

# A Study on Evaluating the Impact of Artificial Intelligence in Hr Functions At Collabera Digital

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## Abstract:

Artificial Intelligence (AI) has quickly spread to a number of areas, including HR. The purpose of this study is to evaluate how AI has affected Collabera Digital Bangalore's HR operations. The research aims to comprehend the advantages, difficulties, and general impact of AI on HR procedures including hiring, on-boarding, performance management, and employee development through a thorough examination of AI tools and methods applied within the organisation.

A mixed-approaches strategy will be used in the study, integrating quantitative and qualitative research methods. Interviews with HR specialists and staff members will yield qualitative data about their perspectives on AI and their experiences with it. To gauge the observable effects of implementing AI, quantitative data will be collected via surveys and performance indicators. The research's conclusions will offer insightful information to companies thinking about integrating AI into HR tasks, assisting them in comprehending the possible advantages, difficulties, and best practices for a successful integration.

**Keywords:** Artificial Intelligence (AI), Human Resources (HR), Collabera Digital Bangalore, AI Integration, HR Operations

## 1. INTRODUCTION:

A rapidly developing trend in recent years has been the integration of artificial intelligence (AI) into various facets of human life. Of all the fields that AI has affected, the field of human resources (HR) has seen tremendous change. Artificial intelligence (AI) has the ability to completely transform HR procedures by optimising workflows, increasing productivity, and strengthening judgement.

The purpose of this research study is to examine how AI has affected Collabera Digital's HR operations. This study aims to comprehend the advantages, difficulties, and possible ramifications of AI adoption in this context by looking at the particular applications of AI within the company's HR department.

Using AI to streamline its HR processes is a smart move for Collabera Digital, a top provider of technological services. Given its emphasis on innovation and digital transformation, the organisation is a perfect case study for examining the possibilities of artificial intelligence in HR.

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The following are the main goals of this study:

1. List the precise AI tools and technology that Collabera Digital is using for HR-related tasks.

2. Assess how AI will affect important HR procedures like hiring, onboarding, performance reviews, and staff training.
3. Examine the advantages and difficulties of implementing AI in HR at Collabera Digital.
4. Examine the ethical ramifications of artificial intelligence in human resources, encompassing concerns about privacy, discrimination, and employment displacement.
5. Offer suggestions to Collabera Digital and other companies thinking about integrating AI into their human resources divisions.

By shedding light on the useful applications of AI in the real world, this study will add to the expanding corpus of research on artificial intelligence in HR. Additionally, it will be a great resource for businesses looking to use AI to enhance their HR procedures and accomplish their goals.

## 2. Literature Review:

### 2.1 Related works

1. **Edge Admin (2017):** Workers everywhere are terrified by the contemporary technical apparatus that rules the planet. Artificial intelligence is the most innovative technology available today. Even though artificial intelligence (AI) is used in practically every industry, including banking, insurance, and healthcare, the results are astounding. AI is being used by most businesses worldwide, and India is no exception. AI is being used by startups in particular to boost their visibility and competitiveness.
2. **Eva Wislow (2017):** By boosting engagement and productivity, AI is revolutionising HR. It expedites the hiring process by removing 75% of unqualified applicants through automated application evaluation. By anticipating requirements and offering specialised training programs, AI also increases staff retention. AI increases the effectiveness and efficiency of manual processes by automating them.
3. **Barbara Van Pay September 30, 2018:** Businesses are using AI more and more to improve HR operations, mostly because it can automate jobs rather than completely outsourcing them to third parties. While tools like Mya and Hike Vue help with interviewing, artificial intelligence (AI) expedites the process of instantly finding and ranking prospects based on their qualifications, all of which improve the hiring process.
4. **Md. Faiyez Iqbal (2018):** Artificial Intelligence (AI) has the potential to significantly transform HR management in businesses by improving recruitment, development, and training. Even if AI is important in HR today, more companies still need to use it. For example, HireVue, an AI-powered platform, is used by Under Armour to quickly choose candidates from 30,000 submissions. AI interviews potential prospects utilising
5. **Josh Bersin (2018):** "AI in HR: A Real Killer App" dives into issues around the misuse of AI in supervision. Intelligent algorithms designed by humans effectively evaluate large amounts of data to provide recommendations, predict results, and guide decisions. AI may have a significant impact on workforce analytics, planning, employee engagement, performance management, and recruiting in the HR domain.
6. **In 2018, DR. Owais Ahmed:** The "AI in HR" article focusses on how AI reduces HR managers' workloads and increases organisational efficiency. It provides workers with adaptable work settings, AI-powered help centres, round-the-clock assistance, automated leave requests, and access to company guidelines. AI also automates the development and selection processes by identifying stress tendencies in workers and recommending remedies. By
7. **In 2019, Dr. Jeremy Nunn:** The study "The Emerging Impact of AI on HR" explores how AI is

starting to play a bigger role across numerous businesses. HR managers are excited to use AI to evaluate applicants' profiles and interactions in order to expedite the hiring process, lessen bias, and automate communication with candidates. AI can identify faces, help with screening, reduce effort, and identify the best candidates. It also conducts interviews based on qualifications and experience.

