

**A  
Research Project  
On**

**“A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE IN RECENT TRENDS OF HUMAN  
RESOURCE MANAGEMENT WITH RESPECT TO PEOPLESTRONG COMPANY”**

Submitted to  
**G.S. College of Commerce and Economics (Autonomous), Nagpur**

Affiliated to  
**Rashtrasant Tukadoji Maharaj Nagpur University**

In partial fulfilment for the award of the Degree of  
**Bachelor of Business Administration**

Submitted by  
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**Academic year 2023-2024**





**G. S. College of Commerce & Economics, Nagpur**

**Academic Year 2023 – 24**

**CERTIFICATE**

This is to certify that “**VAISHNAVI SANJAY MESHRAM**” has submitted the project report titled “**A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE IN RECENT TRENDS OF HUMAN RESOURCE MANAGEMENT WITH RESPECT TO PEOPLESTRONG COMPANY**”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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**G. S. College of Commerce & Economics, Nagpur**

**Academic Year 2023–24**

## **DECLARATION**

I here-by declare that the project with title “**A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE IN RECENT TRENDS OF HUMAN RESOURCE MANAGEMENT WITH RESPECT TO PEOPLESTRONG COMPANY**”has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by Rashtasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

**VAISHNAVI SANJAY MESHARAM**

**PLACE: NAGPUR**

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**Academic Year 2023–24**

**ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **DR. PRAVEEN MUSTOOR, Principal, G.S. College of Commerce & Economics, Nagpur.** I am extremely thankful to my Project Guide **DR.MAHESH CHOPDE** for his/her guideline throughout the project. I tender my sincere regards to Co-Ordinator **DR.AFSAR SHEIKH** for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project. I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation. I would like to thank all those who helped me in making this project complete and successful.

**VAISHNAVI SANJAY MESHRAM**

**PLACE: NAGPUR**

**DATE:**

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# **CHAPTER- 1**

# **INTRODUCTION**

## **INTRODUCTION :-**

### **WHAT IS HUMAN RESOURCE MANAGEMENT?**

Human resource management (HRM) refers to the strategic approach to managing an organization's most valuable assets: its people. It involves activities such as recruitment, hiring, training, performance management, and employee relations, all aimed at maximizing employee productivity and achieving organizational goals.

### **WHAT IS ARTIFICIAL INTELLIGENCE ?**

Artificial intelligence is the creation of intelligence machines which are capable of thinking and reacting like humans, John McCarthy coined the term "Artificial Intelligence" and McCarthy was one of the founders of the discipline of artificial intelligence. Artificial Intelligence (AI) refers to the ability of machines to perform tasks that would normally require human intelligence to accomplish. AI technologies use algorithms, statistical models, and other computational techniques to learn from data and make predictions or decisions based on that learning.

### **HISTORY OF HUMAN RESOURCE MANAGEMENT?**

The history of human resource management can be traced back to the early 20th century when Frederick Taylor introduced scientific management principles, focusing on improving efficiency through systematic approaches to work and labor. In the 1920s and 1930s, the Hawthorne Studies highlighted the importance of social factors in productivity, leading to a shift towards more human-centered management approaches.

During the mid-20th century, the emergence of personnel management emphasized employee welfare and administrative functions. The Civil Rights Act of 1964 and other legislation led to increased attention to equal employment opportunities and diversity in the workforce.

In the latter half of the 20th century, the concept of human resource management (HRM) evolved, emphasizing the strategic management of human capital to achieve organizational goals. This shift involved integrating HR practices with overall business strategies, focusing on employee development, performance management, and aligning HR initiatives with organizational objectives.

### **EVOLUTION OF HUMAN RESOURCE MANAGEMENT TO ARTIFICIAL INTELLIGENCE GENERATION**

The evolution of HRM to the AI generation marks a significant shift in how organizations manage their workforce. Initially focused on administrative tasks, HRM gradually integrated technology for improved efficiency. With the emergence of strategic HRM, the alignment of HR practices with organizational goals became paramount. The advent of data analytics enabled a data-driven approach, leveraging workforce data for decision-making.

In the AI generation, HRM utilizes artificial intelligence to automate tasks, predict trends, and enhance decision-making. AI augments HR professionals' capabilities, allowing them to focus on strategic initiatives while leveraging AI insights for more informed decisions. This evolution signifies a move towards more efficient, data-driven, and strategic workforce management practices.





## **HISTORY OF ARTIFICIAL INTELLIGENCE :**

The birth of AI: The concept of AI was first introduced in the 1930s by mathematician and philosopher Alan Turing, who proposed the idea of a machine that could simulate human intelligence.

The 1950s: In the 1950s, a group of researchers including John McCarthy, Marvin Minsky, Claude Shannon, and Nathaniel Rochester organized a conference at Dartmouth College to discuss the possibility of creating machines that could think like humans. This conference is widely considered to be the birth of AI as a field of study.

The 1960s and 1970s: During the 1960s and 1970s, AI research focused on developing rulebased systems, which used a set of logical rules to make decisions. These systems were used for applications such as expert systems and natural language processing.

The 1980s and 1990s: In the 1980s and 1990s, AI research shifted towards developing machine learning algorithms, which could learn from data without being explicitly programmed. This led to the development of neural networks, which were modeled after the structure of the human brain.

The 2000s and beyond: In the 2000s and beyond, advances in computing power and data storage have enabled the development of deep learning algorithms, which use multiple layers of neural networks to perform complex tasks such as image recognition and natural language understanding. Other areas of AI research include robotics, cognitive computing, and autonomous systems.

### **HOW IS ARTIFICIAL INTELLIGENCE IMPACTING HUMAN RESOURCE MANAGEMENT?**

Artificial intelligence (AI) is reshaping human resource management (HRM) by introducing automation, predictive analytics, and personalized solutions. HR departments are leveraging AI to streamline administrative tasks like resume screening and scheduling, freeing up time for strategic initiatives. Predictive analytics help forecast workforce trends, enabling proactive talent management and resource allocation. AI-powered chatbots provide instant support to employees, enhancing their experience and engagement. Moreover, AI mitigates biases in recruitment and performance evaluations, promoting diversity and inclusion within organizations. Overall, AI is revolutionizing HRM by optimizing processes, improving decision-making, and fostering a more agile and responsive approach to managing human capital.

PeopleStrong is a leading HR solutions company that provides technology-enabled HR solutions to enterprises across various industries. With a focus on HR technology, consulting, and outsourcing services, PeopleStrong helps organizations streamline their HR processes, enhance employee experiences, and drive business outcomes. Their platform integrates advanced technologies like AI and analytics to provide insights and support strategic decision-making for HR professionals. PeopleStrong serves a diverse client base spanning multiple sectors globally, empowering organizations to effectively manage their human capital and drive organizational success.



#### **IMPACT OF ARTIFICIAL INTELLIGENCE IN RECENT TRENDS OF HUMAN RESOURCE MANAGEMENT:-**

- Recruitment and Selection AI-powered tools like applicant tracking systems (ATS) and resume screening algorithms streamline the recruitment process by identifying top candidates more efficiently, reducing bias, and improving the match between candidates and job requirements.

- **Employee Engagement** AI-driven chatbots and virtual assistants provide instant support to employees, answering queries, providing training, and facilitating communication, thereby enhancing employee engagement and satisfaction.
- **Performance Management** AI analytics tools can analyze large datasets to provide insights into employee performance, identify trends, and offer personalized recommendations for development and improvement. This helps in making more informed decisions regarding promotions, training, and career paths.
- **Training and Development** AI-powered personalized learning platforms offer customized training programs tailored to individual employee needs, learning styles, and performance levels, enabling continuous skill development and knowledge enhancement.
- **Predictive Analytics** AI algorithms analyze employee data to predict turnover, identify flight risks, and anticipate future staffing needs, allowing HR professionals to proactively address retention issues and plan recruitment strategies accordingly.
- **Workforce Planning** AI tools help in optimizing workforce planning by forecasting demand, identifying skills gaps, and recommending strategies for talent acquisition, retention, and succession planning, aligning HR strategies with organizational goals.

# **CHAPTER- 2**

# **COMPANY PROFILE**

# PEOPLESTRONG COMPANY



**PeopleStrong** is a leading HR technology company headquartered in India, providing comprehensive HR solutions and services to businesses globally.

