



SUSTAINABLE BUSINESS DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCES MANAGEMENT THROUGH INNOVATION AND TECHNOLOGIES

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ABSTRACT

In this era of the modern world, Artificial Intelligence has taken part in every aspect of various fields. In order to sustain in the respective field the organizations have to improvise themselves the adapting innovative techniques and implementing them for the development of Human Resource Management. There are many techno techniques that are used by the organization to sustain. They are applications of algorithms in the recruitment of employees. The adoption of changing Trends such as the usage and application of new tools of artificial intelligence with human resources make the organization develop and sustain. Digitization and digitalization play a vital role in the innovation of artificial intelligence in Human Resource Management. The technical process is used for the conversion of data from analog to digital bits. The benefit of digitalization is much availed by well-qualified workers whose confidence level is higher than the low-skilled workers for the fear of losing their job. The factors that help to create new things in innovative Human Resources are the direction of innovation, a continuation of innovation, and the creation of Sustainable innovation. This can be done by the implementation of artificial intelligence in human resources. The development of an organization is based on analyzing the situation with conceptions and continuing with the adoption of innovative techniques and Technologies. There are many benefits and challenges to achieving sustainability. The benefits are making the job completed in a faster and more efficient way it is not time-consuming whereas if the application of artificial intelligence is uncontrolled it will create a major impact on the workforce. All these things make sustainable business development in Human Resource Management with Artificial intelligence through Innovation and Technology.

Keywords: Sustainable, Artificial Intelligence, Human Resource Management, Innovation, Technology, Business Development, Digitization and Digitalization, Dimensions of Sustainability.

1. INTRODUCTION

The term sustainable development helps the individual and Company to achieve their goal and to sustain in the future. In order to sustain their existence in the world the companies have started to focus on innovations and adapting Technology by means of Artificial Intelligence with Human Resource Management. Human resource management has now become one of the most important drivers for the sustainable development of business. Human Resource Management AIMS in framing Strategies and

policies which are the main center in initiating environment friendly practices and creating awareness among the employees. This concept of Sustainable Development previously focused on the recruitment, selection, staffing, retention, and termination of employees. But now the focus is extended to employees who are smart intelligent and have the capacity to invent new innovative ideas for the sustainable development of the business or companies.

The sustainability of Companies is also achieved through the adaptation of Technologies and artificial intelligence. Using the Tools and techniques of artificial intelligence in the business is proving to be beneficial for the growth and sustainability of the company. Since there are many ways to use the artificial intelligence tools and Technologies it is difficult to select a particular tool for solving a specific problem. A few Technology systems which are important for artificial development are robotics autonomous vehicles or missions computer vision language virtual agents and the last main concept is machine learning which is based on algorithms.

2. REVIEW OF LITERATURE

Ending Aydin and Metin Turan (2023), The finding suggests that recruitment and shortlisting help in the sustaining of companies which is done by the innovative techniques of Artificial Intelligence. The adoption of the latest technology in the organization increases the survival in the market and also helps to cut costs. The selection of the algorithm and implementation of it in the training process makes the work easier and faster. But this algorithm application was not successful as there were no proper learning methods that produced different results.

Marina Dabic, Jane Frances Maley, Jadranka Search, Jasna Pocek (2023), The article says that both digitization and digitalization are applied in the workplace. Both terms represent the technical process of conversion of data from analog to digital bits. There are various threats and also benefits to the use of these things in the workplace. Well-qualified workers avail the benefit of digitalization in the workplace as they have a high confidence level and also the ability to work anywhere. The low-skilled workers are affected due to their lack of confidence and fear of losing their job.

Julaluck Punthung, Kittachet Krivart (2022), The organization has to create new things in order to achieve innovation in human resources management they must be innovative leadership rather than a normal management which helps in recognizing three factors namely, 1. Determining the direction in terms of innovation, 2. Continuing the innovation, and 3. Creating sustainable innovation. This can be achieved by the use of artificial Technology in human resource innovation which means creating new things that are unique and knowledge-based. The main challenge is the adoption of artificial intelligence which created fear of replacing humans.

Prapaisri Thamviriyavong (2021) The author says that the organization's development depends on understanding the situation conceptually and running the organization with innovative technologies and techniques. There are many factors that enable innovation namely human, knowledge and skills. This help

increases the efficiency of the workplace and the sustainability of the organization. The organization should adopt the HR innovations concept in Human Resource Management.

Ricardo Vinnuesa, Hosseini Azizpour, Iolanda Leite, and Madeline Balaam (2020), Finding suggest the positive and negative impact of artificial intelligence on various sustainable developmental goals. These are related to the implementation of Technological improvements enabled by artificial intelligence in different organizations. If the artificial intelligence applicants become uncontrolled it would create drastic effects on humanity and hence it is important to adapt decentralized artificial intelligence approaches for the sustainable development of the organization.

