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Role of AI in HRM With Reference to IT Companies in Bengaluru during Covid 19

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Abstract

Artificial intelligence (AI), the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. Human Resource Management (HRM) is the term used to describe formal systems devised for the management of people within an organization. Artificial intelligence (AI) and machine learning are playing a key role in better understanding and addressing the COVID-19 crisis. Some HR experts argued that AI may reduce job opportunities and may be a threat to manpower in future days, while others opined that implementation of AI in HRM would result in a more productive workforce especially during this pandemic situation. Focusing on the above points, the main purpose of this research is to investigate the current AI technologies being applied in the human resource practices and to know employee's perception towards implementation of AI in HR practices. The method used for data collection was online survey and the tool used was the questionnaire. Along with the focus on the participants' perception on AI the study also aims at the AI technologies being practiced in HR functions during COVID-19 situation.

Keywords:

Artificial Intelligence, Human Resource Management, Employee Engagement, Talent Acquisition, Learning and Development

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