Company Name: PeopleStrong

Founded: 2005

Headquarters: Gurgaon, Haryana, India

Key People:

- Pankaj Bansal (Co-founder and CEO)
- Shelly Singh (Co-founder)

Industry: Human Resources, HR Technology, Software as a Service (SaaS)

**Overview:** PeopleStrong is a trusted HR technology company that empowers organizations with innovative solutions to manage their human capital effectively. With a focus on digital transformation in HR, the company offers a comprehensive suite of cloud-based software and services designed to streamline HR processes, enhance employee experience, and drive business growth.

### **Products and Services:**

**1. Worklife:** A cloud-based HRMS (Human Resource Management System) offering end-to-end HR solutions including payroll management, attendance tracking, leave management, and employee self-service portals.

**2. Recruit:** A recruitment management system designed to simplify and optimize the hiring process, from candidate sourcing and screening to onboarding.

**3. Learning:** An integrated learning management system (LMS) that enables organizations to deliver personalized training programs, track employee progress, and foster continuous learning and development.

**4. Analytics:** Data-driven HR analytics platform that provides insights into workforce trends, performance metrics, and predictive analytics to support strategic decision-making.

**5. Performance:** Performance management software to set goals, conduct performance appraisals, and facilitate feedback and coaching sessions.

**6. Payroll:** Cloud-based payroll processing solution that automates payroll calculations, tax compliance, and statutory reporting, ensuring accuracy and compliance with regulatory requirements.

**7. Clients:** PeopleStrong serves a diverse clientele across various industries including banking and finance, IT and technology, healthcare, manufacturing, retail, and more. Some of its notable clients include multinational corporations, large enterprises, and growing startups.

**8. Mission:** To transform the future of work by empowering organizations with innovative HR solutions that drive employee engagement, productivity, and business success.

**Values:**

• **Innovation:** Constantly innovate to deliver cutting-edge HR technology solutions.

• **Customer Centricity:** Prioritize customer satisfaction and success through personalized support and service.

• **Integrity:** Uphold the highest standards of ethics, transparency, and trustworthiness in all dealings.

• **Collaboration:** Foster a culture of collaboration, teamwork, and knowledge sharing.



**Achievements:**

- Recognized as one of the leading HR technology providers in India and globally.
- Awarded for excellence in innovation, customer satisfaction, and industry leadership.
- Continuously expanding its product portfolio and global presence through strategic partnerships and acquisitions.

**Social Responsibility:** PeopleStrong is committed to giving back to society and making a positive impact on the community through various corporate social responsibility (CSR) initiatives, including education, healthcare, and environmental sustainability.

**Future Outlook:** As organizations increasingly prioritize digital transformation and employee experience, PeopleStrong is well-positioned to continue its growth trajectory by delivering innovative HR technology solutions that address the evolving needs of businesses worldwide.

**Global Presence:**

- While headquartered in India, PeopleStrong has expanded its footprint internationally, serving clients across multiple regions such as Asia-Pacific, Middle East, Africa, Europe, and the Americas.
- The company has established strategic partnerships and alliances with regional HR service providers to cater to the diverse needs of organizations worldwide.

**Technology Stack:**

- PeopleStrong leverages cutting-edge technologies such as artificial intelligence (AI), machine learning (ML), data analytics, and blockchain to enhance the capabilities and effectiveness of its HR solutions.
- Continuous investment in research and development (R&D) ensures that the company stays at the forefront of technological innovation in the HR tech industry.

**Customization and Scalability:**

- PeopleStrong's solutions are highly customizable and scalable, allowing organizations of all sizes to tailor the platform according to their unique requirements and scale seamlessly as they grow.
- Flexible deployment options, including cloud-based and on-premises solutions, offer businesses the freedom to choose the best fit for their IT infrastructure and operational preferences.

**User Experience (UX) and Design:**

- A strong focus on user experience (UX) design ensures that PeopleStrong's solutions are intuitive, user-friendly, and accessible across devices, enhancing adoption rates and user satisfaction.
- Regular feedback loops and user testing contribute to iterative improvements and enhancements to the platform's usability and functionality.

**Thought Leadership and Industry Influence:**

- PeopleStrong actively participates in industry events, conferences, and forums, contributing thought leadership articles, research papers, and insights to shape the discourse on HR trends, best practices, and emerging technologies.
- The company collaborates with leading academic institutions, industry associations, and research organizations to drive innovation and thought leadership in the HR domain

**Employee Engagement and Work Culture:**

- PeopleStrong places a strong emphasis on employee engagement, fostering a culture of inclusivity, diversity, and collaboration within its workforce.
- Employee well-being programs, professional development opportunities, and recognition initiatives contribute to a positive work environment and high employee morale.

**Corporate Governance and Compliance:**

- PeopleStrong adheres to the highest standards of corporate governance, compliance, and data security to safeguard the confidentiality, integrity, and availability of sensitive HR data.
- The company complies with global regulations such as GDPR (General Data Protection Regulation) and ensures that its solutions meet industry-specific regulatory requirements in different markets.

### **Innovation Labs and Incubation Programs:**

- PeopleStrong operates innovation labs and incubation programs to nurture talent, foster entrepreneurship, and accelerate the development of new HR technology solutions and startups.
- Collaboration with startups, academic institutions, and industry disruptors fosters an ecosystem of innovation and experimentation in the HR tech space.

### **Community Engagement and Social Impact:**

- PeopleStrong actively engages with the community through corporate social responsibility (CSR) initiatives, employee volunteering programs, and philanthropic activities aimed at addressing social challenges and driving positive change.

### **Continuous Improvement and Feedback Mechanisms:**

- PeopleStrong values feedback from clients, employees, and stakeholders and continuously seeks ways to improve its products, services, and processes through iterative refinement and innovation.

### **Industry Partnerships and Alliances:**

- PeopleStrong collaborates with leading technology vendors, consulting firms, and industry partners to deliver integrated solutions, complementary services, and value-added offerings to its clients.

- Strategic alliances with HR consulting firms, system integrators, and resellers extend the reach and market penetration of PeopleStrong's solutions globally.

### **Market Differentiators:**

- PeopleStrong's focus on innovation, customer-centricity, and domain expertise differentiates it from competitors in the HR technology landscape, positioning the company as a trusted partner for digital HR transformation.
- A strong track record of successful implementations, customer satisfaction, and industry recognition reinforces PeopleStrong's reputation as a leader in the HR tech space.

### **Future Trends and Opportunities:**

- PeopleStrong is poised to capitalize on emerging trends such as remote work, gig economy, AI-driven HR, and employee experience management, leveraging its expertise and technology capabilities to address evolving market dynamics and customer needs.

# **CHAPTER-3**

## **RELEVANCE OF STUDY**

## **RELEVANCE OF STUDY**

Studying the impact of Artificial Intelligence (AI) on Human Resource Management (HRM) in the context of companies like PeopleStrong is highly relevant due to the transformative role AI plays in shaping contemporary HR trends. PeopleStrong, as an HR technology company, has likely embraced AI to enhance efficiency in HR processes, from talent acquisition to employee engagement.

Understanding how PeopleStrong leverages AI provides insights into the evolving dynamics of HRM, shedding light on the adoption of automation, data-driven decision-making, and personalized employee experiences. Such a study not only contributes to academic knowledge but also equips businesses with practical insights for navigating the integration of AI in HR, addressing challenges, and leveraging opportunities in the rapidly changing landscape of human resource management.

Additionally, the study holds significance in exploring how AI-driven solutions impact the strategic aspects of HRM within organizations like PeopleStrong. AI's ability to analyze vast datasets enables more informed talent acquisition strategies, allowing companies to identify and recruit candidates with the right skills and cultural fit. Examining how PeopleStrong integrates AI in talent acquisition can uncover the nuances of effectively navigating the competitive landscape for skilled professionals.

Understanding how PeopleStrong addresses these aspects through their AI-driven HR solutions provides valuable insights for organizations aiming to foster an inclusive and diverse work environment. The study's relevance extends to the ethical considerations associated with AI implementation in HRM. Analyzing how PeopleStrong addresses ethical concerns, such as data privacy and algorithmic bias, contributes to the broader discourse on responsible AI use.