8. **Sarah Fister Gale (2019):** According to the research "AI is Coming, but HR Isn't Ready," HR managers are unprepared despite employers' enthusiasm to utilise AI. Surveys from PWC, Deloitte, and IBM indicate that there is a division between the need to employ AI and the shortage of trained labour and leadership. Despite their interest in AI, organisations who do not offer this training risk missing out on professional growth prospects. The top economies in the world, employing 120 million people, need to train their workforce in AI, said IBM.

## 2.2 Research gap

There are still a lot of unanswered research questions in the field of artificial intelligence (AI), despite its increasing use in human resources (HR). The literature now in publication emphasises the advantages of artificial intelligence (AI) in human resources, such as better hiring procedures, higher employee engagement, and increased productivity. Research on the difficulties of integrating AI, the skills gaps in HR experts, ethical issues, and long-term effects is, still, lacking. Furthermore, there aren't enough thorough studies in the literature on how employees feel about and embrace AI-driven HR practices, how to tailor AI solutions for particular industries, or how to calculate the advantages of AI adoption in HR. In addition, it is necessary to look into HR managers' readiness to use AI, deal with any biases in AI-driven decision-making, and examine methods for implementing AI successfully. Filling in these research voids can yield useful

## 2.3 Research hypothesis and framework

This study investigates the impact of Artificial Intelligence (AI) on HR functions, hypothesizing that "AI implementation significantly improves HR efficiency, employee engagement, and organizational performance" The research framework consists of AI implementation as the independent variable, HR efficiency, employee engagement, and organizational performance as dependent variables, and user acceptance, HR skills and training, and organizational culture as mediating variables.

H0: AI implementation does not significantly improve HR efficiency, employee engagement, and organizational performance.

H1: AI implementation significantly improves HR efficiency, employee engagement, and organizational performance.

## 3. Research Methodology:

This study employs a descriptive survey research design to investigate the impact of Artificial Intelligence (AI) on HR functions. The collection of data is the initial stage of this study, which will be used to test theories or address specific queries about the current status of the area

### 3.1 Research Design:

This study was quantitative in nature and employed a survey research methodology. Since a quantitative technique makes it possible to predict the link between variables and conduct an objective analysis, it was employed. Additionally, a survey allows for the efficient collection of a substantial amount of data from a large population. The research questions and hypothesis to investigate the effects of digitisation on auditing will serve as the foundation for this investigation.

### 3.2 Tools for data analysis

Table is showing Collabera Digital integrate new AI technologies into its HR processes

Particulars	No of respondents	Percentage (%)
Very slowly	0	0
Slowly	5	4.9%
Moderate	46	45.1%
Quickly	33	32.4%
Very Quickly	18	17.6%
<b>Total</b>	<b>102</b>	<b>100</b>

Table no 4.3

### 4. Results and Discussion

#### CHI-SQUARE TEST:

Null Hypothesis (H0): The speed of integrating new AI technologies into HR processes does not significantly differ from the expected distribution.

Alternative Hypothesis (H1): The speed of integrating new AI technologies into HR processes significantly differs from the expected distribution.

$$E_{ij} = (R_i \times C_j) / N$$

Where  $R_i$  is the total Row,

$C_j$  is the total column

$N$  is the Grand total

Parameters	O	E (110/5)	(O - E)	(O - E) <sup>2</sup>	(O - E) <sup>2</sup> /E
Not at All	0	20.4	-20.4	416.16	20.4
Slightly	5	20.4	-15.4	237.16	11.6
Moderately	46	20.4	25.6	655.36	32.1
Significantly	33	20.4	12.6	158.76	7.8
Greatly	18	20.4	-2.4	5.76	0.3
<b>Total</b>	<b>102</b>	102			72.2

Degrees of freedom =  $n - 1 = 5 - 1 = 4$

Level of Significance = 0.05

Table Value;  $\chi^2_{0.05} = 9.488$

Calculated value = 72.2

#### **Interpretation:**

The calculated chi-square value (72.2) is greater than the critical value (9.488). Thus, we reject the null hypothesis (H0). There is significant evidence to suggest that the speed of integrating new AI technologies into HR processes differs from the expected distribution.

## 5. Conclusions:

A generally positive opinion of artificial intelligence's involvement in improving HR operations can be seen in the study conducted by Collabera Digital to assess the influence of AI on HR functions. The effectiveness of integrating AI tools is deemed to be modest in several HR operations, such as employee performance insights, candidate screening, and recruitment efficiency. Even if the current use of AI technologies is highly satisfactory, issues like data quality and tool complexity still exist. In order to optimise AI's efficacy, the study emphasises the need of high-quality data and the necessity of user-friendly tools.

The results also highlight how important leadership support and organisational culture are to the effective integration of AI technologies in HR. The majority of respondents think that having good leadership and a supportive culture

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