A Perspective: Artificial Intelligence can't replace Human creativity but optimize work

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Abstract

This paper offers to examine involvement of artificial intelligence in HR processes and after that on Human Resource Professionals. HR professionals are known to recruit, train, appraise and maintain the workforce of the organization. In this digital arena, everywhere involvement of AI can be observed. So the involvement of AI in HR processes is so obvious. Now these days, Artificial Intelligence plays a significant role to enhance the efficiency of HR Professional. Artificial Intelligence involved in HR processes from recruitment to employees' performance appraisal. Human Resource Professionals believe that accumulation of artificial intelligence (AI) into HR processes will raise the efficiency of employees. This study helps to conclude that artificial intelligence is blessing or threat to HR Professionals' job. This study based on the secondary data has been collected from the newspapers, magazines, articles, journals and other web information. This study emphasizes on the benefits of Human Resource Professional over use and limitations of artificial intelligence in the present scenario. This study will also highlight the forthcoming objectives of artificial intelligence and Challenges of HR professionals for adoption of artificial intelligence. This study will give perspective to HR Professionals to decide how they can accept AI and what kind of readiness they require to adopt the role

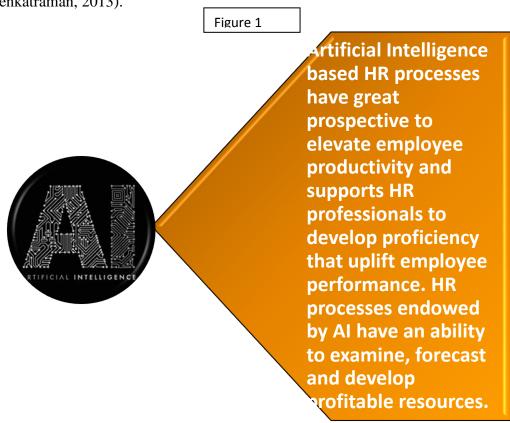of Artificial Intelligence. The results of this study will have a strong significance on the academic front.

Key words- HR professionals, Human Resource Professional, HR processes, Employees' efficiency.

I.   Introduction

Artificial Intelligence is a model and enlargement of information technology that can execute tasks that usually necessitate intelligence of human (Ahmad, 2018). Before going into a detailed study on involvement of AI in HR processes in the organization, we can easily observe the role of artificial intelligence that exists in the organization in the various departments like HR department, finance department, production and marketing departments (Yawalkar, 2019). AI plays a vital role to optimize processes in the organization, but some misconceptions regarding usage of AI curtail the scope of intelligence in various other fields. It needs to be thought that is there any meaning for a machine to be intellectual or intelligence? Initially, AI dedicated mostly on a traditional method which rooted the primary state of the theme.

There is a lack of precise and universally accepted explanation of artificial intelligence that provides researchers, authors and other professionals to explore more about artificial intelligence and how it can be helpful in several sectors. In this article, discussion about the problems, prospects of artificial intelligence in Human resource has been undertaken. Due to shortage of precise explanation,

artificial intelligence has been classified into two terms. In short, it can be concluded that artificial intelligence as- "technology used to do intelligence based task", and in a broader sense, "artificial intelligence is a trained tool that can do what a human do". It is a trained tool that can do all those work where human limits. It comprises of three components- speedy computations, abundant quality data and advanced algorithms". The core competency of artificial intelligence is that it provides us with speedy and accurate data calculation as well as stability in day to day processes with advanced algorithm (Bharadwaj, Sawy, Pavlou, Venkatraman, 2013).

Figure 1

Artificial Intelligence based HR processes have great prospective to elevate employee productivity and supports HR professionals to develop proficiency that uplift employee performance. HR processes endowed by AI have an ability to examine, forecast and develop profitable resources.
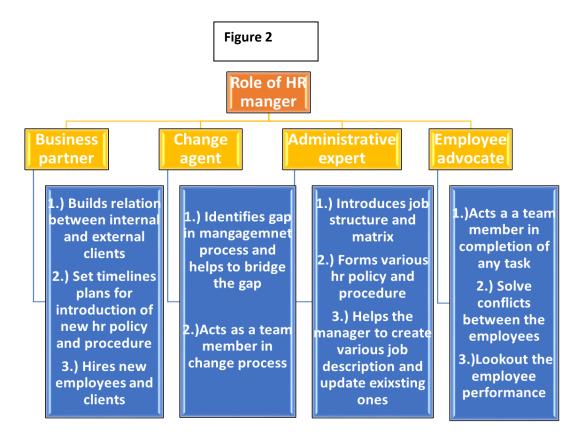
Source: Author's own compilation

Artificial intelligence has a capability to replace human resource manager from companies as it can perform various functions from manufacturing goods and services to customer services. AI can perform various functions from diagnosing diseases to translating languages. There exists a complimentary relation between humans and machines which means if a firm wants to increases its quality and quantity of production when both humans and machines work together. It's an opportunity for HR people working in an organization to indulge AI in HR functions as AI can do several works for organizations like trades for self-businesses, employing workforce and acquisition & maintenance of talent, ethical usage of plans and events. It's not wrong if it is considered in this 21st century as the era of technology and AI. AI has so much of capability to set new milestones and have an impact on business operations. Several human resource executives believed that merging HR with AI has a positive effect on overall production as well as employee satisfaction. Artificial intelligence is dramatically and drastically changing the human resource industry and the irony is that giving the growing global clamor to Robots, usurping millions of jobs (www.ey.com, 2018).