Studying the impact of artificial intelligence (AI) on human resource management (HRM), specifically within the context of PeopleStrong, holds significant relevance in today's rapidly evolving business landscape. As AI technologies continue to advance, they are reshaping traditional HRM practices, influencing everything from recruitment and talent management to employee engagement and performance evaluation.

By conducting a focused study on how PeopleStrong, a prominent player in HR solutions, is integrating AI into its operations, researchers can uncover valuable insights into the effectiveness and implications of AI-driven HRM strategies. Understanding the specific AI applications deployed by PeopleStrong, such as AI-powered recruitment platforms, predictive analytics for talent management, or chatbots for employee support, can provide a detailed understanding of the company's approach to leveraging AI in HRM.

Moreover, analyzing the impact of AI on various aspects of HRM within PeopleStrong can offer practical lessons and best practices for other organizations seeking to adopt similar technologies. Researchers can explore how AI enhances the efficiency and accuracy of HR processes, improves decision-making through data-driven insights, and fosters a more personalized and responsive employee experience.



Furthermore, investigating the ethical and societal implications of AI adoption in HRM within the context of PeopleStrong is crucial. This includes examining issues related to data privacy, algorithmic bias, and the potential displacement of human workers by automation. By addressing these ethical concerns, researchers can help guide the responsible development and deployment of AI technologies in HRM.

# **CHAPTER-4**

## **NEED OF STUDY**

## **NEED OF STUDY**

The need for a study on the impact of Artificial Intelligence (AI) in recent trends of Human Resource Management (HRM) concerning PeopleStrong is imperative due to the transformative potential and evolving landscape of HR practices. As AI technologies increasingly permeate HR processes, understanding how PeopleStrong incorporates them is essential for several reasons.

Firstly, it provides an opportunity to assess the practical implications and effectiveness of AI in streamlining HR tasks, from recruitment to talent management. Secondly, such a study is crucial for organizations aiming to stay competitive by leveraging AI to enhance efficiency, reduce bias, and make data-driven HR decisions.

Additionally, examining PeopleStrong's approach sheds light on the challenges faced and innovative solutions employed in adapting to these technological advancements. This research not only contributes to the academic understanding of the intersection of AI and HR but also offers practical insights for businesses striving to navigate the dynamic landscape of human resource management in the digital era.

Moreover, a study on the impact of AI in HRM, specifically within the context of PeopleStrong, is essential to explore how these technological advancements influence workforce dynamics and employee experiences. Understanding how AI is integrated into PeopleStrong's HR solutions allows for an in-depth analysis of its effects on talent acquisition, employee engagement, and overall workplace culture.

Furthermore, the study addresses ethical considerations associated with AI implementation in HRM, including issues of privacy, transparency, and fairness. By delving into PeopleStrong's practices, the research contributes to the broader conversation on responsible AI use in HR, guiding organizations in maintaining ethical standards while harnessing the benefits of technology.

# **CHAPTER -5**

## **OBJECTIVE OF STUDY**

## **OBJECTIVE OF STUDY**

- To analyze how Artificial Intelligence Technologies enhance Recruitment, employee engagement, overall Human Resource processes in peoplestrong company.
- To access the challenges and oppourtunities presented by Artificial Intelligence implementation in Peoplestrong Human Resource practices.
- To explore how Artificial Intelligence impacts hiring, employee engagement and overall Human Resource processes at Peoplestrong.
- To examine the ethical implications of Artificial Intelligence in Human Resource at Peoplestrong, focusing on maintaining fairness and transparency in all aspects of workforce management.

# **CHAPTER- 6**

# **LIMITATION OF STUDY**

## **LIMITATION OF STUDY:-**

- **Limited Generalizability:** Findings may not be applicable to other companies or industries due to the unique organizational structure, culture, and practices of PeopleStrong.
- **Data Availability:** Access to proprietary data and information from PeopleStrong may be restricted, limiting the depth of analysis and insights that can be derived.
- **Time Constraints:** The study may only capture a snapshot of the impact of AI on HR practices at PeopleStrong, and longitudinal research may be needed to assess long-term trends and effects.
- **Technological Limitations:** The study may overlook emerging AI technologies or fail to account for rapid advancements in the field, potentially underestimating or overestimating the true impact on HRM practices.
- **Ethical Considerations:** Ensuring ethical conduct throughout the research process, including data privacy and informed consent, is essential but may pose logistical challenges, especially when dealing with sensitive HR data.
- **Organizational Resistance:** The study may encounter resistance from employees or stakeholders within PeopleStrong who are skeptical or apprehensive about the adoption of AI in HR practices, potentially influencing the research outcomes.



# **CHAPTER-7**

# **RESEARCH DESIGN**

## **RESEARCH DESIGN:-**

In the research design for a study on the impact of Artificial Intelligence (AI) in recent trends of human resource management (HRM) with respect to PeopleStrong company, you would typically include the following components:

### **1. Research Design:-**

- Exploratory Research:- This approach allows for a nuanced understanding impact of Artificial Intelligence in recent trends of Human Resource Management with respect to peoplestrong company it evaluates by examining historical data,surveys by this it shows the impact of artificial intelligence in Human Resource Management.

### **2. Data Analysis:-**

- Content Analysis:- By analysing how people think about impact of artificial intelligence on Human resource management is it good for people for their work help or not.
- Thematic Analysis:-By identifying the survey responses, researchers can understand key factors of impact and use of Artificial Intelligence Human Resource Management.

### **3. Historical contextualization:-**

- Timeline construction:-Break down the research process into distinct phases, such as preparation, data collection, data analysis, reporting, and dissemination.

### **4. Ethical Considerations:-**

- Ensuring ethical standards in research including obtaining necessary permissions for interviews and surveys and protecting the confidentiality of sensitive information, is essential to maintain the integrity of the study and respect participants rights.

### **Data Collection:-**

- **Secondary Data:-**Analysis of historical archives, company records, literature review, and industry reports provides a foundation for understanding impact of Artificial Intelligence in recent trends to Human Resource Management with respect to people's company and also evaluates its inception and gathering theoretical frameworks and insights.
- **Primary Data:-**Conducting surveys allows researcher to gather firsthand insights into people's perception of the brand at different points in its history, providing valuable data to complement the historical analysis.

This Research Methodology aims to provide a comprehensive understanding the impact of Artificial Intelligence with recent trends to human resource management and evaluating by integrating multiple perspectives and research methods, offering insights that are valuable to Human Resource Management professionals,scholars and the broader Human Resource Management community.

# **CHAPTER- 8**

# **HYPOTHESIS**

## **HYPOTHESIS**

- **H1 (Null Hypothesis):** There is no significant impact of artificial intelligence on recent trends in human resource management at PeopleStrong.
  
- **H2 (Alternative Hypothesis):** Artificial intelligence has a significant impact on recent trends in human resource management at PeopleStrong.

**CHAPTER- 9**

**RESEARCH**

**METHODOLOGY**

## **RESEARCH METHODOLOGY:-**

Research methodology refers to the systematic process and set of techniques or procedures used to conduct a study or investigation. It is the blueprint that guides the entire research process, from the formulation of research questions or hypotheses to the analysis and interpretation of results. A well-designed research methodology is essential for ensuring the reliability and validity of research findings.

To conduct a study on the impact of Artificial Intelligence (AI) in recent trends of human resource management (HRM) with respect to PeopleStrong company, you could employ a mixed-method research approach. This might involve:

**1. Surveys/Questionnaires:** Distribute surveys to HR professionals within PeopleStrong and other organizations to gather insights on their perceptions and experiences with AI in HRM.

**2. Data Analysis:** Analyze quantitative data gathered from surveys or other sources to identify patterns and trends related to AI adoption in HRM.

**3. Findings:** Through surveys and questionnaires we find how impact had made on human resource management by artificial intelligence.



**Effective Research will involve: –**

1. Collection of data from primary and secondary sources
2. Data Presentation
3. Review historical performance

**Data Sources:-**

The research plan requires primary data, secondary data, or both.

