapt to the massive amounts of data and information at their fingertips by being cleverer and more creative with the help of technologies like artificial intelligence [21]. The designers of AI set out to make it extremely effective, profitable, and able to help people with mundane tasks. By combining HR with AI, managers can track HR configuration in real-time, maximize HR potential, and boost management and work efficiency overall. This, in turn, helps enterprises achieve high quality and advancement. Automation, made possible by AI's processing power has given rise to the analysis of enormous amounts of data collected by organizations using Big Data and AI technologies. Training programs can tailor to the specific requirements of each employee with the help of AI-powered learning technologies. In the long run, this will help workers reach their full potential by significantly increasing their output [22].

1.6. Personalization

Just like a human, AI can sense, examine, study, and operate with a tailored method [23]. Companies are implementing chatbots to assist with applicant and employee support, tailoring instructions and assistance to each individual's needs. These days, tailored compensation and benefit packages are the norm rather than the exception, designed to help people and businesses achieve their objectives. Human resources experts and AI can manage adaptive and tailored pay plans. In the long run, AI can optimize compensation and benefits, which will decrease employee turnover and increase engagement. It's true that AI can make mass customization in staff development and training a reality. With the help of AI, businesses can now assess training requirements for both individual workers and teams, and cater their programs appropriately. Depending on the requirements of the workforce, AI can provide virtual personal mentors. Systems backed by AI that estimate real-time site assistance based on collected data to apply individualized ideas, solutions to questions or questions from customers, rarely even for extremely complex problems [24].

2 Theoretical background

In a world where everything is always changing, there is no such thing as a constant. Recruiting and firing are now considered standard operating procedures in human resource management (HRM), which has evolved into a strategic partner for businesses. The field of artificial intelligence (AI) has also experienced a sea change, moving from being primarily concerned with search engines to thinking about and building smart robots. HRM is only one of several functional domains that AI has transformed into a suite of powerful tools that are reshaping. Since AI should produce maximum value with minimal expenditure, its incorporation into HRM is seen as a beneficial development. In artificial intelligence, the goal is to create machines that can learn and reason just like people [25]. The use of technology into the time-consuming procedures inherent to Human Resource Management (HRM) has caused a sea change in its modernization. Human resource management has come up with plans to make the most of computers, the internet, and other tech developments in order to boost electronic productivity, save costs, and stay competitive in the market [26].

Advancements in technology sparked the rapid evolution of HRIS, which integrated modern characteristics like artificial intelligence (T-HRIS) with tactical methods within HR operations. However, recognizing the present situation of AI in tactical human resource procedures is essential for this evolution and expansion of functionality. As a result, human resource academicians and professionals need to research the current literature on Artificial Intelligence augmented human resource capabilities and potential areas of enhancement in the HR sector. According to the authors, AI can use algorithms and computing technologies that have been built through data analysis to make judgments in real-time. These parts can figure out what's going on and how to react to it better on their own. Integrating human resources (HR) practices with artificial intelligence (AI) tools has the ability to improve working conditions for employees. Time and money saved is the most fundamental result of utilizing artificial intelligence in HRM [27]. Other possible outcomes include computing power and capacity, automation, accuracy, personalization, and real-time experience. Note that at this point in time, recruitment tools driven by AI can correctly match the qualifications and talents of candidates to the needs of the job. Better decisions may be made with the help of artificial intelligence aided human resource analytics, which accurately process large quantity of the data. Automating routine processes that would otherwise necessitate human interaction is possible with the help of artificial intelligence. Artificial intelligence systems can do these jobs more reliably and quickly, which means less money spent and more time saved. The execution of AI tasks is greatly enhanced with increased processing capacity, leading to speedier outcomes. Organizations can take advantage of AI capabilities without breaking the bank on costly hardware due to the combination of increased computing power from AI and the on-demand access to massive resources provided by cloud computing platforms. Efficiency, operational expenses, and overall productivity can all be improved with AI real-time features. Organizations can save time and money by using AI personalization in HRM to make workers happier and more invested in their work. This will increase productivity and decrease employee turnover. Prior studies have attempted to predict what would happen as a result of implementing AI into HRM. Nothing is known about the outcomes' interdependencies or the ways in which they affect one another, though.

