Evolving uses of Artificial Intelligence for HRM During Covid-19: Bangladesh Perspective

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Abstract: The objective of this study is to examine the evolving uses of artificial intelligence in HRM practices during Covid-19. The rapid growth of artificial intelligence (AI) has posed significant challenges to real-world human resource management (HRM), as well as higher expectations for HRM education.The center of the HRM curriculum group's teaching design should be the training of students' management practice, driven by creative teaching ideas and teaching ideas that experienced teachers have come up with. The cornerstone of the HRM curriculum group's teaching design should be the training of students' management practice, led by creative teaching ideas and teaching ideas that professional teachers keep up with the times, in order to break down conventional teaching methods and replace them with new methods appropriate for the AI period.As a result, when it comes to HRM teaching and study, the teaching design. As a result, in HRM teaching and testing, the teaching design of the AI-driven HRM course community is presented, and the relationship between AI and HRM is thoroughly examined in order to resolve the two people's misunderstanding.

Keywords: AIHRM, Covid-19 HRM , HRM in Bangladesh.

INTRODUCTION

Artificial Intelligence includes a wide range of computer technology that helps computers to perform certain tasks automatically. Basically, AI is a computer program that uses human cognition to perform certain tasks (Adadi & Berrada, 2018). An application of artificial intelligence consists of various theories and technologies and this technology is evolving everyday. In our day to day life we can see a glimpse of AI from our car to our office everywhere AI is present (Liebowitz, J. ,2001). In the current situation, companies need to make quick decisions to stay ahead of business, that is why more and more businesses are willing to use artificial intelligence to grow their company.

During the pandemic business and office faced a number of problems due to lockdown. Traditional approach did not work that well because of virtual offices. Like other countries around the world in Bangladesh remote offices became popular also. Though virtual offices provided a lot of flexibility however, it came with some challenges also. Those problems include managing remote work, mental wellbeing and health, lack of agility, monitoring office hours, employee communication (Pan, S. L., & Zhang, 2020) . The popularity of artificial intelligence is increasing daily however, during Covid-19 AI became much more popular due to its nature of automation and ability to make decisions (Affinito, Botta, & Ventre, 2020). In Bangladesh companies started implementing artificial intelligence for human resource management. In HRM artificial intelligence can be helpful, because AI is capable of providing various services related to HRM practices (Chattopadhyay, P. 2020). In recent years companies are using data from social media such as Linkedin and other job portals analyzing them using AI to find perfect candidates for job positions. Not only AI can find the perfect person for the position but also it can predict efficiency as well (Liebowitz, 2001). In the following section literature review will be provided and a hypothesis will be illustrated. After that discussion will be done on research methodology. Then the result will be discussed. The aim for this is to discuss the evolving uses of AI during covid-19 in Bangladesh.

MOTIVATION
HRM PRACTICES IN BANGLADESH

The human resources management (HRM) is considered as a strategic approach fundamental organizational resource management which helps an organization to maintain its successful operation The goal of human resource management (HRM) is to manage people in organization for better

performance and stable productive output. The primary goal of HRM (Cunningham & Hyman) is to focus on policies , systems and managing employees. Roles of HRM can be divided into 5 key areas : Talent Management, Compensation and Benefits, Training and Development, HR Compliance, Workplace Safety illustrated in figure: 1.

Figure 1: Roles of human resource management

Depending on the geographical location HRM practices varies. In this modern era business has to compete in the local market as well as across borders, so without good HRM practices it will be impossible to serve in the free market economy. In the past Bangladesh had poor performance in regards to HRM practices. Recruitment in civil service in Bangladesh were irregular and inconsistencies (Mahmood & Nurul Absar, 2015). However, things are getting changed now due to use of technology, Bangladesh is moving forward digitalization as a government initiative.

 As a part of that civil recruit process also changed. Now, people use different platforms to recruit employees. Businesses rely upon data and analysis reports from AI to rank and recruit people not on political grounds. Shift in perspective for HRM has been changed significantly. More companies are now building up separate sections for HRM. Private organizations are providing training from professionals. Governments also launched various training programs for civil peoples. Bangladesh   Institute of Administration. In that institute various programs related to HRM are provided. Private universities in Bangladesh are also providing quality education in HRM and related fields. If this trend continues, Bangladesh will be able to reach the world standard for HRM (Mahmood & Nurul Absar, 2015).

TALENT MANAGEMENT

AI is good at calculation and analysing data. With enough data collected from employees and processed through AI, the human resource management team will be able to rank employees based on those reports. Moreover, by using AI employees performance can be evaluated (Nagele-Piazza, 2019). As we know computers are precise at calculating. With the help of those tools decisions can be made. A data-driven approach can be taken to manage candidates.