**Primary data:**

Primary data can be collected through the following method, survey technique or approach

This consists of following:-

1. Questionnaire

**Secondary data:**

Secondary data can be collected through the following method:-

1. Websites
2. Internal Records

**CHAPTER-10**

**DATA ANALYSIS**

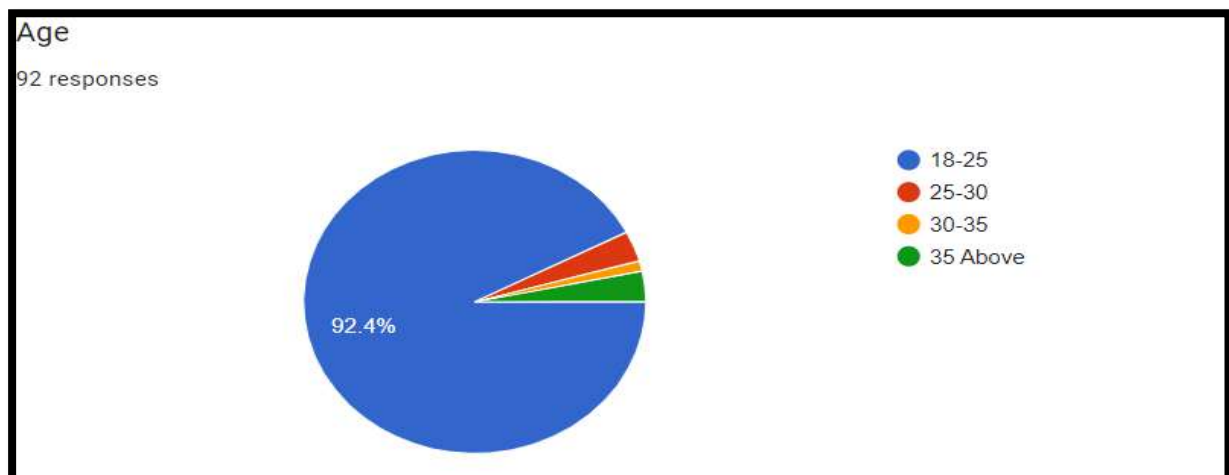
**AND**

**INTERPRETATION**

**DATA ANALYSIS AND INTERPRETATION:-****DATA TABLE-10.1****AGE:-**

SR NO.	PARTIULARS (AGE GROUP)	RESPONSES	PERCENTAGE%
1	18-25	85	92.4
2	25-30	3	3.33
3	30-35	1	1.1
4	35 ABOVE	3	3.3
TOTAL		92	100%

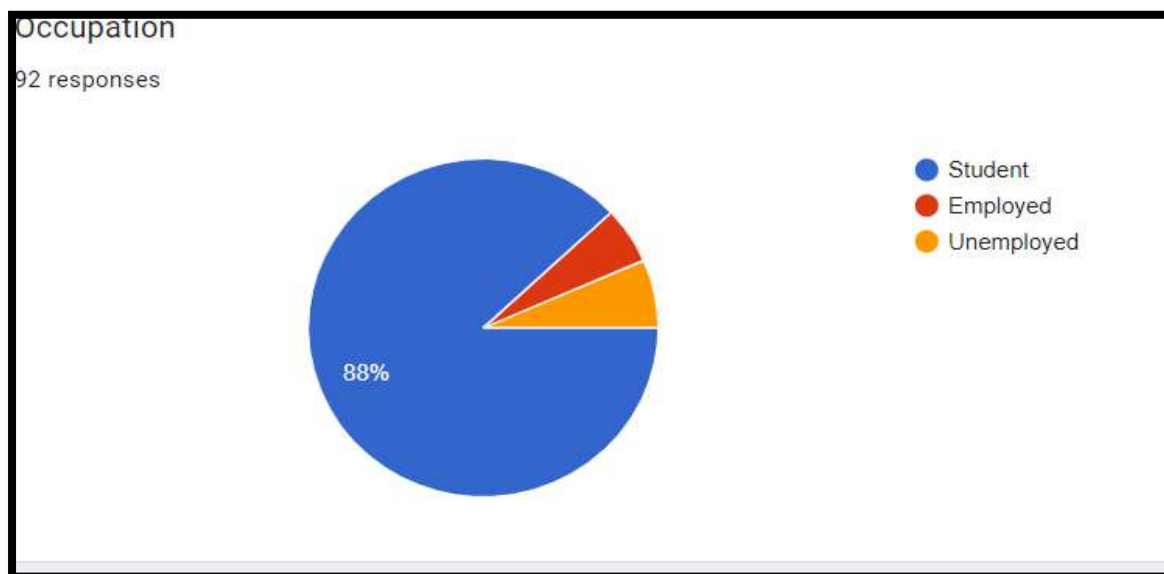
(Source:Primary data)

**INTERPRETATION:-**

The above table and chart shows that there are 85(92.4%) respondents of 18-25 age group, 3 (3.33%) respondents of 25-30 age group, 1 (1.1%) respondents of 30-35 age group, 3(3.33%) respondents of 35 above age group.

**DATA TABLE-10.2****OCCUPATION-**

SR NO.	PARTICULARS (OCCUPATION)	RESONSES	PERCENTAGE
1	STUDENT	81	88%
2	EMPLOYED	5	5.4%
3	UNEMPLOYED	6	6.5%
TOTAL		92	100%



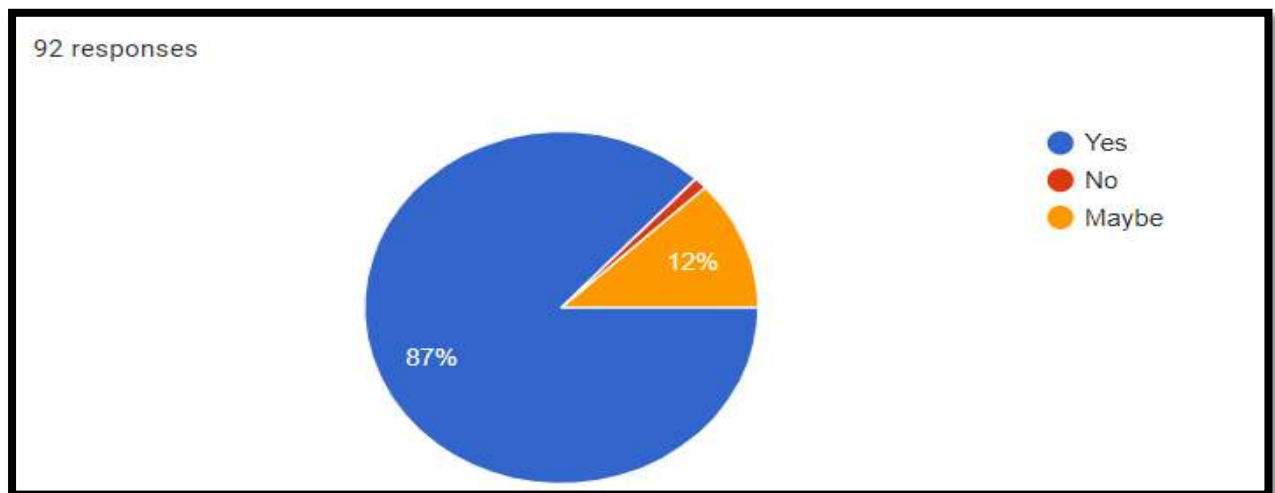
(SOURCE:PRIMARY SOURCE)

**INTERPRETATION:-**

The above table and chart shows that there are 81(88%) respondents of STUDENT group, 5 (5.4%) respondents of EMPLOYED group,6(6.5%) respondents of UNEMPLOYED group.