H1: A subset of IT firms has found that accuracy affects their ability to save time and money.

H2: Some IT firms have found that automation has helped them save time and money.

H3: In certain IT firms, the ability to save time and money is affected by the amount of processing power and capacity available.

Hypothesis 4: Real-time experience has an effect on the efficiency and economy of some IT firms.

Hypothesis 5: Some IT firms in Coimbatore have found that personalization helps them save time and money.

3 Methodology

This study used the descriptive research design. The purpose of the research is to determine what happens when HRM practices use AI and to look at how those things are related to one another. Secondary data sources are supplemented with primary data for this investigation. Primary data comes from interviews with study participants, while secondary data comes from reports, research article databases, and online open-access journals. Researchers surveyed workers at a subset of IT firms in Coimbatore City that use AI for HRM purposes in order to draw conclusions about the technology's possible effects and the nature of the relationships between relevant variables. Using the current literature as a guide, a systematic questionnaire was developed to gather the opinions of the IT employees. Employees' personal and organizational information was gathered through a standardized questionnaire. About

300 IT workers in Coimbatore City provided the researchers with their primary data, and they used the convenience sample technique to do it. From May to September of 2024, data was collected using online Google forms. Social media platforms like LinkedIn and Twitter were used to disseminate survey links. Only 300 responses were fully and accurately filled out, allowing for additional study.

4 Results and discussions

There are 300 people who filled out the survey; 40 % are male and 60 % are female. This suggests that female workers are more enthusiastic about participating and have a stronger interest in the subject matter. Also, 52.6 % of respondents are in the 26–30 age bracket, which suggests that younger respondents were more engaged with the poll than older ones. People are classified as undergraduates, postgraduates, or professionals based on their level of education. Among those who participated in the survey, 39.6 % have a professional degree, while 32.6 % have a postgraduate degree. The information technology staff members surveyed ranged in rank from entry-level to executive. Based on the percentage of responders, it seems that software engineers make up the bulk of the sample. In addition, the data shows that married people make up 78.3 % of the sample, while single people account for 21.6 %. Among those who took the survey, 42 % earn between Rs 25,001 and Rs 50,000 per month, while 26.5 % earn between Rs 50,001 and Rs 75,000 per month. Table 1 shows that the highest percentage of survey takers were from respondents with 2-5 years of experience, followed by 31.5 % from 6-10 years of experience.

4.1 Structural equation modeling

With SEM, researchers are able to examine both observable and latent variables, which helps them uncover complex causal linkages across different constructs. This makes it a preferred tool over standard statistical methods in the domain of data analysis. Structural equation modeling is the method of choice because it can handle numerous variables at once and accounts for measurement mistakes, which are important for this research because it aims to identify the interdependencies among various elements. Using SEM, we can determine whether the model is suitable for the data we have. We utilize AMOS version 16 to examine structural model. With this unified approach, we can investigate all the facets of AI in HRM in relation to one another.

Table 1. Employees personal behaviour.

Behaviour	Frequency	(Numbers = 300) Percentage
Gender		
Female	180	60
Male	120	40
Age		
Above 40 yrs	8	2.6
31–40 yrs	90	30
26–30 yrs	157	52.3
22–25 yrs	45	15
Marital Status		
Married	235	78.3
Single	65	21.6

Qualification		
Professional	119	39.6
PG	98	32.6
UG	83	27.6
Income -Monthly		
> Rs 75,000	34	11.3
Rs 50,001–Rs 75,000	79	26.5
Rs 25,001–Rs 50,000	126	42
< Rs 25,000	61	20.1
Designation		
Managing Director	17	5.6
HR Manager	49	16.3
software engineer	91	30.1
Program Analyst and Business	51	16.8
Administrator	29	9.6
Others	63	21