COMPENSATION AND BENEFITS

Managing compensation and benefits is a key area of HRM. It is now possible to leverage the power of AI to automate the task. Companies can use tracking and monitoring software and automatically process compensation and benefits. Based on key factors such as hourly timing, checkin and check off, importance on tasks can be factored in to provide better compensation for employees. In many companies work analytics are used to perform those tasks. By automation the process AI can save time as well as save money for the companies.

TRAINING AND DEVELOPMENT

Providing training to employees is a crucial part for an organization. However, it can come with a cost, for training a team it takes a lot of time. So, managers must have proper understanding about which trading should be provided to improve team quality. AI can come handy in this situation. With the help of an AI manager will be able to make smart decisions to improve the quality of a team. In future AI will be used to create an agile team. AI will be providing:

HR COMPLIANCE

HR compliance helps an organization to define its policies and procedures to ensure employee's employment and work practices are in parallel with applicable laws and regulations. It also ensures that the employee also meets the objective for the company's human capital resources. As more and more companies are joining the market they are facing HR complexities regardless of the number of employees. Businesses are becoming competitive day by day, and regulations are becoming hard to make a level playing field for all. So, maintain company policies and comply with regulations.One key goal of HR is to narrow the gap between the company's growth and objective. Without compliance practices those requirements can not be fulfilled. It is necessary to follow proper guidelines in activities such as hiring, employee development and retention to strike the balance between strategy and compliance. Setting a well defined goal helps employees to reach it.Understanding the company's strategic priorities creates the opportunity for better understanding of different scenarios. This way it can be determined how different scenarios may impact the decisions. HR goals should be company goal oriented but it must follow rules and regulations also.HR compliance should follow best practices. Analyzing market standaert is a nacessay, in compliance AI can be really helpful. AI can go through documents and analyze its content and provide necessary suggestions to define policies based on organizational goals.

Guaranteeing consistency in HR can be a difficult task (in figure:2), yet here are three pointers to help ease the situation:
  [1]   Conduct internal audits of strengths and weaknesses for existing solutions to have an understanding of the situation.
  [2]   Ensure everyone is properly trained and they are all aware about the system.
  [3]   Install monitoring systems so that employees can be held accountable in case they break rules.

Figure 2: HR compliance

[1] Once an organization thoroughly understands current best practices and identifies any gaps that may lead to issues, in that time they can begin to set priorities and create a plan to strengthen their processes.

[2] 2.1.5 Workplace Safety

Providing workplace safety is an important issue. During covid-19 (Wong, S. Y., Cheung, A. W., & Yeoh, E.,2020) state the necessity of HRM to ensure workplace safety. The organization provided a guideline for maintaining safety during covid-19. Regardless of the situation HRM duty is to maintain safety in respect to health or personal safety. To maintain those safety protocol HRM follow rule provided in figure: 3.

Figure 3: Risk management

IMPORTANCE OF ARTIFICIAL INTELLIGENCE (AI) IN HRM

In every aspect of our life, use of artificial intelligence is increasing day by day. Many analysts have suggested that more people will lose their jobs because of AI. The effect of AI can already be seen in transport, financial services and electronic commerce. Although people are losing jobs more have been open due to the requirement of new skills to operate AI. In HRM artificial intelligence can be used in many ways. As we have discussed before, HRM can be divided into 5 key areas. In those keys AI can be implemented to solve various problems.

CHALLENGES DURING COVID-19

Covid-19 created lots of challenges in our life. Many organizations were affected by this issue because they couldn't make decisions quickly. Although remote work is not a new concept however, not many companies were able to quickly adapt to it. As a result they couldn't manage their workforce efficiently. Due to lockdown people were forced to work from home.

