EMERALD STUDIES IN FINANCE, INSURANCE, AND RISK MANAGEMENT
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THE ADOPTION AND EFFECT OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCES MANAGEMENT

PART A

EDITED BY
PALLAVI TYAGI • NAVEEN CHILAMKURTI
SIMON GRIMA • KIRAN SOOD • BALAMURUGAN BALUSAMY
The Adoption and Effect of Artificial Intelligence on Human Resources Management
EMERALD STUDIES IN FINANCE, INSURANCE, AND RISK MANAGEMENT

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The Adoption and Effect of Artificial Intelligence on Human Resources Management, Part A

EDITED BY

PALLAVI TYAGI
Amity University, India

NAVEEN CHILAMKURTI
La Trobe University, Australia

SIMON GRIMA
University of Malta, Malta

KIRAN SOOD
Chitkara Business School, Chitkara University, Punjab, India

AND

BALAMURUGAN BALUSAMY
Shiv Nadar University, India

United Kingdom – North America – Japan – India – Malaysia – China
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About the Editors

Pallavi Tyagi is an Associate Professor at Amity College of Commerce and Finance, Amity University Uttar Pradesh, Noida, India. She received her MBA degree from Banasthali University, Rajasthan, India. She earned her Doctor of Philosophy degree in Human Resource Management with a concentration on employee empowerment and organisation performance in 2018. She has a total experience of 12 years. She has published various case studies and research papers in reputed journals and presented papers in various national and international conferences. She serves as an Editor of the Global Journal of Management and Sustainability (ISSN 2583-4460). Her area of interests includes diversity, equity and inclusion (DEI), employee empowerment, and social entrepreneurship. She has edited various books with international publishers including Emerald and Rivers Publishers. Various patents and copyrights are also to her credit.

Naveen Chilamkurti is a Professor and Head of the Cybersecurity discipline at La Trobe University, Melbourne, Australia. He holds a PhD and Master of Computer Science from La Trobe University. He is a Senior Member of IEEE Society and is active in the IEEE Communications and Computer Society Technical Committees. He has organised and chaired many international conferences on wireless computing, pervasive computing, and the next generation of wireless networks. He has authored over 75 scientific publications, book chapters, and journals. He serves as an Associate Editor for six international journals and has served as a Guest Editor for a range of international journals, including Emerald’s International Journal of Intelligent Unmanned Systems. His extensive research interests lie primarily in the areas of wireless communications, multimedia, pervasive computing, 4G communications, wireless sensor networks, green networking, WiMAX, and RFID technologies.

Prof. Simon Grima is the Deputy Dean of the Faculty of Economics, Management and Accountancy, Associate Professor, and the Head of the Department of Insurance and Risk Management which he set up in 2015 and started and coordinates the MA and MSc Insurance and Risk Management degrees together with the BCom in Insurance at the University of Malta. He is also a Professor at the University of Latvia, Faculty of Business, Management and Economics, and a Visiting Professor at UNICATT Milan. He served as the President of the Malta Association of Risk Management (MARM) and President of the Malta Association of Compliance Officers (MACO) between 2013 and 2015, and between 2016
About the Editors

and 2018, respectively. Moreover, he is the Chairman of the Scientific Education Committee of the Public Risk Management Organization (PRIMO) and the Federation of European Risk Managers (FERMA). His research focus is on governance, regulations, and internal controls, and has over 30 years of experience varied between financial services, academia, and public entities. He has acted as Co-chair and is a Member of the Scientific Program Committee on some international conferences, and is a Chief Editor, Editor, and Review Editor of some journals and book series. He has been awarded Outstanding Reviewer for Journal of Financial Regulation and Compliance in 2017 and Emerald Literati Awards in 2022. Moreover, he acts as an Independent Director for Financial Services Firms, sits on Risk, Compliance, Procurement, Investment and Audit Committees, and carries out duties as a Compliance Officer, Internal Auditor, and Risk Manager.