**DATA TABLE-10.3****CLASSIFICATION OF THE NUMBER OF RESPONDENTS ABOUT ARTIFICIAL INTELLIGENCE**

<b>SR NO.</b>	<b>PARTICULARS</b>	<b>NO. OF RESPONDENT</b>	<b>PERCENTAGE</b>
1	YES	80	87%
2	NO	1	1.1%
3	MAYBE	11	12%
TOTAL		92	100%



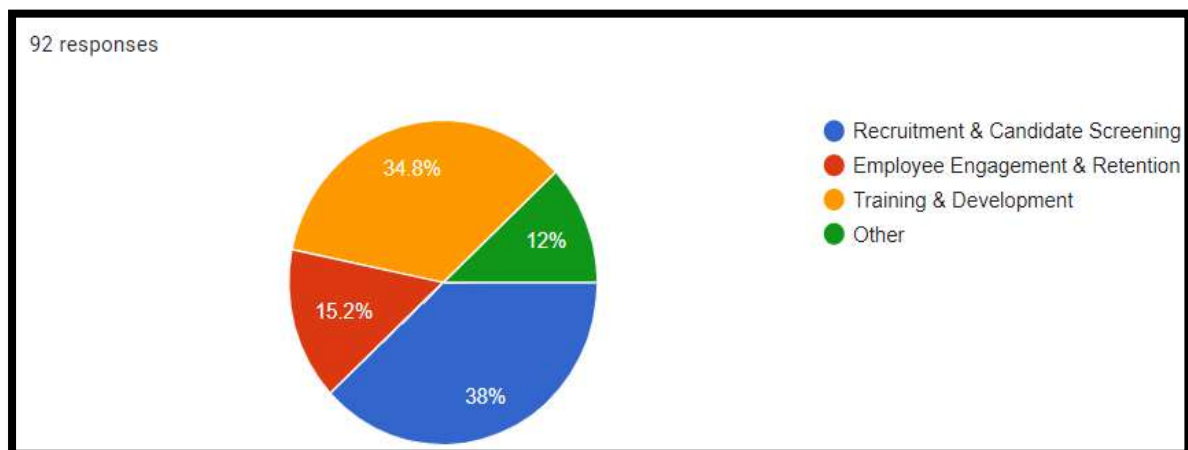
(Source: Primary data)

**INTERPRETATION:-**

The above table and chart shows that there are 80(87%) respondents of YES group, 1 (1.1%) respondents of NO group,11(12%) respondents of MAYBE group.

**DATA TABLE 10.4****CLASSIFICATION OF NO. OF RESPONDENTS FOR AFFECTED BY AI WITH HR TASKS AND PROCESSES**

SR NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	RECRUITMENT & CANDIDATE SCREENING	35	38%
2	EMPLOYEE ENGAGEMENT AND RETENTION	14	15.2%
3	TRAINING AND DEVELOPMENT	32	34.8%
4	OTHER	11	12%
TOTAL		92	100%

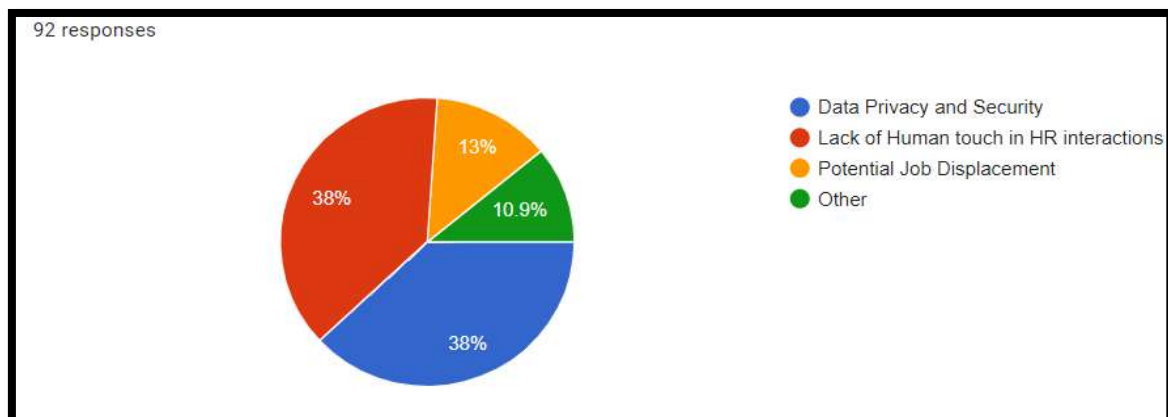


(SOURCE:-PRIMARY DATA)

**INTERPRETATION:-** The above table and chart shows that there are 35(38%) respondents of RECRUITMENT AND CANDIDATE group, 14 (15.2%) respondents of EMPLOYEE ENGAGEMENT& RETENTION group,32(34.8%) respondents of TRAINING AND DEVELPOMENT group, 11(12%) respondents of OTHER group.

**DATA TABLE 10.5****CLASSIFICATION OF NO. OF RESPONDENTS REGARDING THE USE OF AI IN HR MANAGEMENT**

SR NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	DATA PRIVACY AND SECURITY	35	38%
2	LACK OF HUMAN TOUCH IN HR INTERACTIONS	35	38%
3	POTENTIAL JOB DISPLACEMENT	12	13%
4	OTHER	10	10.9%
TOTAL		92	100%



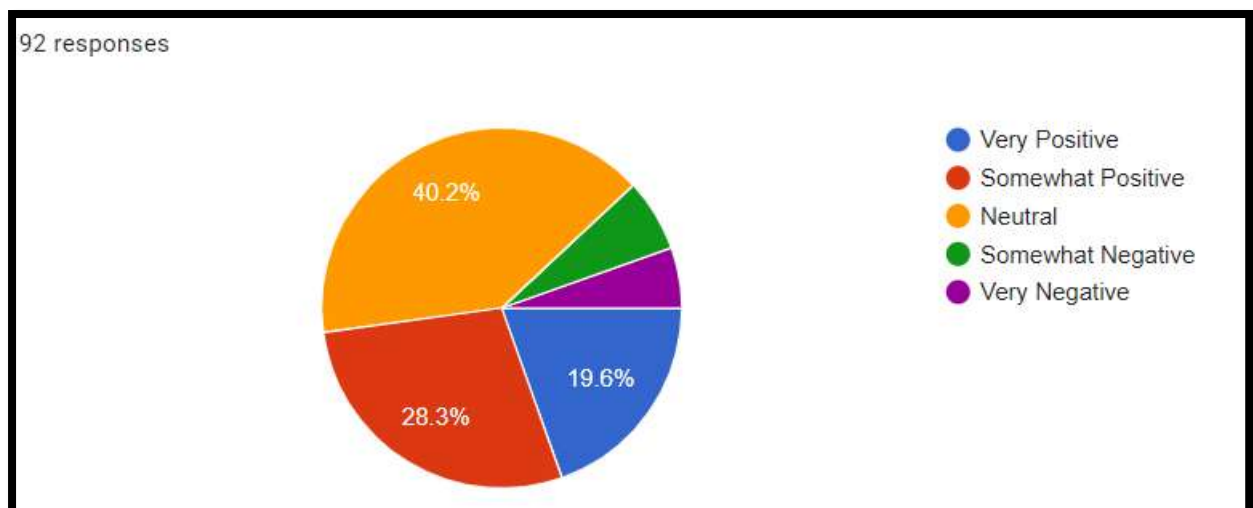
(Source:primary data)

**INTERPRETATION:-**

The above table and chart shows that there are 35(38%) respondents of DATA PRIVACY AND SECURITY group, 35(38%) respondents of LACK OF HUMAN TOUCH IN HR INTERACTIONS group, 12(13%) respondents of POTENTIAL JOB DISPLACEMENT group, 10(10.9%) respondents of OTHER group.

**DATA TABLE 10.6****CLASSIFICATION OF NO. OF RESPONDENTS FOR OVERALL IMPACT OF AI ON HR MANAGEMENT PRACTICES**

<b>SR NO.</b>	<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	VERY POSITIVE	18	19.6%
2	SOMEWHAT POSITIVE	26	28.3%
3	NEUTRAL	37	40.2%
4	SOMEWHAT NEGATIVE	6	6.5%
5	VERY NEGATIVE	5	5.4%
<b>TOTAL</b>		<b>92</b>	<b>100%</b>



(SOURCE:-PRIMARY DATA)