According to the data in the table, the model is fit since predicted P-value is 0.062, which is significantly greater than 0.06. Models with CFI 0.89 % or higher, RMSEA 0.09 % or lower, and NFI 0.90 % or higher were considered satisfactory according to Gerbing and Anderson. According to Hu and Bentler, a chi-square goodness-to-fit test with a probability value of 0.9 or higher indicates that the proposed measurement model adequately fits the data. With a GFI of 0.922 and an Adjusted Goodness of Match Index of 0.936, both of which is more than suggested value of 0.9, this study demonstrated a satisfactory match. According to Table 2, the model fit perfectly, with a computed Comparative match Index value of 0.987. Additionally, a RMSE of Approximation value of 0.024, less than 0.1, further supports this conclusion.

4.2 Measurement model

Authors followed the advice of [28] and shows the findings of CFA in Table 3 after first looking at the measurement model. The findings of the confirmatory factor analysis are displayed in the table below. Additionally, the confirmatory test result indicated an excellent fit. Here is a table that displays the research model's model fit summary. According to the authors [29], model fits data ($\chi^2=378$; $df=258$; $\chi^2/df=1.51$), the RMSEA is 0.039, the Comparative Fit Index is 0.98, *SRMR* is 0.075, and *Pclose* is 0.944. Everything points to a good fit between the variables in the CFA model of HRM AI adoption.

4.2.1 Hypothesis results

The constructs of Automation, Accuracy, and Real-Time experience have p-values below 0.001, as seen in the previous table, at the 1 % level of significance. The conclusions support to the following theories: The first hypothesis is that accuracy has an effect on the amount of time and money saved by certain IT organizations. The second hypothesis states that automation has an effect on these same companies. The fourth hypothesis states that real-time experience has an effect on these same companies. Personalization and Computing

power & capacity both have non-significant P values, thereby ruling out the possibility of a null hypothesis.

Table 2. An overview of the SEM's model fit.

Parameter	P	GFI	CFI	CMIN	CMIN/ DF	AGFI	RMSEA
Outcome	.051	0.922	0.987	296.13	1.148	0.902	0.023

Table 3. Use of artificial intelligence in the human resource management model summarized by the measurement model fit.

Measure	Estimate	Threshold
DF	258	-
CMIN	376	-
CFI	0.94	> 0.95
CMIN/DF	1.5	Among 1 and 2
RMSEA	0.039	<0.05
SRMR	0.068	<0.07
PClose	0.939	>0.06

4.2.2 Analysis of confirmatory factor

The possible results of implementing AI into HRM processes are illustrated in Fig. 1 and Fig. 2, which show the relationship between them. Accuracy, computing capacity and power, RTE, customization, time savings, and cost reduction are some of the outcomes achieved by a few IT firms in Coimbatore City.

4.3 AI integration with HRM procedures

By outlining all the potential results of incorporating artificial intelligence into human resource management operations, our study provides new theoretical ground. These outcomes may include enhanced automation, precision, computing capacity and power, real-time experience, and personalization, among many others. Additionally, the research provided an integrated model demonstrating the bonding between time savings and cost reduction are led by automation, accuracy, CPC, RTE, and personalization in selected IT organizations in Coimbatore City. This study's theoretical results provide insight into the relationship between variable of cost reduction and time savings and the many cause variables related with adoption of AI in HRM. According to findings, the first hypothesis is correct: implementing AI technology into HRM can improve accuracy, which in turn saves time and money for the business. It helps firms save time and money in decision-making and workforce planning if human errors could be avoided and predictions and analyses could be more precise, according to the study's findings. Artificial intelligence (AI) is just a machine that can learn and mimic human behavior; its main purpose is to execute human-level work at a fraction of the time it takes a human. Using AI's accuracy in forecasting and analysis, human resources tasks like decision-making and workforce planning can be simplified, leading to greater productivity. The results of the study provide credence to the second hypothesis, which states that the HRM practices of the IT organizations that were chosen were significantly affected by automation. The outcomes of the study are consistent with those of previous work that has shown that AI automation can save time and money. The widespread assumption that AI automation will invariably result in savings of time and