Prof. Kiran Sood is a Professor at Chitkara Business School, Chitkara University, Punjab, India. She received her Undergraduate and PG degrees in Commerce from Panjab University, respectively, in 2002 and 2004. She earned her Master of Philosophy degree in 2008 and Doctor of Philosophy in Commerce with a concentration on Product Portfolio Performance of General Insurance Companies in 2017 from Panjabi University, Patiala, India. Before joining Chitkara University in July 2019, she had served four organisations with a total experience of 19 years. She has published various articles in various journals and presented papers at various international conferences. She serves as an Editor of the refereed journal, particularly the IJBST International Journal of BioSciences and Technology and International Journal of Research Culture Society, and The Journal of Corporate Governance, Insurance, and Risk management (JCGIRM) in 2021. Her research mainly focuses on regulations, marketing, and finance in insurance, insurance management, economics, and management of innovation in insurance. She has edited more than 10 books with various international publishers, such as Emerald, CRC, Taylors & Francis, AAP, Wiley scrivener, IET, Rivers Publishers, and IEEE.

Balamurugan Balusamy has served up to the position of Associate Professor in his stint of 14 years of experience with VIT University, Vellore, TN, India. He had completed his Bachelors, Masters, and PhD degrees from top premier institutions. His passion is teaching and adapting different design thinking principles while delivering his lectures. He has completed around 30 books on various technologies and visited 15 plus countries for his technical discourse. He has several top-notch conferences in his resume and has been published in over 150 quality journals, conference papers, and book chapters combined. He serves on the Advisory Committee for several start-ups and forums and does consultancy work for the industry on industrial IoT. He has given over 175 talks in various events and symposiums. He is currently working as an Associate Dean – Students at Shiv Nadar University, India.
About the Contributors

Shivani Agarwal is an Assistant Professor, KIET School of Management at KIET Group of Institutions, Ghaziabad, India. She has earned her PhD from Indian Institute of Technology (IIT, Roorkee) in Management. She has engaged in teaching, research and consultancy assignments. She has more than 10 years of experience in teaching and handling various administrative as well as academic positions. She also presented several research papers in national and international conferences. She has contributed chapters in different books published by Taylor and Francis, Springer and IGI Global. She has conducted and attended various workshops, FDPs and MDPs. She is the Book Series Editor of Information Technology, Management & Operations Research Practices, CRC Press, Taylor & Francis Group, USA. She is the Guest Editor with IGI Global, USA. Her research interests include quality of work life, trust, subjective well-being, knowledge management, employer branding innovation and human resource management.

Romica Bhat is currently working as an Associate Professor in the Amity University, Kolkata, India. He has been in the teaching profession since 2009. He obtained PhD from MRIIRS, Faridabad, with research interest in the domain of Broadcast Journalism, Digital Media, Media Laws and Indian Polity. She has published and presented her research findings in many reputed journals. She is the recipient of the Best Documentary Film Maker Award (2016). For six years she has worked as a Consultant for media houses. Till now she has guided 500 Television and 200 Radio projects.

Priyanka Chhibber is an Assistant Professor of Mittal School of Business (ACBSP USA, accredited) at the Lovely Professional University, Phagwara, Punjab. She served as an HRD Officer at SEL Manufacturing Co. Ltd, Chandigarh Road, Ludhiana, India. In addition to her teaching experience, she worked with textile manufacturing concern. Her accomplishments include receiving Best Research Paper Award from renowned university on the topic ‘Gender Diversity: An Approach Toward Agile Women Employees’. Her area of expertise includes artificial intelligence, sustainable HRD climate, leadership, mentoring, skill gaps, life skills and creativity & innovation. She has also given a webinar on the topic Creativity and Innovation.

Tanya Chouhan is a Doctoral Research Scholar at FMS-WISDOM, Banasthali Vidyapith, where she is working on emotional and social intelligence in people management.
through insights from Bharatiya Culture. She also assists in teaching courses like Indigenous Management Systems, Indian Ethos in Management, etc. She has attended conferences and research seminars on the theme of ethos and Indian Management. In this book, she also has contributed her ideas for the role of emotional and social intelligence in the field of artificial intelligence in human resource management.

Apoorv Gupta is a MBA Student, KIET School of Management at KIET Group of Institutions, Ghaziabad, India. His research interests include HRM, marketing.