Without prior experience with this new method many faced challenges to manage their time accordingly. Moreover, employees faced communication issues due to long distance communication. Balance between work and personal life was a major issue too.
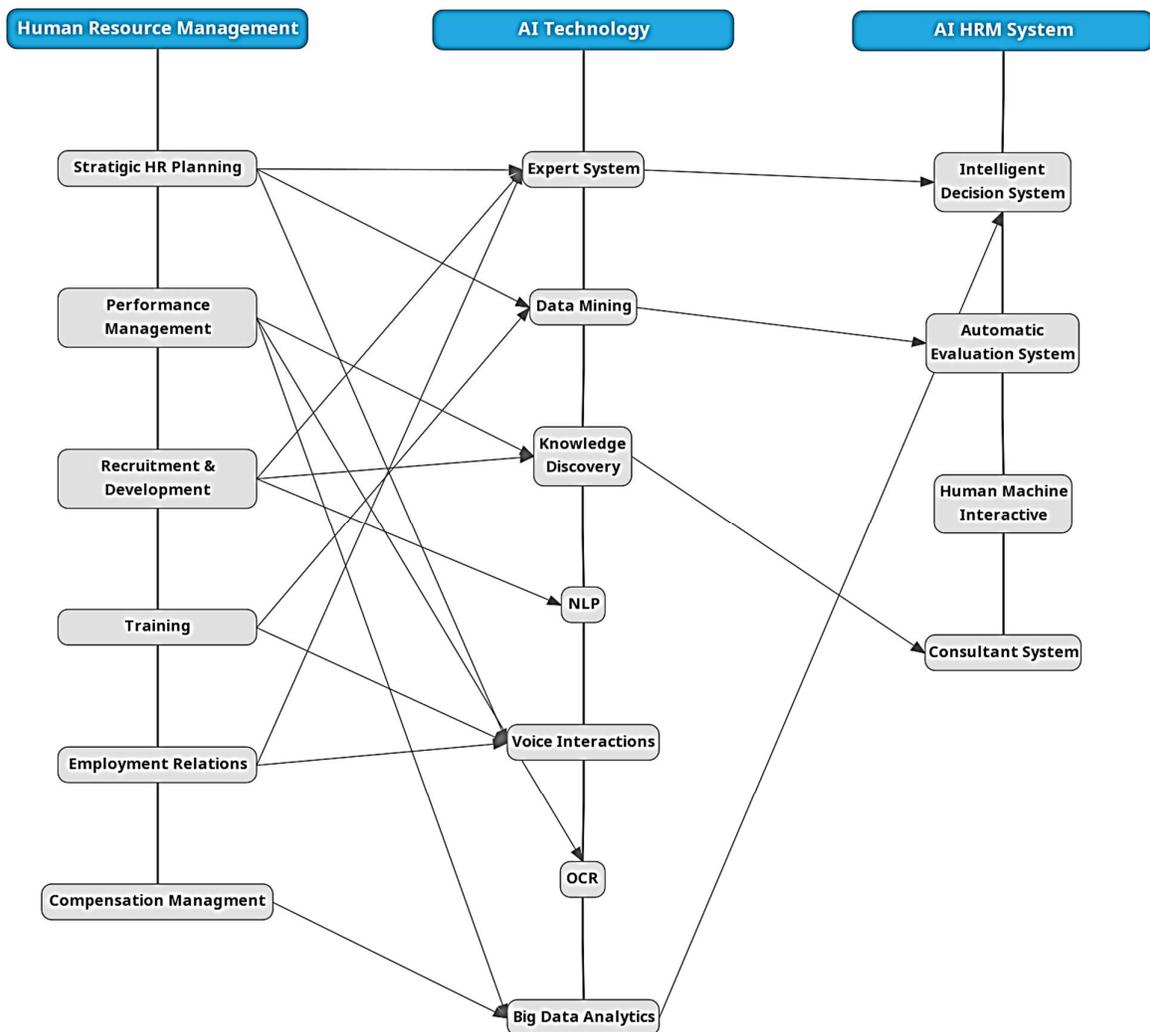
USING AI TO SOLVE CHALLENGES
PROPOSED WORK

The purpose of this study was to provide an overview about the evolving use of AI during covid-19 in Bangladesh. To understand the situation a number of papers were studied as referenced below. Upon studying those research an overview was provided based on that. Those results were discussed in the result and discussion section.

HR REPORTING CONFIDENCE IN AI

HR reporting is an essential part of organization. Due to the nature of analysis, AI was used to replace those report generation. A proper AI efficient report can be generated by discovering new knowledge (Malik, Budhwar, & Srikanth, 2020) from information gathered by the system.

CANDIDATE RESUMES ON SMART DIGITAL FORMS

Due to lockdown most of the recruitment process were done online. To main those applications from AI was used. With the help of AI application was process and best candidates were chosen. In their research (Chou & Yu, 2020, p. 80) they provided methods and showed the effectiveness of AI for choosing candidates. Many companies have already started using AI to screen candidates.

UNDERSTANDING EMPLOYEE

For maximum efficiency it is necessary to understand employees. In most organizations AI is used to analyze employee behavior (Bakari, Hunjra, & Niazi, 2017). AI can choose fit personnel for a team. By leveraging the power of AI teams can be made for maximum efficiency.

DATA-BACKED RESOURCES AND INSIGHTS

AI provides insight to an organization, which helps to understand the problem and solution to them. In big companies they use data analysts to find new knowledge and tap into new customers. HRM also uses big data to solve various problems.

