

A Study on Emerging Hr Trends in the Year 2022 with Special Reference to Artificial Intelligence

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ABSTRACT

COVID-19 pandemic is a crisis that is testing both the professional and personal relations of the world. It has also affected the HR tech industry, and has challenged the organizations which were not technologically advanced to rethink over the working and activities according to the conditions. The research paper is descriptive in nature. The researcher was used secondary data where the data was collected from research papers, publications, websites, HR blogs, survey reports etc. The core objective of the study was examine the recent HR trends post covid-19 as well as the role of artificial intelligence in human resource department and understand the challenges in HR department. The study has taken into account the HR trends followed in the company Deloitte. The research study has concluded that a role of AI is larger into various functions carried out in human resource department where by robotics companies can handle recruitment, hiring, analysing the data, collecting the data, reducing workload at workplace and enriching workplace efficiency.

INTRODUCTION

Human resources are a set of people who make up the workforce of an organization, business, industry, or economy. The subconscious is the head of the people, the knowledge that the people use. Similar names include employees, employees, employees, contacts or just people. The department of labour (human resources) performs human resource management, oversees various aspects of employment, such as compliance with labour law and employment standards, employee benefits management, organizing employee files and documents required for future use, and other aspects of employment (also known as talent acquisition) and employee accreditation.

HR is also a department that sits at the top of a new law that regulates how employees need to be treated during recruitment, performance, and firing process. Many business strategists are considered to be the most important of all company resources. That's because employees can acquire new skills, thus increasing the size of a competitive company's profits over time. Some resources simply do not have that capacity. HRM employees in part are responsible for ensuring that the organization has a shared purpose, vision, and shared values and provides a great reason for employees to want to work for their organization. These things can encourage and help employees feel like they are part of something more than themselves.

HRM services are also performed by project managers who are directly responsible for the involvement, contribution, and productivity of their reporting staff. In a fully integrated talent management system, managers play an active role and take ownership of the recruitment process. They are also responsible for the continued development and retention of senior. The work of HRM is now expected to add value to the implementation of human resource strategies and to ensure that the recommended and effective human resource plans affect the business in a measurable positive way.

The goal of human resources is to use a company's people most effectively. Human resources might deal with issues such as compensation and benefits, recruiting and hiring employees, onboarding, performance management, training, organization development and culture. These areas each contribute to employee satisfaction and performance. By attending to these different concerns, human resources can ensure a high-functioning and effective workforce, which in turn helps the company reach its goals and objectives more efficiently. The human resources department also ensures the company is adhering to labour regulations and works to keep the environment free from harassment and other impediments to a strong workforce. Over the course of the 2010s, the scope of human resources has expanded and evolved alongside changes in how organizations function, how teams are managed, and how employees set their expectations when it comes to work.

As HR enters the next decade, HR pros must focus their attention on the human element of human resources and people management in order to continue providing engaging and exceptional work experiences for their people. The pandemic, bought a lot of opportunities in the field of HR. It is these changes that will have a powerful impact on the future of this industry. In a post COVID world it will become anecessity for an organization and its HR department to understand and try to implement thesenew trends in accordance with their organization's goals, values, culture operations etc.

At its core the COVID-19 pandemic is a human crisis. Thus, human resource (HR) leaders havebeen central to the response in organisations globally. This contrasts with previous crises suchas the global recession of 2008-09 or the Y2K crisis at the turn of the millennium that accentuated the roles of finance and IT leaders, respectively. By amplifying the role of HR leaders, COVID-19 has become an inflection point with substantive implications for HR globally. In this commentary, we reflect on the implications of COVID-19 for HR research, including identifying some key research questions for strategic human resource management (HRM).

Early in the evolution of the field, Wright and McMahan defined strategic HRM as 'the patternof planned human resource deployments and activities intended to enable the firm to achieve its goals' (1992, p. 298). They argued that the domain of strategic HRM encompassed 'the determinants of decisions about HR practices, the composition of human capital resource pools,the specification of the required human resource behaviours, and the effectiveness of these decisions given various business strategies and/or competitive situations' (Wright and McMahan, 1992, p. 298). Since then, strategic HRM research has overwhelmingly focused on the relationship between HR practices and firm performance (Huselid, 1995) or the impact of those practices on mediators between these two variables (Boxall et al., 2016). However, the global pandemic revealed how myopic such research has been for addressing how firms strategically manage people.