A. V. S. Kamesh is a Professor of OB and HRM in SRM University, AP. He specialises in IT in organisations and leadership studies. He is currently working on dark triad traits, workplace well-being and performance analytics.

Jada Kameswari is a Doctorate of Business Administration Research Scholar at the Swiss School of Business and Management, Geneva, Switzerland. She is also an Assistant Professor in the Department of Management Studies at Malla Reddy College of Engineering and Technology, Maisammaguda, Secunderabad, Telangana, India. She holds the titles of Ratified Assistant Professor from JNTU, JNTUK and AU, as well as Certified HR Generalist and HR Analyst from IIM Rohtak in India. She has also filed three patents. She graduated from Andhra University in Visakhapatnam with a Master of Business Administration in Human Resource Management. Before her academic career of seven years, she has worked as a Team Lead at ICICI Bank, also able to work on Knime, Tableau, Zoho Analytics and R studio. Her current research interest is in the application of technology in Management, FinTech, and Artificial Intelligence in Management, Data-Driven Decision Support Systems at various Management Levels through Analytical tools.

Anuj Kumar is currently working as an Assistant Professor at the Apeejay School of Management, Dwarka, Delhi. He is pursuing an Executive PhD in Management from Aligarh Muslim University (Central University). He holds a double Master’s degree in Management with a specialisation in International Business. He has completed MSc in International Business from University College Dublin, Michael Smurfit Graduate Business School, Ireland (Ranked among top 200 colleges of world – QS World ranking). He has completed B.Tech from Guru Gobind Singh Indraprastha University, Delhi. He has published research papers in reputed SCOPUS/Web of Science/ABDC/UGC Care Journals. He has more than 50 publications in total (Scopus – 12 and ABDC – 10). He also has three e-books and five book chapters to his credit (two are Scopus indexed). He has also filed three patents. He has more than 100 citations on Google Scholar. He attended/organised more than 40 conferences (National/International/ICSSR) and 30 FDPs. He is also the Editor/Reviewer for ABDC and Scopus indexed journal. He has also organised various FDPs, MDPs and AICTE sponsored conferences. He has been invited as Session Chair, Resource Person, and Judge in various conferences and FDP. He was also invited to foreign universities for Guest Talks.

Geetika Madaan is currently holding a position of Assistant Professor in University Centre for Research and Development, Chandigarh University (NAAC A+, Punjab).
She has done Masters in Business Administration in Finance Specialisation (Honours) from Apeejay School of Management, Jalandhar Punjab and Doctorate in Business Management from Chandigarh University, Punjab. Having teaching experience of more than seven years and six years of corporate experience. Her research work is mainly carried out within the field of Technology, Business Management and International Business. She has few research papers published (Scopus, UGC and ABDC) to her credit in various national and international journals of repute. She has published one book on Investors Behaviour. She has also presented papers in conferences of IITs, AICTE, ICSSR and UGC Sponsored conferences. She has received Outstanding Researcher Award from Chandigarh University.

**Akansha Mer** is an Assistant Professor in the Department of Commerce and Management, Banasthali Vidyapith, Rajasthan, India. She has earned her doctorate on Work Engagement in NPOs from Banasthali Vidyapith. She has 2.5 years of corporate and about a decade of academic work experience. Her research interests include work engagement, adoption of technology by consumers, mindfulness, workplace spirituality, working pattern of non-profit organisations and artificial intelligence in human resource management and marketing. She has published research papers and book chapters with Wiley, Sage, Taylor and Francis (Routledge), Inderscience, etc.

**Lalita Mohan Mohapatra** has completed his PhD from IIT Madras in Management and currently works as an Assistant Professor of Finance in SRM University, AP. He worked in Ford Motors Pvt. Ltd. for three years as a Senior Analyst. His current research interest is in application of technology in Management, FinTeech and Artificial Intelligence in Management.

**Mohammad Faraz Naim** is presently an Assistant Professor at Department of Management, BITS Pilani, Pilani India. He has completed PhD in Human Resource Management from Indian Institute of Technology, Roorkee, India. Prior to that, he has completed MBA in Human Resource Management and holds a Bachelor degree in Biotechnology. His research interest includes Gen Y/ Millennials, talent management, knowledge management, social media in HR and employer branding.