AI-BACKED CHATBOTS

Automation is key to productivity for business. Simple businesses can use chatbot for customer support as well as a query system for their employees. New employees can have various faq that can be easily handled by AI. During covid-19 many businesses started to use chatbot to increase their customer engagements. Research done by (Ko & Lin, 2018, p. 76) have shown the impact of chatbots in local business. By using chatbots it is easier to gain new candidates. With the help of AI powered chatbot companies HRM are being able to reach new candidates.

BOOSTING LEARNING AND DEVELOPMENT PROGRAMS

HRM provided development training to employees, with tracking from AI HR managers being able to monitor the progress of their employees. They can also have insight on who is lacking behind in training.

RESULT AND DISCUSSION
BENEFITS OF AI

AI is an emerging technology. In HRM it is relatively new, however, it provides a lot of benefits (Nicastro, 2018). With those benefits AI has earned its place in the HRM. This technology is game changing in regards to HRM and has proven beneficial. Over time AI will be more efficient and it will be effective in the future. As suggested by (Cappelli, Tambe, & Yakubovich, 2018) that AI will be replacing HR in the near future. Here are some of the benefits of AI as follows:

[1] AI reduces the hardship of administrative staff in an organization.
[2] It helps organizations for hiring the best fitted employee.
[3] It also can be used to acquire new talent.
[4] AI can be helpful for identifying the rate of employee retention at the workplace.
[5] With the help of AI it can be found out why employees are not pleased in their current workplace.
[6] HR chatbot can be used for answering queries automatically.
[7] AI reduces the chance of error and maintains the workflow.
[8] AI provides the future of endless possibilities and opportunities to employees.
[9] AI increases employee engagement. e
[10] AI helps HR know which employees need training and in which domain based on analysis of existing data.
[11] AI reduces the HR decision making biases in organization.
[12] Reduction in Human Error
[13] Perform repetitive jobs
[14] Provide digital assistance
[15] Improved candidate experience
[16] lessen the human involvement.

As shown in figure 5, it illustrates the way AI helps an organization in different aspects of HRM. The contribution of AI in HRM can not be denied, in coming days HR people will face significant challenges from AI. In a study (Cappelli, Tambe, & Yakubovich) suggested that people who are not aware about AI will find difficulties to get a good job in the near future. So, to stay uptodate authors recommend that every organization must adopt AI technology to stay relevant in the market.
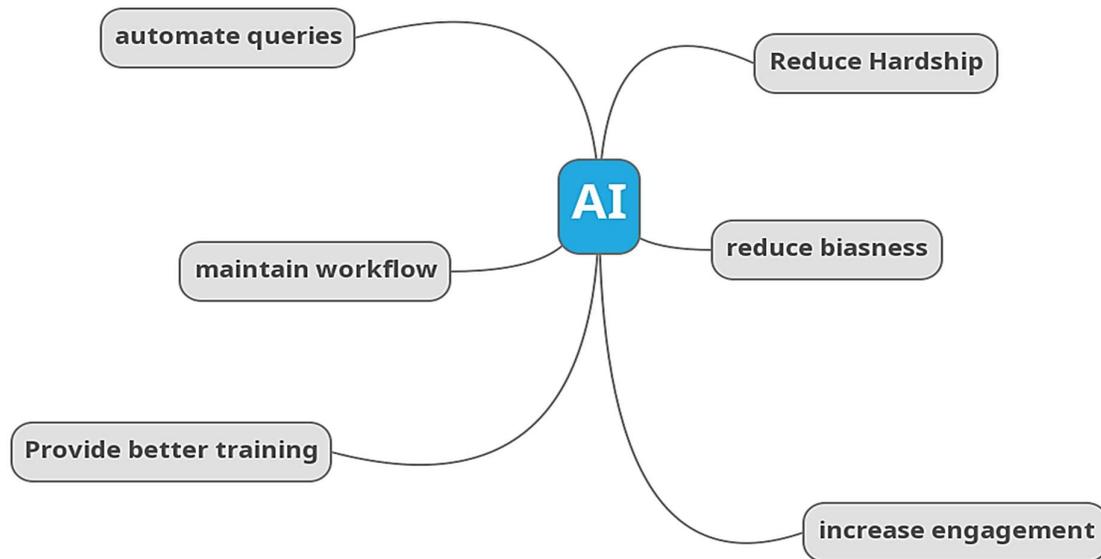
Figure 6: Key areas of human resource management

CONCLUSION

The purpose of this study was to provide a clear understanding of the uses of AI in HRM during covid-19 in respect to Bangladesh. In every aspect of our life artificial intelligence is currently thriving. From home to our offices, everywhere we go AI is present. So, it is essential for everyone to understand the concept of AI and how it is evolving. During pandemic, use of AI in HRM has seen a surge. As everyone was in lockdown, AI helped the HRM department to ease some of their core tasks. This Study can be used as a guideline for future references to implement more AI technology to further improve human resource management.

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