money is fully borne out by this discovery. There are significant time and money savings that may be achieved by incorporating AI into HRM procedures. Artificial intelligence (AI) maximizes operational efficiency by automating administrative chores like payroll processing, applicant screening, and onboarding, freeing up HR personnel to focus on more strategic initiatives. By improving decision-making with AI-powered data, preventive actions can be taken to decrease staff turnover and the costs that come with it. The study concludes that HRM procedures can be greatly improved through the use of AI-driven automation, leading to more effective and agile workforce management. But the study's findings contradict the third hypothesis, which posits the efficiency and computing power of artificial intelligence techniques do not affect the time savings and cost reductions achieved by the chosen IT enterprises in Coimbatore City. The results of this study do not line up with the optimism of previous studies regarding the enhanced computing power and capacity that can be achieved through the use of AI in human resource management. The outcomes of the research do not lend credence to the idea that artificial intelligence (AI) systems can eventually take over human resource management tasks, especially when it comes to making routine decisions and saving time and money. Table 4 illustrates the outcomes of the validity measures of this study.

Table 4. Outcomes of validity measures.

	CR	AVE	MSV	MaxR (H)	Accuracy	Automation	Computing power	Real-time experience	Personalization	Time Saving and Cost Reduction
Accuracy	0.85	0.697	0.402	0.893	0.842					
Automation	0.896	0.727	0.261	0.892	0.498** *	0.854				
Computing power	0.896	0.704	0.269	0.942	0.536** *	0.201**	0.834			
Real-time experience	0.842	0.561	0.191	0.902	0.420** *	0.267***	0.159*	0.82		
Personalization	0.791	0.524	0.192	0.816	0.432** *	0.252***	0.249***	0.427***	0.72	
Time Saving and Cost Reduction	0.846	0.541	0.402	0.869	0.612** *	0.479***	0.339***	0.339***	0.251***	0.728

Table 5. Weights of model regression.

		Estimation	SE	CR	P
Time Saving and Cost Reduction	Accuracy	0.418	0.05	7.138	<0.001
Time Saving and Cost Reduction	Automation	0.208	0.06	3.796	<0.001**
Time Saving and Cost Reduction	Computing power & Capacity	0.052	0.046	1.405	0.172

Time Saving and Cost Reduction	Real-time experience	0.1	0.038	2.104	0.05**
Time Saving and Cost Reduction	Personalization	0.031	0.049	0.437	0.668

The report emphasizes that AI systems may experience delays in decision-making and decreased operational efficiency due to insufficient computational resources in IT organizations. Missed chances to automate labor-intensive operations and optimize resource allocation could arise from AI's inability to undertake complicated jobs due to insufficient capability. Potential advantages of AI integration, such as reduced expenses and saved time, could be hindered by these restrictions. The study's findings provide credence to the fourth hypothesis, which states that the chosen IT businesses' time-saving and cost-reduction outcomes are directly affected by real-time experience. Findings from this study provide credence to the idea that AI might boost morale and productivity in the workplace, which in turn helps keep good employees from leaving. With the ability to evaluate data and deliver insights instantly, AI systems can make quick decisions and intervene when needed. Organizations can benefit from rapid insights, react quickly to changing conditions, and reduce time-related and operational costs by utilizing AI's real-time potential. Table 5 shows the weights of model regression which are taken to this research work.