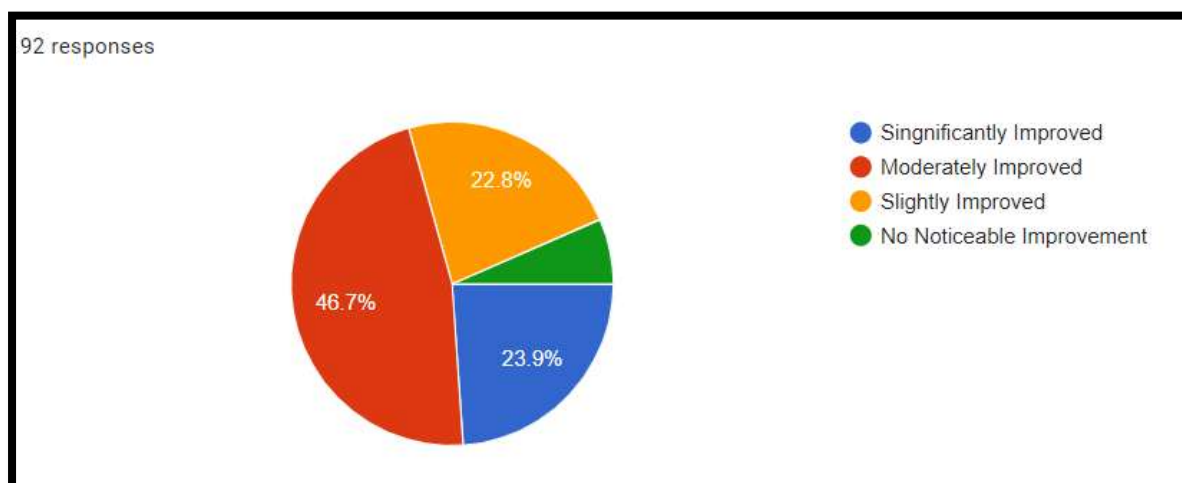


**INTERPRETATION:-**

The above table and chart shows that there are 18(19.6%) respondents of VERY POSITIVE group, 26(28.3%) respondents of SOMEWHAT POSITIVE group, 37(40.2%) respondents of NEUTRAL group, 6(6.5%) respondents of SOMEWHAT NEGATIVE group, 5(5.4%) respondents of VERY NEGATIVE group.

**DATA TABLE 10.7****CLASSIFICATION OF NO. OF RESPONDENTS THINK AI HAS IMPROVED THE SPEED OF HR PROCESSES IN ANY ORGANIZATION**

<b>SR NO.</b>	<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	SIGNIFICANTLY IMPROVED	22	23.9%
2	MODERATELY IMPROVED	43	46.7%
3	SLIGHTLY IMPROVED	21	22.8%
4	NO NOTICEABLE IMPROVEMENT	6	6.5%
TOTAL		92	100%



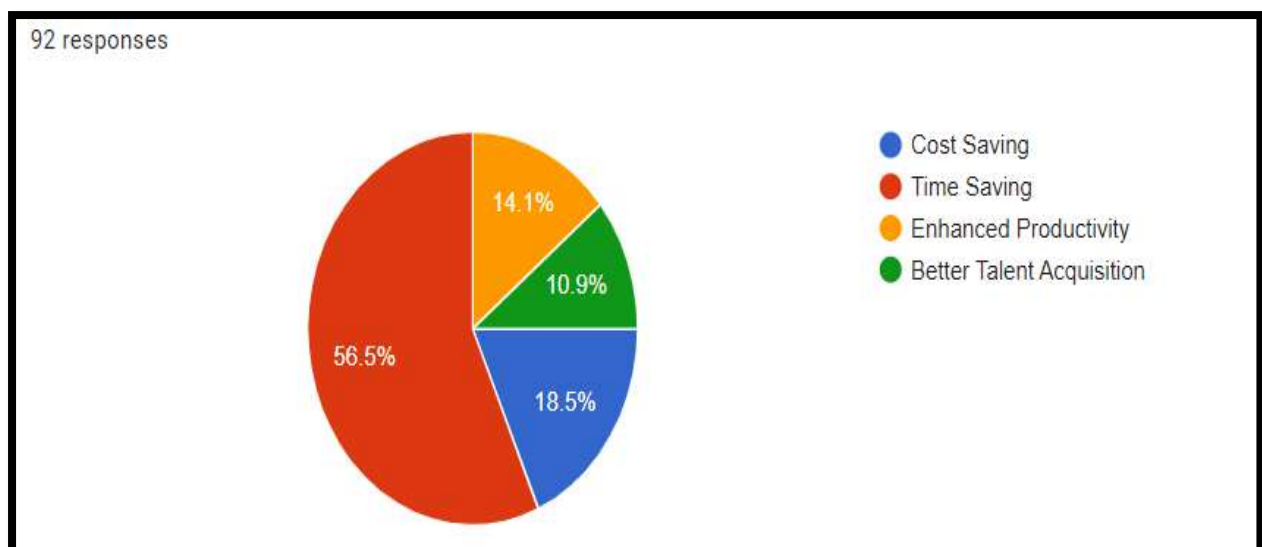
(SOURCE:-PRIMARY DATA)

**INTERPRETATION:-**

The above table and chart shows that there are 22(23.9%) respondents of SIGNIFICANTLY IMPROVED group, 43(46.7%) respondents of MODERATLY IMPROVED group, 21(22.8%) respondents of SLIGHTLY IMPROVED group, 6(6.5%) respondents of NO NOTICEABLE IMPROVEMENT group.

**DATA TABLE- 10.8****CLASSIFICATION OF NO. RESPONDENTS FOR THE BENEFITS OF USING AI IN HR MANAGEMENT**

SR NO.	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	COST SAVING	17	18.5%
2	TIME SAVING	52	56.5%
3	ENHANCED PRODUCTIVITY	13	14.1%
4	BETTER TALENT AQUISION	10	10.9%
TOTAL		92	100%



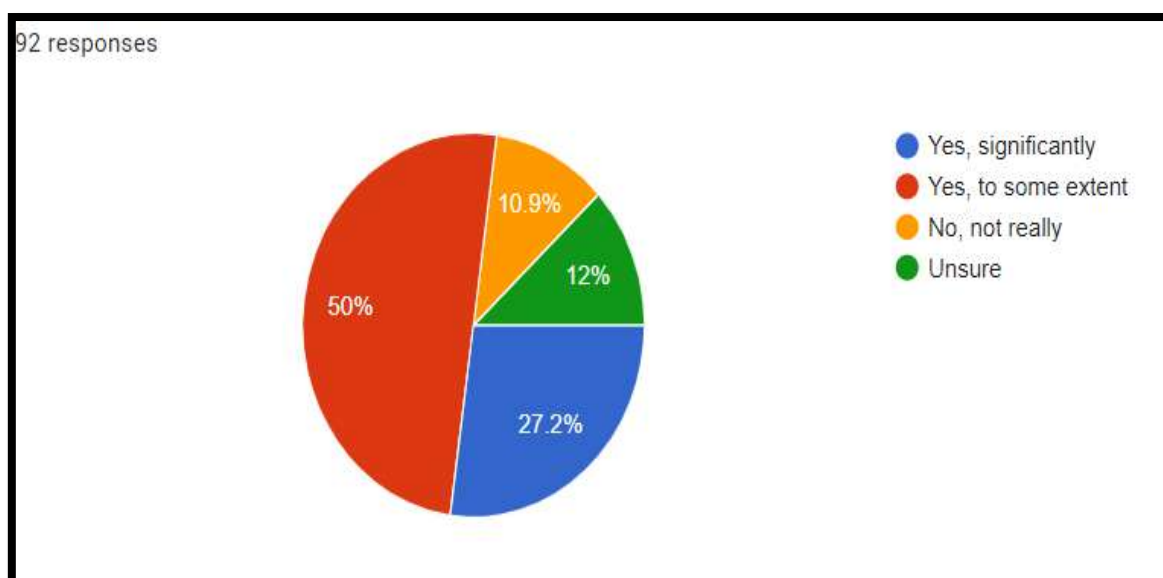
(SOURCE:-PRIMARY SOURCE)

**INTERPRETATION:-**

The above table and chart shows that there are 17(18.5%) respondents of COST SAVING group, 52(56.5%) respondents of TIME SAVING group, 13(14.1%) respondents of ENHANCED PRODUCTIVITY group, 10(10.9%) respondents of BETTER TALENT ACQUISITION group.