II.   Role of Human Resource Manager at the workplace

The responsibilities of the HR mangers are diverse and crucial for any organization. From recruitment to the dismissal, HR manager plays a crucial role. It's not wrong to say that a HR manager is the backbone of any organization. HR manager carries various jobs, in organization, like gathering and screening of

applications, conducting interviews, recruitment, training & development of employees, guarantee good work environment, ensure good employee relations, resolving the employees conflicts and employees discharge (Cappelli, 2017). Role of HR manager can be broadly categorized in following ways as shown in figure 2

Figure 2

Role of HR manger

Business partner	Change agent	Administrative expert	Employee advocate
1.) Builds relation between internal and external clients 2.) Set timelines plans for introduction of new hr policy and procedure 3.) Hires new employees and clients	1.) Identifies gap in mangagemnet process and helps to bridge the gap 2.)Acts as a team member in change process	1.) Introduces job structure and matrix 2.) Forms various hr policy and procedure 3.) Helps the manager to create various job description and update exixsting ones	1.)Acts a a team member in completion of any task 2.) Solve conflicts between the employees 3.)Lookout the employee performance

Source: Author's own compilation

HR managers are performing four different above mentioned roles in different organizations. Major role HR professionals play as business partner by building relations between internal and external clients. HR professionals set timelines for an introduction of new HR policy and procedure and hires new employees as well as clients. Another significant role that HR professional have to perform as

change agent by identifying a gap in management process and helps to bridge the gap. HR professionals have to act as a team member in change process. HR professionals have proved their administrative skills, every aspect like developing job structure and matrix, strategizing various HR policy and procedure and creating various job description and update existing ones.HR professionals are also known for their advocacy by resolving conflicts between the employees, acting a team member in completion of any task evaluating the employee performance (Rafter et al, 2000).

III.   Artificial Intelligence in various HR dimensions

- AI in retrieving the information of employees

Information can be retrieved by any employee like address, contacts, experience details, leaves available, approval status of vacation requests and HR professional data. AI provides new candidates with information and resources as per demand.

- AI in employees' training

Employees can be trained through the digital training program to bridge up skill-gap. AI also helps manager to evaluate and keep eyes on their training process. Customized time to time training and learning can be provided to employees through AI. AI facilitates the preferred training and course of knowledge or data to every employee can act as mentor.

- AI in hiring process

AI offers manager to effective recruitment procedure by accessing sources of data and highlights potential of each candidate. Applicant tracking systems (ATS)

ultimately helps managers to screen tons of applications and take the most suitable candidate for their organization.

- AI in accessing data of HR business transaction

Managers can retrieve employees' data or information with authorization like past job experiences, appraisal rating and feedback etc. Artificial Intelligence may also give a logical indicator of key performance information like top rated employees and pending leave approval request through Chatbots.
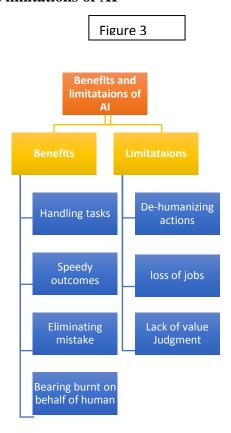
- AI in the boardroom

It's already used in boardrooms to help director to take decisions. There are various AI applications available for use by HR manager like:

- ✓ Participants can be in a meeting without physical presence with the help of Audio/visual capability

- ✓ Facial recognition technology checks and verifies the identity of board members.

- ✓ Virtual reality headsets are also used in boardroom to provide full engagement in presentation.

- ✓ Yammer and Trello (Social networking tool) allow colleagues to share data and presentation and to give feedback on a common platform.

- ✓ Translating technology is capable of allowing meetings with those have different language and culture orientation.

- ✓ A potential disruptor is available as a minutes-recording device using algorithm and machine learning.

- ✓ AI in mechanization and automation of monotonous jobs.

AI offers a prospect for HR to automate monotonous jobs so that focus can be drag on strategic work. General processes of acquisition, training and other maintenance of employees consume more time of HR professionals. Through involvement of AI in HR processes, managers can save their time and utilize in innovative work for the goal accomplishment of organization (Wire, 2018 & Pay, 2018).

IV. **Benefits and limitations of AI**

Figure 3

Source: Author's own compilation

V.   **Challenges of HR professionals for adoption of artificial intelligence**

There are several challenges in adoption of AI in HR processes and financial problems can be major reasons that may be a challenge in adoption of artificial intelligence in any organization for HR administrative tasks. There are several more barriers that can be barrier for adoption of AI for HR professional (Goyal, 2017). Lack of unskilled labour or work force is also an important reason that we must take in consideration as we need a skilled and qualified labor as well as specialized labor for implementing AI in HRM. Another challenge in front of the organization, to adapt AI based HR applications, is non availability of required skilled workforce. Organization needs a skilled and qualified labor as well as specialized labor for implementing AI in HR processes (Peter Hogg, 2019).