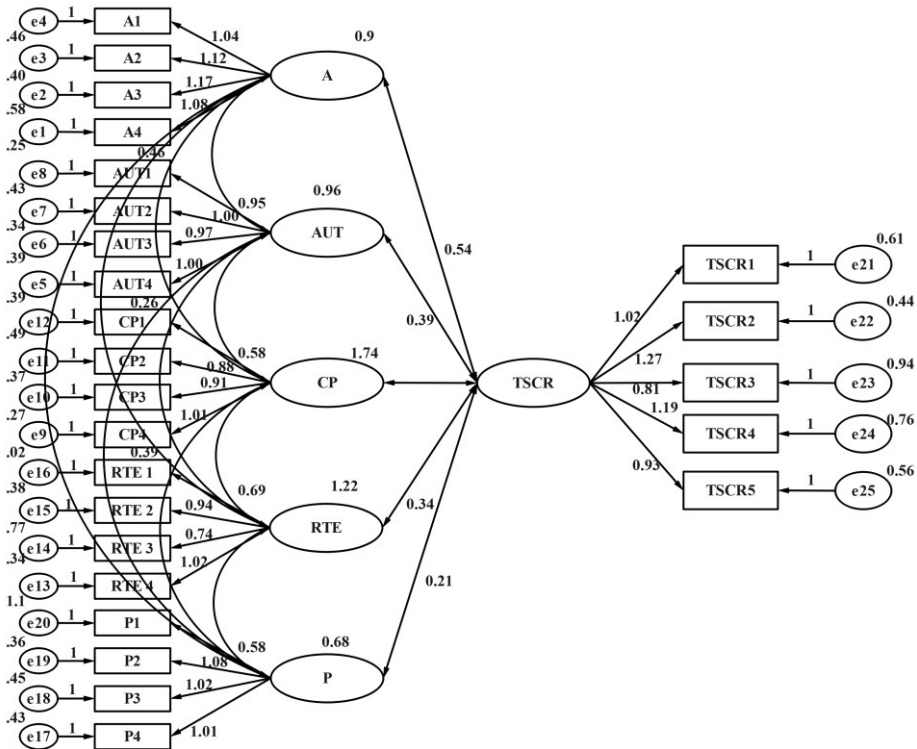


Fig. 1. Confirmatory factor analysis.

Finally, the study cannot confirm the fifth hypothesis, which states that the chosen IT organizations do not experience a meaningful relationship between the cause variable of personalization and results of cost reduction and time savings. These results contradict those of other research that have found artificial intelligence enabled personalization to result in cost reduction and time savings. It is widely believed that firms utilizing artificial intelligence in human resource management can achieve cost reduction and time savings by personalization. However, this research casts doubt on that assumption. The results show that although workers have a positive impression of personalization as an outcome and think that artificial intelligence enabled personalization tools help do their jobs better and save money, personalization itself cannot cause savings in time or money. It takes a lot of time instead to engage employees. Savings won't materialize right away, but they should after a while. In HRM, the use of AI has the potential to save time and money, but there are many interrelated causal variables, and the theoretical results show how these variables interact with one another.

4.4 Managerial implications

The study's findings have practical significance for managers who are looking to implement artificial intelligence technology in human resource management to save money and time. Organizations should invest in artificial intelligence systems that provide trustworthy analysis of data and capabilities of decision-making if they want to reap the benefits of AI technology in HRM to the fullest. In order to make the most of chances to save time and money, managers should find HR processes that are repetitive and automate them. Organizations can optimise their workforce and resource allocation, leading to increased operational efficiency and decreased costs, by shifting HR professionals' focus from administrative to more strategic efforts. Nevertheless, the study's findings highlight the importance of companies exercising caution due to the constraints imposed by computing power and capability. It is the responsibility of managers to determine whether their IT systems are prepared to accommodate AI deployments. For artificial intelligence systems to perform at best and achieve the targeted efficiency advantages, sufficient computational resources are crucial. It is crucial to link technological capabilities with strategy AI deployment to avoid overlooking processing power and capacity restrictions, which could prevent time-saving and cost-reduction benefits from being realized. Companies should take note of the possibilities presented by real-time capabilities to boost engagement and retention rates among employees, as real-time experience does have a beneficial impact on engagement. It is important to manage expectations, especially since the study found that customization would not immediately result in lower costs. Managers need to make sure that stakeholders know when they can expect to see the financial benefits of AI-enabled personalization, and that these benefits will be longer-term in nature. In sum, businesses may optimize their labor management processes while saving time and money by integrating AI techniques with these insights, which will allow them to fully utilize AI's promise in HRM.

