



International Conference Proceeding on

Exploring Social Impact Through Social Science Research and Artificial Intelligence (ESSRAI – 2025)



Volume - I

**PG & Research Department of Commerce
Salem Sowdeswari College (For Women)
Salem- 636 010.**

Proceedings of the International Conference on

**EXPLORING SOCIAL IMPACT THROUGH SOCIAL SCIENCE RESEARCH AND
ARTIFICIAL INTELLIGENCE**

Organized By

PG and Research Department of Commerce

SALEM SOWDESWARI COLLEGE

Salem District, Tamil Nadu

Proceedings of the International Conference on
**EXPLORING SOCIAL IMPACT THROUGH SOCIAL SCIENCE RESEARCH AND
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PREFACE

It is with great pride and academic enthusiasm that we present the Two Volumes of the Proceedings of the One-Day International Conference on “**Exploring Social Impact Through Social Science Research and Artificial Intelligence**”, organized by the PG & Research Department of Commerce, Salem Sowdeswari College (For Women), Salem, held on 14th August 2025 at the Dr. J.K.K. Angappa Chettiar Memorial Auditorium. In today’s fast-evolving digital world, Artificial Intelligence (AI) is transforming how we live, work, and interact. While the rise of AI presents endless opportunities, it also brings with it a need for deeper reflection on its ethical, cultural, social, and legal implications. This conference aims to bridge the gap between technological advancement and social responsibility by fostering meaningful dialogue among researchers, academicians, students, and industry professionals across various disciplines.

The theme “*Exploring Social Impact Through Social Science Research and Artificial Intelligence*” is both important and relevant today. AI is now being used in education, healthcare, finance, governance, and management, and it’s important to think about the ethical, cultural, legal, and emotional effects it may have. This conference created a space to discuss how AI can grow in a way that is fair, responsible, and inclusive.

This volume of conference proceedings includes a wide range of research papers and articles that offer fresh ideas and thoughtful insights. The topics cover areas like sustainable marketing, digital governance, smart education, responsible finance, HR management, and legal analysis. The authors also explore key challenges such as data privacy, AI bias, job changes, and the digital gap in society.

We sincerely thank all the authors, reviewers, participants, and speakers for their valuable contributions. We also thank our management, principal, and organizing team for their constant support and efforts.

We hope this book will be useful for further research and will encourage more work in using Artificial Intelligence to bring positive change, fairness, and long-term growth in our society.

With warm regards,
Organizing Committee
PG & Research Department of Commerce
Salem Sowdeswari College (For Women), Salem – 636 010
Date: 14th August 2025

AT THE CORRESPONDENT'S DESK



Thiru. J.K.A. KUMARA RAJAH
Correspondent & Secretary
Salem Sowdeswari College (For Women)
Salem-10

I must say that I am really happy that this topic has been chosen for the edited book in the need of the hour.

In today's fast changing world, digital platforms are playing a powerful role in shaping how people connect, communicate, and make purchase decisions. Social media, messaging apps, and mobile applications are no longer just tools for interaction they influence shopping habits, product choices, and even brand loyalty. Consumers now expect smooth, fast, and personalized experiences across both online and offline channels. This shift has encouraged companies, retailers, and financial institutions to upgrade their services, adopt new technologies, and create more engaging customer experiences. Digital wallets, instant deals, influencer marketing, and smart recommendation systems are just a few examples of how businesses are adapting to new consumer expectations.

However, along with these opportunities come serious challenges data privacy, cybersecurity, and the need for digital skills are becoming more important than ever. Consumers today are informed, connected, and expect more value in every interaction. The research articles presented in this volume reflect the growing role of technology, especially Artificial Intelligence in social sciences and business. They offer useful insights into how digital tools are changing industries, customer behavior, and even society at large. This collection of work will surely be a valuable resource for researchers, academicians, and professionals alike.

I appreciate the efforts of the PG and Research Department of Commerce, Salem Sowdeswari College (For Women), for organizing this international conference and for publishing these quality contributions. I extend my heartfelt wishes to all the authors, participants, and organizers for their dedication and success.

Thiru. J.K.A. KUMARA RAJAH
Correspondent & Secretary
Salem Sowdeswari College (For Women)

AT THE PRINCIPAL'S DESK



Dr.T. Poongodi
Principal Incharge
Salem Sowdeswari College (For Women)
Salem-10

The rapid advancement of Artificial Intelligence (AI) and its integration into various fields of social science research is transforming how we understand, analyze, and address complex societal challenges. The theme of this One-Day International Conference on “Exploring Social Impact Through Social Science Research and Artificial Intelligence” reflects a timely and much-needed exploration into how technology intersects with human behavior, economic systems, education, governance, and more.