**DATA TABLE 10.9****CLASSIFICATION OF NO. OF RESPONDENTS BELIEVE IN AI HAS CONTRIBUTED TO A MORE DIVERSE & INCLUSIVE WORKPLACE IN ANY ORGANIZATION**

SR NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	YES, SIGNIFICANTLY	25	27.2%
2	YES TO SOME EXTENT	46	50%
3	NO NOT REALLY	10	10.9%
4	UNSURE	11	12%
TOTAL		92	100%



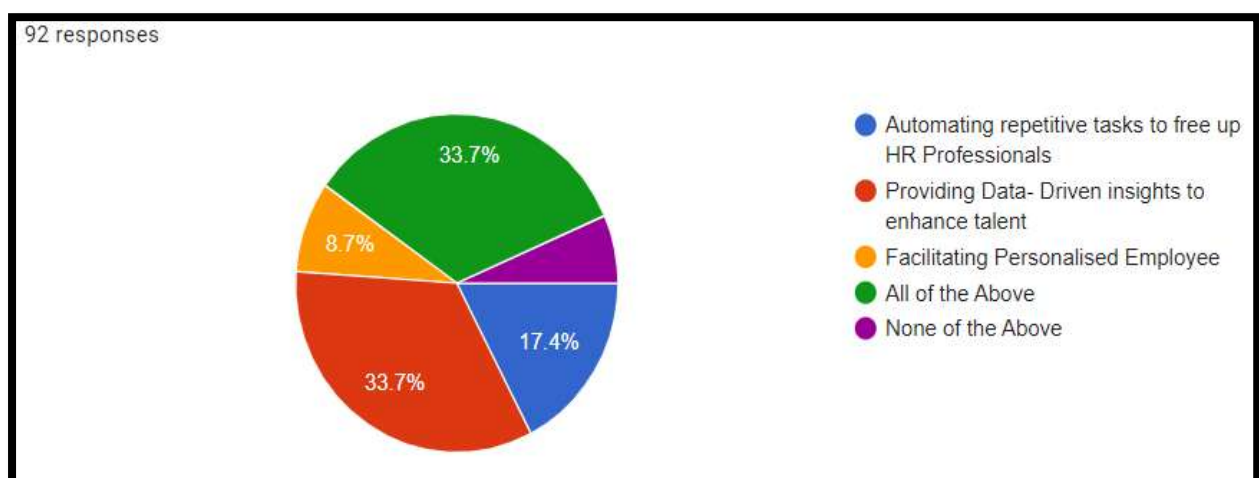
(SOURCE:-PRIMARY SOURCE)

**INTERPRETATION:-**

The above table and chart shows that there are 25(27.5%) respondents of YES, SIGNIFICANTLY group, 46(50%) respondents of YES TO SOME EXTENT group, 10(10.9%) respondents of NO NOT REALLY SURE group, 11(12%) respondents of UNSURE group.

**DATA TABLE 10.10****CLASSIFICATION OF NO. OF RESPONDENTS THAT AI CAN CONTRIBUTE TO THE FUTURE OF HR MANAGEMENT**

SR NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	AUTOMATING REPETITIVE TASK TO FREE UP HR PROFESSIONALS	16	17.4%
2	PROVIDING DATA DRIVEN INSIGHT TO ENHANCE TALENT	31	33.7%
3	FACILIATING PERSONALISED EMPLOYEE	8	8.7%
4	ALL OF THE ABOVE	31	33.7%
5	NONE OF THE ABOVE	6	6.5%
TOTAL		92	100%



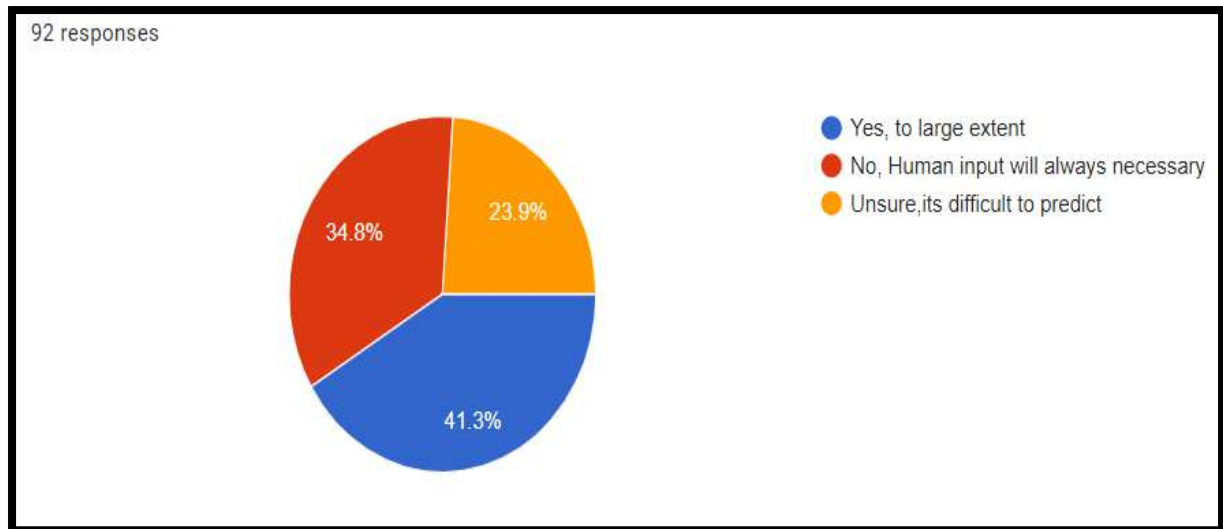
(SOURCE:-PRIMARY DATA)

**INTERPRETATION:-**

The above table and chart shows that there are 16(17.4%) respondents of AUTOMATING REPETITIVE TASK TO FREE UP HR PROFESSIONALS group, 31(33.7%) respondents of PROVIDING DATA DRIVEN INSIGHT TO ENHANCE TALENT group, 8(8.7%) respondents of FACILIATING PERSONALISED EMPLOYEE group, 31(33.7%) respondents of ALL OF THE ABOVE group, 6(6.5%) respondents of NONE OF THE ABOVE GROUP.

**DATA TABLE 10.11****CLASSIFICATION OF NO. OF RESPONDENTS TO BELIEVE THAT AI WILL REPLACE HUMAN HR PROFESSIONALS IN NEAR FUTURE**

<b>SR NO.</b>	<b>PARTICULARS</b>	<b>NO. RESPONDENTS</b>	<b>PERCENTAGE</b>
1	YES, TO LARGE EXTENT	38	41.3%
2	NO, HUMAN INPUT WILL ALWAYS NECESSARY	32	34.8%
3	UNSURE, ITS DIFFICULT TO PREDICT	22	23.9%
<b>TOTAL</b>		<b>92</b>	<b>100%</b>



(SOURCE:-PRIMARY DATA)

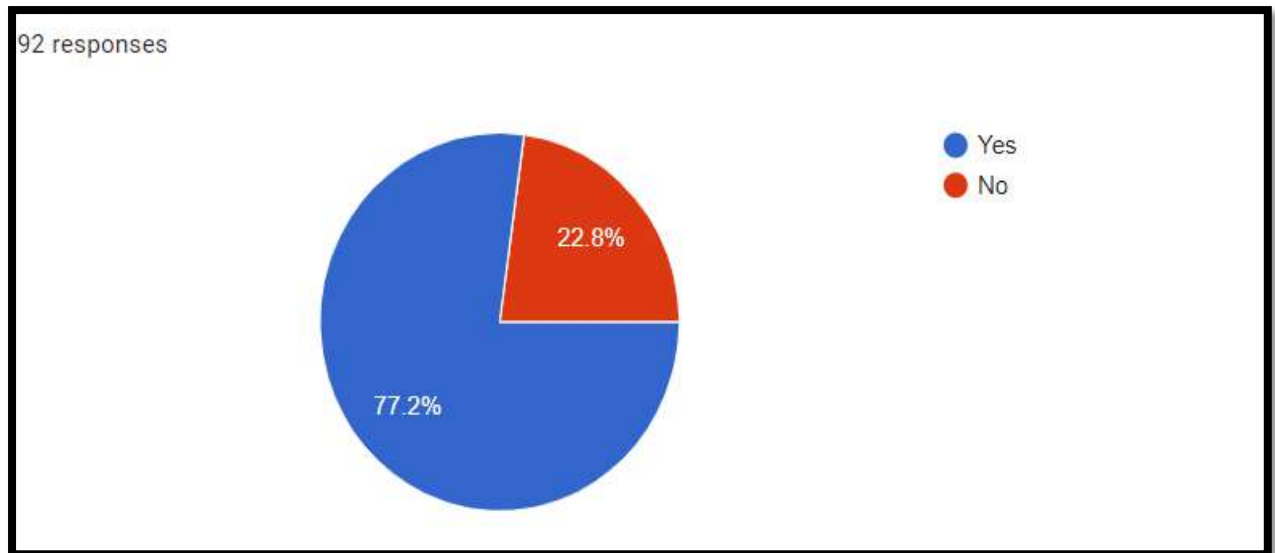
### **INTERPRETATION:-**

The above table and chart shows that there are 38(42.3%) respondents of YES,TO LARGE EXTENT group, 32(34.8%) respondents of NO,HUMAN INPUT WILL ALWAYS NECESSARY group,22(23.9%) respondents of UNSURE,ITS DIFFICULT TO PREDICT group.