A.Jagan Mohan Reddy, Ridhi Rani, Varnika Chaudhary (2019), The article says that the sustainability of human resources management is possible by adapting the technologies of artificial intelligence. The changing trends in the companies have brought the importance of innovation and Technology for improving human resources. With the use of new tools such as HR with AI the sustainability of HRM is reliable in the market.

Jayden Khakurel, Brigitte Penzenstadler, Jari Porras, Antti Knutas (2018), Technology enthusiasts believe that artificial intelligence creates opportunities and eliminates inequalities whereas techno props or is totally afraid of Technology. There are five dimensions of sustainability in artificial intelligence which includes social economic technical individual and environmental dimensions. Dimension tells us about the various fields where the sustainability of artificial intelligence exists. The factors of Artificial Intelligence can intensify the sustainable development of an organization either in a positive or negative way.

3. SUSTAINABLE BUSINESS

The term sustainability refers to maintaining or supporting the business process for a long period of time on a continuous basis. It helps maintain the resources of the business and ensures that it is available for a long period of time. In short, it prefers the conservation of resources. There are three major concepts of sustainability namely economic, environmental, and social. The process involved in sustainability, emphasizes the future effect of the policies or business practices, run with manpower. It is said to be believed that without the implementation of changes in business, there may be irreparable damage to it. The concept of economic sustainability is often referred to as profit. The main focus of this concept is on the production and Conservation of Natural sources that are renewable in nature.

The concept of environmental sustainability which is also known as planet oriented refers to the eradication of poverty and hunger and also the life support system of humans. The third and last concept is social sustainability which focuses on the people it is based on meeting the present needs of people and also the ability to meet the needs of future generations after society. There are many benefits and also challenges in the sustainability of business. The benefit of social responsibility is that it helps in improving the environment and in maintaining human needs. Another benefit is that the companies with successfully implement strategies of sustainability boost the financial benefit and status of the company or business. The third and last benefit is cutting the cause of many things that the company can save money. The challenges

faced are: it is difficult to adapt the sustainability concept because it is hard to know the impact of the business activities and to predict responding of economic changes.

3.1 Artificial intelligence

Artificial intelligence is a study in which computers can be made to copy the human's way of thinking. It enables solving the problems of the company. Artificial intelligence is applied in the field of business education science and agriculture and has become a part of day-to-day activities. It is making our daily life more comfortable and fast. Machine learning algorithm cognitive skills are some of the components of artificial intelligence. Knowledge about the specialized tools in hardware and software is essential for writing and training in machine learning and algorithm components of artificial intelligence. The cognitive skills is much related to that of the innovative ideas which is implemented in the business. Major cognitive skills are learning reasoning Silk correction and creativity.

Learning focuses on collecting the data and creating certain policies namely algorithms for performing a specific task. Reasoning focuses on the selection of the right algorithm for attaining specific objectives. Self-correction is a change that is brought into the business to give accurate results. The last one is about the use of techniques and tools to generate new ideas, text, and images. Artificial Intelligence can process large amounts of data on the fastest and most accurate basis. It also reduces the cost and helps in the production. Artificial intelligence improves the sustainability and the growth of the business by satisfying the customers. There are a few disadvantages they are quite expensive one should have a deeper knowledge of tools and techniques, and high risk of eliminating human jobs by increasing the rate of employment.

3.2 Innovation in HRM

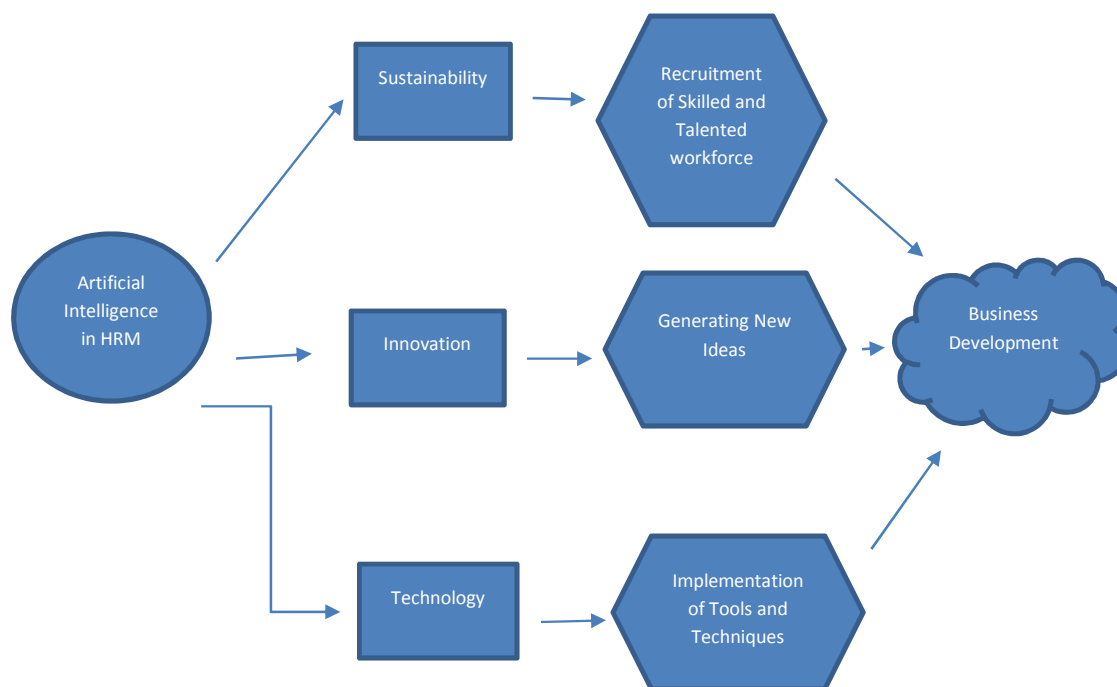
The term innovation means to invent or to make something new. It is a unique tool that is used to create new business opportunities and to sustain in the business environment. The innovation must be something practical that creates social and economic benefits to society. The innovation factors can be classified into two type's namely radical innovation and gradual innovation. The radical innovation is based on the concept of introducing something which is new to society by changing the value belief and systems of the society. Gradual innovation is the process of inventing and applying new ideas which is done on a continuous basis. Innovation in Human Resource Management involves four major processes they are recruitment selection development maintenance and use of the human resource.

