

THR –Combo of Technology with Human Resource Industry 4.0

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Abstract

THR- This is the era of industry revolution 4.0. many technologies were arriving to maximise the benefits and improves organisation. Rising of artificial intelligence mainly helps organisation and employees to be Retain and Develop in the market.

What this study states?- This study states amalgamation of technology with human resources.

Research frame- Research design: Descriptive research, Sample design: Convenience sampling. Sample size: 54,

Data Collection- Primary data collection: Questionnaire, Secondary Data Collection: Books, Journals, Websites.

Objective of the study: To study the effectiveness and efficiencies of technology with Human resource.

Findings- There is a relationship between Productivity with Service quality and automation helps for augmentation.

Article type: Research Article.

Keywords:-Technology, Artificial intelligence, Human Resources, Amalgamation, Automation, Augmentation, Productivity, Service quality

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I. INTRODUCTION

Intelligence is the ability to acquire human can able to perform tasks normally require. Natural intelligence consists of capacity for logical thinking, understanding, self- awareness, learning, emotional intelligence, reasoning, planning, creativity, critical thinking and problem solving. Artificial intelligence mimics human cognitive functions with the help of Human resource.AI and HR combination has been unavoidable trend in the HR revolutions in industry 4.0. Most enterprises are now not ready for AI application in HR. This process is not only technology diffusion, but also it gel with organisational strategy, organizational behaviours, enterprise culture and management process in the enterprise. So how to design and implement the AI

technology into HR practice gradually is still worth exploring.

Objectives of the study

- To identified whether AI Generated opportunity for career growth.
- To study technology improves productivity and service quality.
- To find whether it helps for easy augmentation.
- To analyse whether operational capability of human is higher than the AI.
- To analyse the logical view of human towards Decision Making.
- To find the relationship between productivity, service quality and automation helps for augmentation

Need of the study

Artificial Intelligence is a good idea to automate the routine work. This saves the manpower of the organization and also increases the productivity, saves time, minimises errors, improves effectiveness and efficiencies of employees as well as organisation. In this study, researcher is finding whether Artificial intelligence is influencing the growth of human intelligence at work place. This study analyses the capacity of normal human being Intelligence with Artificial intelligence, and whether it increases productivity, enhances opportunity.

This technology currently they are operating in their organisation.

Statement of the problem

Most of the companies are updating technology for development. Augmentation gives better output results. Organisations believe technologies more than human. In this study states how HR can benefit with the help of technology. Updating will improve organisation to the next level.

II. Review of Literature

Mariana Antonescu (2018) author says that artificial intelligence will brings the tremendous change in business. Every leaders should be aware and ready to accept that change for their business growth. It is an opportunity to Develop a new skill. Top and middle management need to improve their skills (KF, 2017) to gain a deeper understanding of the technologies which are driving their business to push forward in upgrade their customer service, improve productivity and help in decision making. currently managers are spending important part of their time on administrative tasks, Artificial Intelligence can automate these tasks and make them faster, better and error free. Spending time on monitoring and reporting can be used for creativity and judgment purposes. Analytical and administrative skills lose some activities such as mortgage origination, paralegal work, accounting

and back-office transaction processing etc., and also empathy, communication, creativity, flexibility are not to be replaced by AI. Use AI responsibly in order to manage a business in legally and ethically. Develop a collaborative culture, treat AI as a colleague and a manager for both humans and AI.

Andy Metzger (2018) author says today's technological revolution is AI. Workplaces adopt AI and other productivity boosting technologies for to get more error free, effective and efficiency results. Workforces must upgrade their necessary skills towards IT advancements. Humans are excel some skills like empathy, creativity and human touch so those cannot replace by machines.

Bharathi. K.F(2017) This paper presents a brief survey on AI in various emerging technology and its applications of AI along with the examples. The ability of making machine to make decisions on its own is known as AI. It can be used to predict the future. It is a programmed knowledge. AI helps to make their tasks easily and efficiently. In this paper author discussing about machine learning representation reasoning, pattern recognition and artificial neural networks these are the expert systems applied on military, medicinal, space, industrial, telecommunication sectors.