**Amar P. Narkhede** is currently working as an Assistant Professor at SBIIMS, Pune. He has more than 12 years of teaching and two years of industry experience. His interests lie in the area around management, marketing and sales management, etc. He has written and published various research papers in national and international journals of the repute.

**Hemant Palivela** is the Head of Artificial Intelligence and Machine Learning at eClerx Services LTD. He has been awarded the prestigious 40 under 40 Data Scientists by Analytical India Magazine 2021. After spending nearly seven years working with renowned organisations like NMIMS and Aureus Analytics, he shifted to Centre of Excellence, Digital Analytics Division of eClerx where he
works on Campaign Analytics, Speech Processing and Natural Language Understanding/Generation and Recommendation Systems. His principal areas of interest about the theoretical frame, includes, machine learning optimisation, linear algebra, probability theory; and practical frame, includes, drug discovery, insurance analytics and recommendation systems. He has published around 35 plus research papers in international conference and journals. He has a Bachelors’s, Master’s and PhD in Computer Engineering.

Pinki Paul is currently a Research Scholar in the Faculty of Management Studies, Banasthali Vidyapith, Rajasthan. She completed MBA in Human Resource Management from Sikkim Manipal University. She published two international journal papers and five book chapters in reputed international and national publishers. She attended many workshops and conferences, and also she is a member of IEEE.

Anjali Rai is a Faculty of OB/HR. She has done BSc, MBA and PhD in Human Resource Management from Banasthali Vidyapeeth University, Rajasthan. Furthermore, she has more than 11 years of experience in academics and research. Presently, she is working as an Associate Professor (OB/HR) at Vignana Jyothi Institute of Management, Hyderabad. She has worked with IMS Ghaziabad, New Horizon College of Engineering Bangalore, and ABSEC Ghaziabad. She has published research papers and case studies in various national and international journals and conferences, including papers in Scopus/WOS listed ABDC journals. She has authored a book on human behaviour.

Puja Roshani is an Assistant Professor, KIET School of Management at KIET Group of Institutions, Ghaziabad, India. She is BCom, Mcom, MPhil and PhD from Institutes of Repute. She is engaged in teaching, research and consultancy assignments. She has nine years of teaching experience and in handling various administrative as well as academic positions. She presented several research papers in national and international conferences.

Jayashree Roul is currently pursuing her PhD from SRM University, AP. Her area of specialisation is analytics in human resource management. She has wide experience in corporate sector post her MBA.

Sreekanth Settur is a DBA Research Scholar at the Swiss School of Business and Management, Geneva, Switzerland. An engineering graduate in Computer Science from JNTU-Anantapur, with around 13 years experience in IT working as Tech Leader in TechMahindra and holding a postgraduate diploma from IIIT-Bangalore. He provides artificial intelligence/machine learning solutions in prominent domains like health care, finance, automotive and sales and marketing, and also has strong hands-on experience in automation, network stack design and development. An udemy certified ‘Big Data and Hadoop developer’, also holding several certifications related to Data Science using Python and R. Able to work with codeless tools such as KNIME and RapidMiner.
Saurabh Sharma is currently working as an Assistant Professor in the Thapar Institute of Engineering & Technology, Patiala. He has been in the teaching profession since 2007. He obtained PhD from UIET, Panjab University, Chandigarh, with research interest in the domain of NLP, computer vision, machine learning and data analysis. He has published his research findings in many reputed SCI-indexed journals. He is the recipient of Senior Research Fellowship (2016–2021) under Visvesvaraya PhD. Scheme for Electronics & IT, Ministry of Communications & IT, Government of India.

Rakesh Shirase is currently working as Deputy Director at SBIIMS, Pune. He has more than 18 years of teaching and research experience and four years of industry experience. His interests lie in the area around business research methods, decision science, and marketing and sales management. He has written and published various research papers in national and international journals of the repute. He has attended a large number of seminars, workshop and conferences.