This narrow focus limits our understanding of key questions exposed during COVID-19. For example, the pandemic requires a shift in understanding of how work context, such as working onsite versus working from home (WFH), influences employee behaviours and actions. The pandemic has also exposed tensions among stakeholders and challenges the primacy of the shareholder view which has dominated thinking in strategic HRM (Crane and Matten, 2020; Hitt et al., 2020). Finally, while HR has taken a strategic turn, tensions around its role have been exposed during the pandemic, highlighting the requirement for both strategic and tacticalcontributions.

The Coronavirus pandemic has altered the paradigms of business domains worldwide. This global overnight shift to remote work puts a high value on flexible work arrangements. Four out of five HR managers believe the move to working remotely has caused less employee

absenteeism, with employees available online when needed. In 2021, many corporations are offering remote-work as a full-time opportunity. With this, HR departments need to adapt to new workplace settings to keep the employees engaged and on track. Though working from home had already become an increasingly common occurrence for knowledge workers before the start of the pandemic, there weren't many organizations with a decent work from home policy in place – or that were ready to go fully remote in a matter of days.

What's more, the differences between countries in terms of work from home readiness were notable. In the Netherlands, for example, it was rather common for organizations to give their office workers the possibility to work from home a few days a week, while in France this was much less the case. Companies like Twitter, Square, and Capital One recently announced that working from home is here to stay, even post-COVID. Along similar lines, Microsoft unveiled plans to adopt a "hybrid workplace," which offers employees greater flexibility once the pandemic subsides. With the fast-paced work culture and competitive race, stress levels of employees have been on the rise. To keep their mental health intact, HR practitioners should advance workplace wellness programs to strengthen employee's wellbeing to have a work-life balance. Build motivated, engaged, and loyal employees who are cared for and nurtured.

REVIEW OF LITERATURE

With the ever-expanding opportunities in the Digital world, companies have to evolve their HR practices to stay relevant. The majority of the workforce slowly dominated by the millennials, progression is quite visible in the diverse areas, and HR needs to embrace new trends in the near term. Emerging HR trends that will surely dominate the in 2022. The future of HR is both digital and human as HR leaders focus on optimizing the combination of human and automated work. This is driving a new priority for HR: one which requires leaders and teams to develop a fluency in artificial intelligence while they re-imagine HR to be more personal, human and intuitive.

Artificial Intelligence (AI)

The father of Artificial Intelligence, John McCarthy states a definition for AI which says that "Artificial Intelligence is the science and engineering of making intelligent machines, especially intelligent computer programs". Artificial Intelligence (AI) is intelligence exhibited by machines. In computer science the field of AI defines itself as the study of "intelligent agents". Generally, the term "AI" is used when a machine simulate functions that human's associate with other human minds such as learning and problem solving. In the last few years, there has been an arrival of large amount of software that utilizes elements of artificial intelligence. Subfields of AI such as Machine Learning, Natural Language processing, Image Processing and Data mining have become an important topic for today's tech giants. Machine Learning is actively being used in

Google's predictive search bar, in the Gmail spam filter, in Netflix's show suggestions. Natural Language Processing exists in Apple's Siri and Google voice. Image Processing is necessary for Facebook's facial recognition tagging software and in Google's self-driving cars. Data Mining has become a slang for software industry due to the mass amounts of data being collected every day. Companies like Facebook and Google collect large amounts of statistics from users every second and need a way to interpret the data they receive.

