



Original Article

THE ROLE OF AI IN HUMAN RESOURCE MANAGEMENT

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According to statistics, the majority of the 250 HR leaders surveyed stated they are already using AI in HR functions such as employee records management (78%), payroll processing and benefits administration (77%), recruitment and hiring (73%), performance management (72%), and onboarding new employees (69%).

- Business News Daily

Abstract:

The statement cited above shows that AI is already being used in HR Management. In the present era of pandemic and epidemic diseases working remotely or work from home is now new normal in this COVID 19. Face to face interaction and rushed workstation is now avoided due to social distancing and most of the targets or job has been done thorough online mode. In this era, technology gained momentum which resultant into growth or application of artificial intelligence in various functions of management. It helps the organizations to work in faster way and efficient way to complete the work. Like any other functions AI also enhanced the function of HR which begins with the automated recruitment process to performance appraisal. The present articles analyze the role of AI in various HR functions. In the modern business world, AI has become an essential part of human resource management. As companies strive to remain competitive and efficient, they are turning to AI-driven solutions to streamline their processes and maximize resources. From automated recruitment systems that identify top talent to sophisticated training programs that deliver personalized content.

Keywords: Human Capital Management, Strategic Approach, Recruit, Up Skill, Training, Productivity, Retention, Work Flow.

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Introduction:

Human resource management (HRM) is the strategic approach of hiring, supporting, and motivating employees to help achieve the company's business goals. HRM includes all the practical, process-oriented steps needed to bring people into a company and help them thrive—tasks such as recruiting, hiring, training, compensating, and developing employees. It also includes monitoring outcomes such as performance, productivity, satisfaction, and retention so the company can understand how the investments it makes in its employees impact results.

Artificial intelligence (AI) is technology that enables machines to demonstrate human-like reasoning and capabilities such as autonomous decision making. Through the assimilation of vast amounts of training data, AI learns to recognize speech, spot patterns and trends, proactively solve problems, and predict future conditions and occurrences. For human resource management—sometimes referred to as Human Capital Management (HCM)—AI involves using a fast-growing array of tools to automate routine, structured, and process-oriented duties. It's changing how companies attract, hire, retain, and skill their employees.

Artificial intelligence won't change the core goals of human resource management—companies will still need to recruit, retain, and develop effective employees who can help meet overall business objectives. But within HRM, there are many manual tasks that soak up too much of HR professionals' time, and

artificial intelligence offers ways to reduce that workload. These routine activities prevent HR teams from spending time on the more creative side of HRM, such as finding new talent pools for recruiting, upskilling employees to meet changing work demands, and training managers on how to do more meaningful performance reviews. By providing time-saving capabilities directly in everyday HRM workflows, AI can help free up HR teams to focus on this more strategic work.

Benefits of AI in HRM:

With so many crucial responsibilities, an HRM team's time is precious. AI can provide meaningful ways to lighten their workload by supporting repetitive tasks such as drafting candidate replies and other content, leaving more time for AI-supported analysis and high-value activities.

1. **Time savings in administrative tasks:** AI can assist with the manual and repetitive aspects of HR, such as writing a new job posting or pinpointing the best candidates for an open role. AI's ability to collect information about your company's culture and the skills needed for an open role allows it to draft job descriptions that HR can review and finalize to make sure they're accurate and appealing to top talent.
2. **More data-driven decision-making:** Your HR department can make more informed decisions with the help of AI, which can gather data on employee



performance and engagement. This data can give your HR team valuable insights that can help them identify the specific issues affecting your workforce and take the right actions to remedy them. For instance, when an HR department does a skills audit of their company's workforce, AI can help document the existing skills using information in employee profiles and compare them with the most sought-after skills based on current job postings or market trends. HR professionals can then use that data to identify any skills gaps in their organization and develop upskilling or hiring programs to address those needs.

3. **Improved employee engagement:** AI's data aggregation capabilities make it a valuable tool in providing the personalized experiences that make employees feel valued and engaged. For example, it can track employee accomplishments throughout the year, their learning patterns, and performance metrics. This data can then be used to create development plans that are tailored to individual employees.

Challenges of AI in HRM:

Embracing new technology will always pose challenges. Knowing what to expect will help you mitigate potential downsides.

1. **Cybersecurity and data breach risks:** HR departments constantly work with sensitive employee

information, such as Social Security numbers, pay information, and bank account details. Without rigorous data protection policies and systems, this information can be vulnerable to unauthorized access and misuse. That holds true for HR data accessed by AI models for analysis or content generation.

2. **Lack of transparency:** Some AI tools generate results without explaining how they arrived at them. HR professionals will want to know how AI models are making their recommendations and conclusions and continuously verify they're on target.
3. **Costs:** Deploying AI can be expensive if the business's goals and technology strategy aren't aligned. Building or tuning your own AI models is likely not the right path for most HRM use cases. A more practical approach is to use AI models and GenAI tools embedded in HRM systems, which eliminates the need to hire data scientists, train models, or move data to add-on AI tools.

Deploying AI in HR:

When deploying AI for a human resources use case, make sure you're relying on accurate and timely data. AI models need data to learn and generate relevant responses, so having a reliable data set is crucial to deploying AI effectively in your department.

There are two broad deployment options to consider when applying AI in



HRM. The most common approach is to deploy AI as an embedded capability within an HR application—for example a GenAI tool embedded in recruiting software that a recruiter can use to help draft a job requisition. The advantage of AI embedded in applications is that it's available in the moment of need, within the workflow, and doesn't require extensive AI knowledge to deploy and use.

Alternatively, your organization might deploy AI models on a cloud-based infrastructure, which you can refine to address your organization's specific needs or use cases. Cloud deployment allows you to scale your models and provides the capacity needed to train them. However, most HR organizations won't go down the road of refining and training their own models, because it's costly, requires deep AI knowledge, and is needed only when the company has a very specific AI use case that an application can't support.

Another aspect to think about when deploying AI for your organization is whether your business needs are best addressed with "classic AI" or generative AI. Classic AI is capable of analyzing large data sets to make recommendations, spot variances, and look for trends. Gen AI is equipped to produce new text, images, videos, audio, and other content in response to the prompts users provide. These capabilities can help with tasks such as creating summaries of employee feedback. Both classic AI and GenAI capabilities are available embedded within HRM applications. After deployment, you need to ensure your newly implemented AI is

delivering the desired outcomes. This means monitoring and updating it regularly by gathering data on the new technology's user satisfaction, functionality, and accuracy.

Conclusion:

AI based HR functions have strong impact on HR team which make them more productive and innovative. It not only helps them to enrich their knowledge or skills but also help to boost the motivation and performance of employees. Do not believe that AI will make the decisions it is only for HR Managers assistance which help them in making the decisions whether strategic or operational. It is not always possible that AI will provide the correct response or make the best decision, the HR manager should revisit and check the algorithms and logic before making any important decisions. Saving time in repetitive HR jobs will help managers to do more creative and strategic tasks for the success of the organization. The company's success will depend on how they effectively and intelligently combine or manage people, process and technology to deliver transformational value at optimal cost. HR applications empowered by AI have an ability to analyze, diagnose, predict, execute and become more potential and dominant resource. Organizations should determine the need of AI and see how it can fit with your organizational values & culture before adopting the solutions from AI. Employees may get affected with AI in many ways so careful assessment is must and that should be aligned with the need and potential of employees.



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