Motivation helps in the work performance of the employees. Motivation me encouraging the employees or people to work and test their abilities. The specification of certain skills at the managerial level and leadership level helps in the overall development of the business in a sustainable manner. The communication should be in such a way that it reaches all the levels of Management that is from the top level to the bottom level. The innovation is a new strategic tool that every organization has to adopt for the sustainable development of the business. Intelligence knowledge skills and abilities of human resources act as a key to the sustainable development of Human Resource Management.

3.3 Artificial intelligence in Human Resource Technology

Human resources Technology with artificial intelligence is helpful to the human resource specialist in impressing the task performed by the employees such as pay roll, recruitment performance, talent and up skilling process of Human Resources Management. It enables to automate the adoption of algorithm to improve the matching process of job seekers and job offers at the same time. The results obtained are much faster than the scientific process. The process of machine learning is performing a great job in identification of skills of the employees motivating them and enhancing them to perform well in the work place. It is necessary to improve the confidence of the person with the use of algorithm machine learning but it is very hard to implement them. Artificial intelligence has become a business even within the business. The technology that is adapted in Human Resource Management are widely used in the form of questionnaires, surveys and tests. These help to analyze the behavior abilities and skill of the candidates.

4. CONCEPTUAL FRAMEWORK



5. OBJECTIVES

1. To improve the effectiveness and efficiency of the HR function and sustainability of the business by adapting artificial intelligence.
2. Implement the various Tools and techniques of artificial intelligence in human resource management with the updating of the latest technologies.
3. Application of new ideas (i.e.) creating innovations in human resource management with the use of artificial intelligence.

These three objectives help in maintaining the efficiency and sustainability of the business and also its development in the future.

6. LIMITATIONS

1. Even though artificial intelligence act as a powerful tool in the sustainability of Human Resource Management it is not applied extensively in their respective areas.
2. Different departments of multiple business entities have adopted the techniques or tools of artificial intelligence and also integrated them into Human Resource Management. But only a few departments are trying to implement it for sustainability which shows that it is limited to a certain level.
3. All companies cannot adopt this artificial intelligence Technology even after knowing the importance of applying it for the sustainability and development of the business.
4. The adaptation of artificial intelligence in Human Resource Management greatly influences different parts of society with the increased development of Information and Communication Technologies.
5. The expectation of improving the human level cognitive capabilities with artificial intelligence namely computers and robots did not gain much prominence in the development of business.

7. METHODOLOGY

The data and information in this article have been collected by collecting the secondary data. The data that is collected has already been compiled, gathered, organized, and published by others. The existing data is summarized to increase the overall effectiveness of the research the data is collected from various articles publications magazines and other websites related to the studies.

8. RESULTS AND FINDINGS

1. The research helps in the recruitment and shortlisting of employees for smart highly skilled and talented persons.
2. The sustainability of the business mainly depends upon both the company's performance and the individual as a whole.
3. The application of innovative ideas helps in the establishment of the business in an efficient and effective way.
4. The development of the business focuses on the Tools and techniques used in the business with the help of artificial intelligence.
5. The changing trends in companies improve the performance of human resource management.
6. The benefits are enjoyed and availed by well-qualified and talented employees in the workplace.
7. Artificial intelligence creates opportunities through five dimensions of the concept of sustainability, in business development.

9. CONCLUSION

We are living in a world where there is high competition between companies for sustainability and growth. This can be accomplished by the application of new methodologies, techniques, and tools in the development of business. The usage of you artificial intelligence tools like algorithm digitization and digitalization helps in improving business with Innovation and new technologies. It is in the hands of the

organization and interest of the society that these tools are used by human resource management for the sustainable development of the business. In the future, these analytical tools helps in the acquisition and retention of manpower.

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