Amrinder Singh is currently holding a position of Associate Professor in Jain (Deemed to be University, Bangalore). He has done Masters in Business Administration and PhD in Business Studies from Punjabi University, Patiala. Having teaching experience of more than 15 years under his belt, he is recognized with the field of Marketing and Research. He has more than 30 research papers published to his credit in various national and international journals of repute. He has published one international book on CRM in General Insurance. He has received Outstanding Researcher Award, from Punjab Institute of Management and Technology. He attended Summer Exchange Programme at University of Derby, UK in August 2018 and organised joint workshop on Strategic Management and Marketing Strategies. He has received award for being best resource person for national and international collaborations. During his tenure in last organisation he has received letter of appreciation from CT University, Ludhiana for overall good performance during the job 2020. He is a Member of Academic and Administrative Bodies of various universities and institutions. He is a research guide nationally and internationally with Liverpool John Moores University.

Arijita Singh is currently pursuing her Doctoral Program in Management from FMS-WISDOM, Banasthali Vidyapith. She is working on a unique idea of developing future work skills through insights from Indian Ethos and Culture. She also contributes to assist in teaching courses like Indigenous Management Systems, Indian Ethos in Management, etc. She has attended conferences and research seminars on the theme of ethos and Indian Management. In this book, she contributed her ideas of the role of future work skills in the field of artificial intelligence in human resource management.

Balgopal Singh, PhD, is an Associate Professor in the Faculty of Management studies at Banasthali Vidyapith, Rajasthan, India. His area of research is branding, aviation management, artificial intelligence and machine learning. He has
About the Contributors

published more than 25 articles in national and international journals of repute. Few of his articles were published in the *Journal of Air Transport Management*, *The TQM Journal* and *Vision*.

**Lata Bajpai Singh** is a Faculty of OB/HR, entrepreneurship. She possesses 17+ years of work experience. Prior to joining BBAU Lucknow, she worked for more than 12 years in different management institutions of repute in Delhi NCR including, IMS Ghaziabad, Manav Rachna University, Faridabad & INMANTEC Ghaziabad. Apart from academics, she has been actively involved in research, training and consulting assignments. Her research publications have been accepted and published in different national and international journals including *Journal of Hospitality & Tourism Management*, *Personnel Review*, *International Journal of Conflict Management*, *Employee Relations* and many others. Her research interest areas include employee behaviour in business and microentrepreneurship.

**Poonam Solanki** received her Diploma in Information Technology from Government Polytechnic Mumbai in 2020. She is currently pursuing a degree with Symbiosis Institute of Technology, Pune. She has a keen interest in machine learning, has worked on two research papers related to machine learning and analysis and has worked as an intern in multiple firms.

**Avantika Srivastava** is a Learning Enthusiast and an Avid Reader. She completed her Master’s in Human Resource and Organisation Development from the Department of Commerce, Delhi School of Economics. She has worked with a variety of clients across industries for regions like India, US, APAC, Middle East and Europe. With over 11 years of corporate experience, she is currently working as an Associate Director in a reputed big four accountancy firm. Her interests include exploring the various aspects around the new normal especially around the areas of employee engagement and skill development.

**H. R. Swapna** holds PhD in Management from CMR University and is pursuing her second PhD in Finance in Rayalaseema University, Kurnool. She is an MBA in Finance specialisation from VTU University (CMRIT College). She has 12 years of teaching experience in the area of Finance, Statistics and Human Resource Management and three years industry experience. Her research expertise is in the area of behavioural finance and employee engagement. She was awarded as a Best Paper Presenter in a National Conference in 2017. She has published various articles in national and international journals including Scopus indexed, WOS, Springer and ABDC, and has presented various papers in national and international conferences.

**V. R. Uma** holds a PhD degree from Bharathiar University, Coimbatore, Tamil Nadu, India. She specialises in consumer behaviour and has an inclination towards behavioural science. She has published five patents till date and co-authored a book on Literature Review and published research articles in journals of repute.
Deepika Upadhyay holds a PhD from Faculty of Commerce, Banaras Hindu University. Currently, she is working as an Assistant Professor in School of Commerce, Finance & Accountancy at Christ University, Bangalore. Her research interests lie in sustainability, social entrepreneurship, financial inclusion and financial literacy. She has published articles and cases in international journals of repute.

