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(57) Abstract :

ABSTRACT HUMAN RESOURCES MANAGEMENT THROUGH HR ANALYTICS AND ARTIFICIAL INTELLIGENCE The advent of digitalization and technology has spurred the need for making the systems robust and automated for lesser human intervention. The human resource departments are responsible for managing quite complex tasks such as talent acquisition, performance management, compensation, benefits, and other essential employee-related functions. It is not always easy to manage a huge record of employees manually. Earlier Human resource function was more of a transactional and administrative job. However, with changing roles and job profiles the way of doing things has also changed. As businesses have acknowledged the role of Human Resource Management in leveraging the resources available to help organizations achieve a competitive advantage, HR analytics has become essential for businesses to carry out complex tasks and predict the trend for making future strategies. In the modern era, HR analytics is the buzzword for HR professionals. It helps to figure out the gaps in the performance of individuals and teams and suggest methods to fill them with the usage of Artificial Intelligence or other related technologies. In this study, the focus has been directed toward understanding the role of HR Analytics in transforming Human Resource Functions. Sample of 197 respondents from HR team of different organizations were surveyed to know the benefits, challenges and impact of Transforming Human Resource Management with HR Analytics. It is found that there is a significant impact of Transforming Human Resource Management with HR Analytics on an organization.

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