Third challenge for HR professional that acts as a barrier for adoption of artificial intelligence is lack of data privacy as in any organization there exist some data that is confidential and must not be disclosed to everyone, but it in case of artificial intelligence privacy is the major drawback (Joshbersin, 2018).

The third challenge for HR professional could be to deal with AI whereas human touch is missing. We as humans have a tendency to create backup plans but artificial intelligence doesn't. We already know that our environment is dynamic in nature hence, it changes with time hence same goes with any organization due to external change like economic change, political change and so on its obvious that it may affect the organization hence we need backup plans but till today this

is only possible with humans and decision making process is also a difficult task and requires various technical and emotional factor (Russell, S.J. and Norvig, 2016). HR professional needs to make several decisions that are a mixture of technical as well as emotional factor. Usage of AI becomes restricted in such decision making where human or emotional factor involved. It's challenging for HR professional to cope up with such limitations of AI based HR applications (DiClaudio, 2019).

Figure 4

financial barriers

lack of data privacy

challenges

absence of emotional factor

can't work as change agent

Source: Author's own compilation

VI.   Benefits of HR professional over Artificial Intelligence

HR department is heart and blood of any organization. The most significant department of every organization is the HR department as it manages a very critical resource, i.e. human resource. Some people have perception that they may

lose their jobs by increasing usage of AI in to HR processes. A question arises in mind that whether a robot would have essential knowledge and experience in relevant laws to fully discharge the HR manager's role.

Artificial Intelligence can reduce repetitive and administrative tasks which still do exist in the work pattern of human resource manager. Technology can facilitate HR professional by generating options to optimize their work but at the same time it makes HR professionals unable to take their decisions independently. So the role of HR professional can't be substituted by usage of AI in HR processes (Fichman et al, 2014).

Managing culture diversity is again a very prominent job of HR professionals. AI can't make people ready to manage it. HR professionals have to develop their own strategy to manage such issues where AI is restricted. Another issue where the role of AI has very limited like empathetic approach. HR professionals are expert using such approaches for managing people on their work place. Future workforce should empower themselves to act as change agent. HR professional needs to work as change agent that facilitates merging of AI in HR processes.

Artificial Intelligence also reduces the manual workload and will abolish the lower level function of a human resource manager, providing support with diligence processes. Artificial Intelligence should not be considered as threat while must be considered as an opportunity to improve knowledge and skill set to manage the Company. Artificial Intelligence can substitute advisory and strategic functions of the HR manager (Fichman et al, 2014). Artificial Intelligence will

assist the HR manager to research on various issues like viewing and updating employee information, team training, hiring etc. An understanding of block chain and robotics will be imperative for the HR manager and HR professionals. This doesn't mean the HR professional will need to become technology specialist, but would need to be competent in the field to make use of AI to their advantage and to work efficiently alongside AI as a whole.

Suggestions over restricted usage of AI in HR Processes

Technology is only capable to fill the gap between processes and its insinuations. As the implications of artificial intelligence is improving its use in business activities and our daily lives, to do some restriction on artificial intelligence becomes necessary. Data exists in public domain that anyone can steal the data through such public domains and other portals that may be used for unethical practices. Proper security and authorization processes are required to keep data safe. Data theft being so common phenomenon so the biggest challenges in front of an organization to make their data safe from theft. Every organization considered its' workforce as assets to it. So its prime responsibility to keep safe data related to employees' details, experiences, personal contacts, appraisal or performance rating and other relevant information (Fitzgerald et al, 2013)

The profession of executioner is becoming important every day. Executioners are trained to understand complex system behind the functioning of AI. AI will immediately be terminated by executioner if implications of AI if it started

affecting any process negatively. A positive, legal and ethical framework should be experienced in the field of artificial intelligence. Discussion over artificial intelligence challenges should be extended by different stakeholders and experts. As per recommendations of international community, usages of AI must be limited in the field of technology, law, ethics, and research. Usages of AI has to be limited but how to do and which type of system should be developed, these question still to be answered in different prospects (Fitzgerald et al, 2013).

VII.   Conclusion

AI puts a major effort in increasing efficiencies of HR professionals. Usage of AI over HR processes empowers HR professional to perform their jobs in most efficient way. At time AI based HR applications fail to serve organization in effective ways due to its limitations.

After ten years, the nature of employment is going to be change completely. Employee will be opting for project based jobs. That will demand more innovations in HR practices and processes. Artificial Intelligence can't replace the HR professional any time soon. Expert System has been developed for the purpose of providing expert knowledge based decision and right now these systems are not sufficient enough to replace experts. These systems contain knowledge accumulated by interviewing experts have a set of rules for implementation of this knowledge in the given situation. Since these systems are very expensive to maintain and develop, have a limited application, lack common

sense, cannot learn on its own & its validation is difficult, sometimes these systems are overrated. It can be supplemental rather than replacement of experts in the long run.

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