### **DATA TABLE 10.12**

#### **CLASSIFICATION OF NO. OF RESPONDENTS FOR ANY SPECIFIC AI DRIVEN HR TOOLS OR PLATFORMS THAT YOU BELIEVE ARE PARTICULARLY EFFECTIVE OR PROMISING**

SR NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	YES	71	77.2%
2	NO	21	22.8%
TOTAL		92	100%



(SOURCE:-PRIMARY DATA)

**INTERPRETATION:-**

The above table and chart shows that there are 71(77.2%) respondents of YES group, 21(22.8%) respondents of NO group.

# **CHAPTER-11**

# **HYPOTHESIS TESTING**



## **HYPOTHESIS**

- **H1 (Null Hypothesis):** There is no significant impact of artificial intelligence on recent trends in human resource management at PeopleStrong.
- **H2 (Alternative Hypothesis):** Artificial intelligence has a significant impact on recent trends in human resource management at PeopleStrong.

### **HYPOTHESIS 1 TESTING:-**

From above study of primary data, secondary data and questionnaire it is found that in Hypothesis H1(null hypothesis) There is no significant impact of artificial intelligence on recent trends in human resource management at PeopleStrong according to survey it is found that 13% of people don't know about Artificial Intelligence and in Peoplestrong company also, in past and today in present also people are working there for how an HR technology can be enhanced and can get solutions for various problems related to Human Resource Management. So there is no significant impact of Artificial Intelligence on recent trends in Human Resource Management at peoplestrong company.

### **HYPOTHESIS 2 TESTING:-**

From above study of primary data, secondary data and questionnaire it is found that in Hypothesis H2 (Alternative Hypothesis) Artificial intelligence has a significant impact on recent trends in human resource management at PeopleStrong according to survey it is found that 87% of people knows about Artificial Intelligence and in peoplestrong company also uses Artificial Intelligence for recruitment and talent acquisition,employee training, workforce planning, HR operation and automation which helps company in in enhancing HR technology solution and it gives significantly good impact to the peoplestrong company.

# **CHAPTER-12**

# **FINDINGS**

**FINDINGS:-**

- TOTAL 92 Respondents have been approached out of which 87% people knows about Artificial Intelligence 13% people don't know about it.
- It is found that 35% of people think recruitment and candidate screening is the specific HR tasks or processes have been affected by AI in any organization.
- 38% - 38% People equally are in concern of data privacy and security and lack of human touch in human resource interactions regarding the use of ai in hr management.
- According to survey 40.2% of people think that Artificial Intelligence has NEUTRAL overall impact of AI on HR management practices.
- AI has moderately improved the speed of HR processes in any Organization.
- People Thought that AI in HR management had benefited them for mostly in Time saving.
- To the some extent 50% of people believe AI has contributed to a more diverse & inclusive workplace any Organization.
- Automating repetitive tasks to free up HR professionals, providing data driven insights to enhance talent, facilitating personalised employee by this all AI can contribute to the future of HR management.
- To a large extent 41.3% people think that AI will Replace human HR professionals in near future.
- 77.2% of people think that some specific AI – driven HR tools or platforms that they believe are particularly effective or promising.

# **CHAPTER -13**

# **SUGGESTIONS**

**SUGGESTIONS:-**

- Implement AI algorithms to streamline the recruitment process, from resume screening to candidate matching, saving time and improving the quality of hires.
- Use AI Powered chatbots or virtual assistants to provide personalised support to employees, enhancing engagement and satisfaction.
- Utilize AI to analyze data on employee performance, behaviour and turnover rates to predict future trends.
- Utilize AI algorithms to create personalized paths for employees based on their skills, preferences, and career goals.
- Implement AI- driven performance management systems to automate performance evaluations, feedback mechanisms and goal setting processes.
- Implement AI – powered tools to monitor employee wellness indicators such as stress levels, workload, and work life balance.
- Establish clear guidelines and ethical frameworks for the use of AI in HRM to ensure fairness, transparency and accountability.

# **CHAPTER-14**

# **CONCLUSIONS**

## **CONCLUSION**

The Research Paper is based on primary data. The study highlights the transformative impact of AI on recent trends in human resource management within PeopleStrong company. Through rigorous analysis, it becomes evident that AI integration has led to increased efficiency, data-driven decision-making, and enhanced employee experiences. However, ethical considerations such as privacy and bias mitigation remain paramount. To optimize AI integration, PeopleStrong should invest in AI talent, foster collaboration with stakeholders, continuously monitor and improve AI initiatives, and maintain transparency in communication. By embracing these recommendations and staying attuned to emerging trends, PeopleStrong can continue to harness the power of AI to drive innovation and foster a culture of excellence in HRM. The study underscores the profound impact of AI on reshaping the landscape of human resource management at PeopleStrong. Through meticulous examination, it becomes clear that AI implementation has not only enhanced operational efficiency but also revolutionized decision-making processes and elevated employee engagement levels. Nevertheless, ethical considerations surrounding AI implementation warrant careful attention. To maximize the benefits of AI integration, PeopleStrong should prioritize investments in AI talent, foster collaboration across all levels of the organization, continually refine AI initiatives based on feedback, and uphold transparency in communication practices.

# **CHAPTER-15**

# **BIBLIOGRAPHY**



## **BIBLIOGRAPHY**

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- <http://www.icaew.com/>
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- <https://www.cbinsights.com/>
- <https://www.bloomberg.com/>
- <https://www.ambitionbox.com/>

# **Chapter-16**

# **ANNEXTURE**

**QUESTIONNAIRE:-**

**PROFILE FORM:-**

- EMAIL-ID
- NAME
- AGE
- OCCUPATION

**QUE 1- Did you know about Artificial Intelligence?**

1. YES
2. NO
3. MAYBE

**QUE 2- What specific HR tasks or processes have been affected by AI in any Organization?**

1. Recruitment &Candidate Screening
2. Employee Engagement &Retention
3. Training &Development
4. Other

**QUE 3- What Concerns do you have regarding the use of AI in HR management?**

1. Data Privacy and Security
2. Lack of Human touch in HR interactions
3. Potential Job Displacement
4. Other

**QUE 4- How do You Perceive the overall impact of AI on HR Management Practices?**

1. Very Positive
2. Somewhat Positive
3. Neutral
4. Somewhat Negative
5. Very Negative

**QUE 5- To What extent do you think AI has Improved the speed of HR processes in any Organization?**

1. Singnificantly Improved
2. Moderately Improved
3. Slightly Improved
4. No Noticeable Improvement

**QUE 6- In your experience, What are the main Benefits of using AI in HR Management?**

1. Cost Saving
2. Time Saving
3. Enhanced Productivity
4. Better Talent Acquisition

**QUE 7- Do you Believe AI has Contributed to a more Diverse & inclusive Workplace in any Organization?**

1. Yes, significantly
2. Yes, to some extent
3. No, not really
4. Unsure

**QUE 8- How do you think that AI can Contribute to the future of HR Management?**

1. Automating repetitive tasks to free up HR Professionals
2. Providing Data-Driven insights to enhance talent
3. Facilitating Personalised Employee
4. All of the Above
5. None of the Above

**QUE 9- Do you Believe that AI will replace human HR Professionals in near future ?**

1. Yes, to large extent
2. No, Human input will always necessary
3. Unsure,its difficult to predict

**QUE 10- Are there any Specific AI - Driven HR Tools or Platforms that you Believe are Particularly effective or Promising ?**

1. Yes
2. No