FINDINGS

- Using Big Data Analysis allows employers to get valuable insights on employee performance and employee satisfaction which in turn helps in the increase of employee retention.
- The usage of Artificial Intelligence based HR tools in Talent Acquisition helps in reduction in time to hire and provides better candidate experience. AI can also enhance candidate engagement and experience of the recruitment process through digital assistance in the form of automated processes and chatbots.
- Post Covid-19, most companies have normalised remote working which in turn allows flexibility, better productivity and expands the pool of talents.
- Virtual team building helps the teammates to bond and have fun together even though are not physically present.
- More companies now rely on HR Software due to its analysis capability, which helps to analyse if employees are happy in workplace and if any employee is considering leaving the job.
- 65% of the workers prefer to continue working from home post-covid according to the research data collected by Gallup.
- According to 77% of CEOs surveyed, 67% are more likely to invest in technology compared to 33% investment in the worker skills which shows the increasing growth of technology in the business field.
- Employee experience is one of the most important key initiative among HR leaders, where 65% of the employees agree that it's very important for the companies to listen to feedbacks.
- According to Deloitte Global Human Capital Trends study, 80% of nearly 9,000 survey respondents identifying it as important or very important to manage the wellbeing of their employees to contribute to their organization's success.

SUGGESTIONS

- **Managing Information About Employees:** Artificial intelligence can structure analytical information in order to offer valuable insights on every aspect of your employee records. Once authorized to do so by an employee, managers can access that employee's data, which can include any information they wish to see – job history, performance level, appraisal process requests, etc.
- **Training of Employees:** It's no secret that many companies are facing the problem of a skills gap. With AI in place, team leaders can better plan training opportunities for their team members. And the technology makes it easier to track the training progress and define which skills most need to be thoroughly trained.
- **Automating Routine Tasks :** To focus on high-value activities, HR managers can leverage AI-powered tools to automate processes that are repetitive, routine or carried out manually. Processes such as onboarding, screening resumes and sourcing new skills can be easily handled by machines, and customized to your needs.
- **Enhancing Hiring Processes:** Tools such as chatbots can help managers access potential candidates through multiple talent pools and channels. Resume screening ensures more accurate candidate profiles, ultimately resulting in better work performance and better productivity. Some of the most efficient tools AI offers to the HR industry are language processing, cloud solutions, bots, digital assistants, automated machine learning and APIs for business functionalities. As you can see, AI-powered apps can definitely improve the productivity of both HR specialists and employees.
- **Reinventing Talent Acquisition :** New approaches to talent acquisition encourage human capital specialists to not only find new ways of accessing Talent, but also widen their perspective on the Talent view. Rethinking the Talent acquisition mindset is vitally important for improving HR processes. Companies need to reimagine what their potential employees may look like, where they might find them and how to best use modern technologies at their full power.

CONCLUSION

- The future of HR is both digital and human as HR leaders focus on optimizing the combination of human and automated work. This is driving a new priority for HR: one which requires leaders and teams to develop a fluency in artificial intelligence while they re-imagine HR to be more personal, human and intuitive.
- The pandemic, brought a lot of opportunities in the field of HR. It is these changes that will have a powerful impact on the future of this industry. In a post COVID world it will become a necessity for an organization and its HR department to understand and try to implement these new trends in accordance with their organization's goals, values, culture operations etc.

- Whether AI will replace humans from human resources function - will be too big a statement to make as AI is a facilitator, not a complete solution. It can help to give data-driven insights which coupled with human interventions can provide optimal solutions. The huge amount of input data used for AI should be properly stored and managed as it has sensitive employee personal data which is generally kept private and confidential. If HR is able to identify precisely what questions they want to get answered or what problem you are trying to solve, what are the benefits, what data inputs into the algorithm will be useful, AI can do wonders. There may be initial challenges around lack of skills, quality of data or understanding use cases of AI. But if HR, technology teams, and data scientists work in tandem, AI can re-imagine the way HR function works. The automation, operational analysis, and predictive analysis provided by AI techniques can definitely help to increase productivity and performance of HR function, and contribute to enhancing its role as a strategic partner in an organization.
- To what extent should we allow employees to co-create AI solutions at the workplace? What are the critical enablers for a cultural transformation at a workplace where humans and humanoids will or do co-exist? What are then new drivers of value co-creation and co-capture needed for new business models? These are among some of the numerous questions that we need to ask of us as a profession to sustain the longevity of the HR profession as well as deliver value in the form of enhanced HR user experience and drive business efficiencies through the strategic management of human and technological resources.

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