III. Research Methodology

Research methodology is a procedure or technique used to identify, select, process and analysis information about the research. It evaluates the overall validity and reliability of the research. In this research author collected data from two types of sources one is Primary data and another one is Secondary data. For this study Primary data collected in this research through structured questionnaire and secondary data was collected from books journals and websites. Descriptive research design was used in this study. Researcher used convenience sampling method to collect samples for this study. To analyse data researcher used Percentage analysis, measures

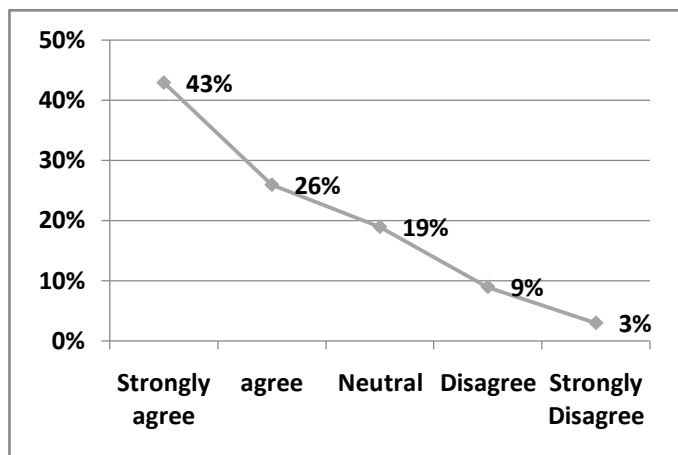
of central tendencies and Karl Pearson coefficient of correlation was used.

Data analysis and Interpretation

Table& Chart1. Helps to enhance productivity and service quality

Description	frequency	Percentage
Strongly agree	23	43%
Agree	14	26%
Neutral	10	19%
Disagree	5	9%
Strongly Disagree	2	3%
Total	54	100

Source: Primary data.



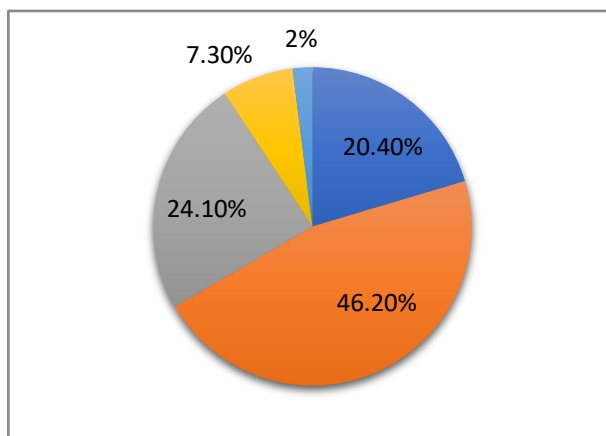
Interpretation

In this above table shows that 43% of employees are strongly agree that AI helps to enhances productivity and service quality of the organization 3% of employees are strongly disagree that AI helps to enhances productivity and service quality of the organization.

Table&Chart2. AI Generated opportunity for career growth

Description	frequency	Percentage
Strongly	11	20.4%

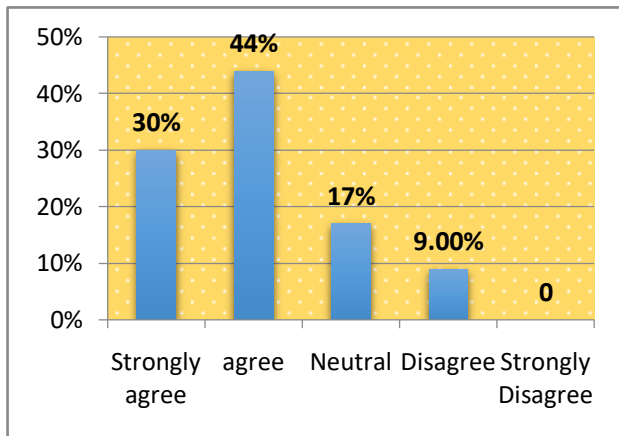
agree		
Agree	25	46.2%
Neutral	13	24.1%
Disagree	4	7.3%
Strongly Disagree	1	2%
Total	54	100%



In this above table shows that 46.2%of employees are Agree that AI generated opportunity for career growth, 2%of employees are Strongly disagree that AI generated opportunity for career growth.

Table& Chart 3. Automation helps easy augmentation

Description	frequency	Percentage
Strongly agree	16	30%
Agree	24	44%
Neutral	9	17%
Disagree	5	9.%
Strongly Disagree	0	0
Total	54	100%

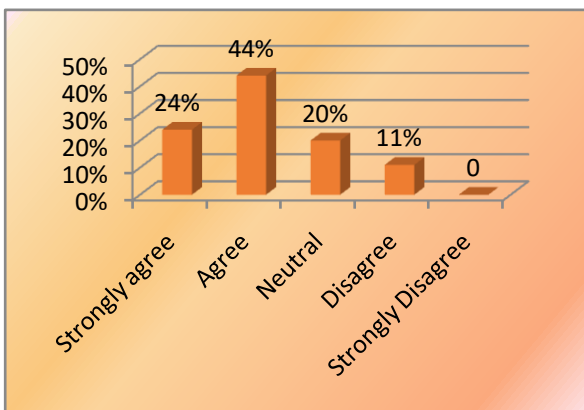


Interpretation

In this above table shows that 44% of employees are Agree that automation helps easy augmentation, 9% of employees are disagree that automation helps easy augmentation.