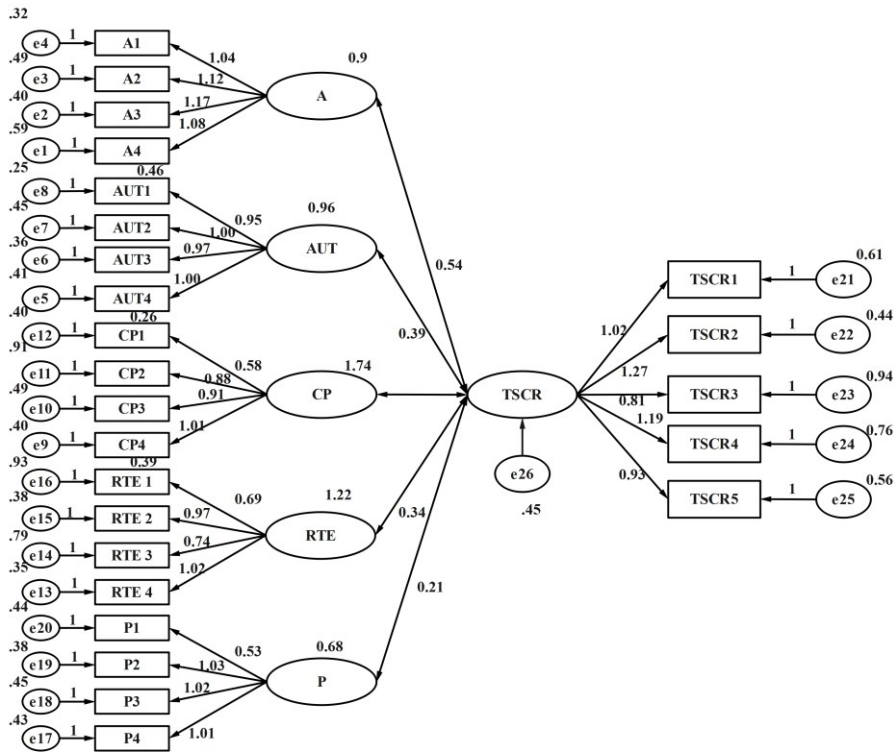


Fig. 2. Structural equation modeling.

5 Conclusions

This study's overarching goal is to learn more about how HRM practices are incorporating AI. Accuracy, automation, computing power and capacity, real-time experience, and personalization were the causal variables that the study aimed to evaluate. The research proved that artificial intelligence (AI) technologies improve HRM in every conceivable way, opening up a world of possibilities for HR departments. Workers must acquire the necessary skill sets to compete for jobs in an economy where disruptive technologies such as AI are becoming inevitable. This study drew on previous research to identify seven possible outcomes and investigate the relationships between them. According to the research, the outcome variable of time and money saved is affected by the cause variables of precision, automation, and real-time experience. But it turns out that AI and other tech may be utilized in a variety of ways to fix HRM and make management and work more efficient. It is unclear whether the causal effects of processing power and capacity and the personalization aspects of artificial intelligence will result in time-saving and cost-effectiveness, yet respondents are optimistic about all potential variables. Finally, the study reveals some encouraging results from implementing AI in HRM. The results show that all of the results are interrelated and have an effect on each other and other outcome variables. When asked about their expectations for each of the seven AI factors, respondents were generally upbeat, but they were less sure that AI technologies in the areas of processing power and personalization will to the savings of time and money. To make most of artificial intelligence, businesses should educate their staff on the technology's personalization features, computational power, and

capacity. To help businesses partner with AI technology as an HR team extension and augmentation tool, it is necessary to educate employees about man-machine collaboration. To successfully integrate AI technology into HRM processes, one must approach AI implementation with care and consideration, taking into account both the benefits and challenges.

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