Ilango Velchamy is working as a Professor in the Computer Application Department and Heading Centre of Excellence for Intelligent Human Computer Interaction and Research Centre in CMR Institute of Technology, Bengaluru, India. He has worked in machine learning and artificial intelligence field for the last 15 years, including his expertise in model building, optimisation, user interface, usability engineering, prediction and forecasting research. His current research interests include health care, agri computing, user experience, affective computing and HR analytics. He has distinguished record of research article publication in international academic journals. He has published 15 patents. He is a Fellow in IETE, Senior Member in IEEE and Member in IEI.

Ampreet Singh Virdi is an Assistant Professor of Management Studies at the Department of Management Studies, Kumaun University, Bhimtal Campus, Nainital, Uttarakhand. He has a corporate experience of working with a software company dealing with share market software based on Oracle database and forms. His research interests include the self-service technologies, green product/marketing, adoption of technology by consumers, working pattern of NGOs, design thinking, artificial intelligence in marketing and HR, etc. He has published papers and book chapters with leading publishers like Wiley, Sage, Inderscience, etc.
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Foreword

As a function, the journey of human resources (HR) has been fascinating, from being erstwhile seen as an administrative function in the earlier 1900s to a strategic advisory. In a career spanning over two decades of talent and leadership management across diverse industries, one of my key learnings has been to constantly recognise and leverage the power of technology to drive new vistas. With the advent of the digital economy and the metaverse, artificial intelligence (AI) and technology will be key differentiators towards successfully managing human capital and HR professionals will increasingly find themselves juggling their core responsibilities while learning to ride the tech wave.

It is also exciting to see the role of technology evolve in HR from driving efficiencies and automation to driving powerful insights and recommendations to business, customer and human perspectives at scale. This book is a refreshing and an informative read on the role of AI in augmenting the next evolution of HR and leveraging technology in areas of talent attraction, development, engagement, rewards and retention. In an era of uber personalisation, AI offers extensive opportunities to enrich the employee experience across the talent life cycle.

The benefits of AI are immense across industries, especially in services industries like health care, where we see a rapid transformation from illness to wellness and preventive care. Through early detection and recommendations encouraging healthy behaviour among consumers, AI will continue to play a pivotal role in reducing illness, which will be a significant respite for the community of medical professionals who find themselves managing an impossible turnout of patient overload due to the pandemic.

Through a research-based approach, this book offers an opportunity for the reader to explore the diverse applications of AI in HR and is recommended for all modern HR professionals looking forward to capitalising on AI to drive Business Strategies.

Best Wishes to the entire team of editors and authors!

Regards,

Dr. Amit Singh
Head – Corporate Human Resources
Aster D. M. Healthcare
Preface

Technology is best when it brings people together.
(Matt Mullenweg, Social Media Entrepreneur)

The above stated quote helps the editors to simply put across the objective behind planning this book. Artificial intelligence (AI) is helping organisations to comprehensively align and manage human resources (HR). Artificial intelligence can have huge benefits for the HR domain. Whether it’s saving time through data-driven HR decisions, boosting employee morale through automation and computing, or improving organisation outcome through digitalised HR practices in different sectors of global economy. This book *Adoption and Effect of Artificial Intelligence on Human Resources Management* illustrates a blended approach towards different functions of human resource management (HRM) and AI. This book helps the reader in understanding the basic functions of HRM with the ease of AI and automation.

This innovative book offers a decent introduction to the use of AI in HRM and broadly maps the AI technology with different HR functions. It not only covers the basic AI–HR blended theory but also follows a research-based approach towards this emerging area of study. Multiple authors have contributed to the project in the form of chapters. Expert authors analyse the more well-known areas of digitalisation, machine learning and automation of HR, but also contributed in the lesser talked about fields such as HR optimisation, robotic automation and recruitment analytics.

Contributors also explore a range of innovative topics such reinventing learning and development processes, employee engagement using the internet of things and people analytics. The double-volumed book discusses the scope, fairness, importance, responsibility and legitimacy of AI in HR. This book will prove to be a critical read for research scholars, HR practitioners and UG and PG students of HRM, organisation development, sustainable knowledge management, computer science, information systems, and design thinking and innovation. It may also be helpful for policy-makers to redesign and reinvent policies related to different HR functions.

The Editors