Table& Chart 4. Operational Capability of a Human is Higher than the AI

Description	Frequency	Particulars
Strongly agree	13	24%
Agree	24	44%
Neutral	11	20%
Disagree	6	11%
Strongly Disagree	0	0
Total	54	100%

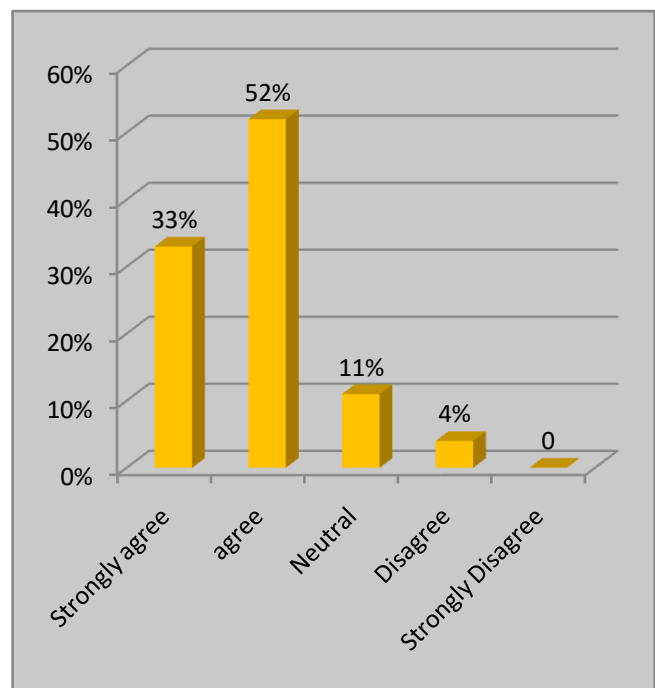


In the above table shows that 43% of employees are agree that operational capability of a human is higher than the AI, 3% of employees are

strongly disagree that operational capability of a human is higher than the AI.

Table &Chart 5. Human intelligence has logical view towards every problem

Description	Frequency	Percentage
Strongly agree	18	33%
Agree	28	52%
Neutral	6	11%
Disagree	2	4%
Strongly Disagree	0	0
Total	54	100%



Interpretation

In this above table shows that 53% of employees are Agree in that human intelligence has logical view towards every problem, 4% of employees are disagree in that human intelligence has logical view towards every problem.

Table 6. Karl Pearson correlation between Helps to enhance productivity, service quality and Automation helps easy augmentation

		productivity and service quality	automation and augmentation
Productivity and service quality	Pearson Correlation	1	.902**
	Sig. (2-tailed)		.000
	N	54	54
automation and augmentation	Pearson Correlation	.902**	1
	Sig. (2-tailed)	.000	
	N	54	54

H₀: There is no relationship between productivity, service quality and automation helps for augmentation

H₁: There is relationship between productivity, service quality and automation helps for augmentation.

Interpretation:

H₁ is accepted there is a relationship between productivity, service quality and automation helps for

augmentation. 0.902 values was positively correlated

Table 7. Measures of central tendency

Statistical Tools	productivity and service quality	automation and augmentation	Operational capability	HI Logical view towards problem	AI Generated career growth
Mean	3.9444	3.9444	3.8148	4.1481	3.9444
Median	4.0000	4.0000	4.0000	4.0000	4.0000
Mode	5.00	4.00	4.00	4.00	4.00

Source: Primary data

5 – Strongly agree, **4** – Agree, **3** – neutral, **2** – disagree, **1** – strongly disagree.

Interpretation:

Above table finalising that more number of employees agree that artificial intelligence enhanced productivity and service quality, more number of employees agree that automation helps for easy augmentation, more number of employees agree that operational capability of human are higher than the technology, more number of employees agree that human intelligence has logical view towards every problem, more number of employees agree that AI generated career growth.

Findings

- It is found that 43% of employees are strongly agreed that AI helps to enhance the productivity and service quality.
- It is found that 46.2% of employees are agree that AI generating the opportunity for career growth.

V.CONCLUSION

- In this industry 4.0 era mainly cheering employees to transform, support and adapt recent trends in technology for employees as well as organisational development. Main purpose of this transition is to surplus productivity; enhance effectiveness and efficiencies of Human resources and organisational performance. This strategy will make employees to engage with their work and also improves the employee performance; When employee performance increases it reflects on organisational development. However human intelligence is highly influential than technology but the combo of human with technology will brutally results good. HR professionals need to use technology responsibly. effective

way of utilising HR technology are likely to be more productive and more profitable. the challenge for HR executives is to manage this technology to get rapid explosion on organisation while minimizing the pitfalls along the way

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