With the increasing presence of AI in our daily lives, social researchers are now equipped with powerful tools to process data, detect patterns, and forecast outcomes.

This conference showcases AI's transformative potential in social research, bridging global knowledge gaps and fostering innovative, interdisciplinary collaborations.

I would like to express my appreciation to the PG and Research Department of Commerce, Salem Sowdeswari College (For Women) for organizing this intellectually stimulating event and for their initiative in publishing a quality volume of research articles. This collection of papers offers rich insights into current developments and reflects the collective efforts of authors, reviewers, and the academic community.

I am confident that this publication will serve as a valuable resource for future research, policy-making, and academic collaboration in both the domains of AI and social science.

Dr. T.Poongodi
Principal In-charge
Salem Sowdeswari College (For Women)
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TABLE OF CONTENT

Sl. No	Title of the Paper	Page No
1	Virtual Classroom Smart Tutoring System and AI Tools <i>Kalai Selvi Rajesh and Kaleeswari Soundrapandi</i>	1
2	An in-Depth Analysis of AI Technologies and Their Real-World Applications <i>J.Gokulapriya & N.Ganapathi Ram</i>	5
3	Employee Privacy Concerns in AI-Driven HR Analytics: A Cross-Cultural Study <i>Dr.G.Prabakaran & C.Sudhahar</i>	12
4	AI-Enabled Market Segmentation in Rural Markets: Transforming Agricultural Commerce Through Intelligent Consumer Insights <i>Dr.G.Prabakaran & C.Sudhahar</i>	20
5	AI for Circular Economy and Waste Management: A Comprehensive Analysis <i>Dr. R.Mohan</i>	26
6	Predictive AI Tools for Sustainable Human Resource Management: A Statistical Exploration <i>Dr.P. Fathima Nancy Dyana</i>	32
7	Building Tomorrow's Workforce: AI Applications in Modern H <i>Rubini R & Dr. A.Velavan</i>	41
8	Professional Social Work with AI <i>Dr. Mahadev Chaitram Chunchu</i>	47
9	Leveraging Artificial Intelligence for Circular Economy and Waste Management: A Quantitative Study Using SPSS Analysis <i>Dr.A. Juliet</i>	51
10	AI Powered Sustainable Marketing and Consumer Analytics <i>B.Manikandan & Dr.N.Barathi Dasan</i>	59
11	The role of Artificial Intelligence in enhancing Customer Satisfaction in Online Apparel shopping <i>Mr. Kumar E & Dr. Periasami G</i>	63
12	A study on Artificial Intelligence in Marketing: Role and its Impact on marketers and consumers <i>Mr.S. Tamilselvan, Dr.P. Nallasivam</i>	69
13	Relational Intelligence: Integrating Indigenous Epistemologies into AI Design <i>Ziyaudeen & Yamini P & Samita K S</i>	75
14	Society in the Loop: Exploring Social Impact through the Community of Social Science Research and Artificial Intelligence <i>Dr D Suganthi & K N Mithra</i>	78

Sl. No	Title of the Paper	Page No
98	Beyond Profit: An Innovative Framework for Micro-AI Startups To Address Ground-Up Social Issues <i>Dr. S.Subalakshmi & Vedhamahalakshmi.S</i>	515
99	Momentum in Materials: Real Time Stock Market Trend Prediction Technical Analysis <i>Manas S K & Tejas G</i>	520
100	AI-Driven Investment Decision Making: A Study on The Application of Artificial Intelligence in Capital Markets <i>Mr. A.DivinKumar & Dr. M.Prince Rani</i>	528
101	Bridging The Gap: Technology As the Catalyst for A New Era of Rural Marketing In India-2025 <i>Dr. M. Jayanthi</i>	536
102	The AI powered Automation revelation emerging trends and future possibilities economic of innovation <i>Mr.T.S.Aravindh & Mr.M.Mithul Murugesan</i>	540
103	Triple bottom line marketing: AI-based impact measurement <i>Lithika M & Nidhi Kumari J</i>	545
104	Human Resource Management Paradigms with AI Integration <i>Divya A P & Dr. K. Kalaiselvi</i>	548
105	Startups and Entrepreneurship using AI for Social Impact: A Transformational Approach <i>Dr.P.Yasodha & Mrs.B.Shalini</i>	552
106	Integrating Environmental Genomics and Artificial Intelligence for Sustainable Ecosystem Management <i>Ruchi Yadav</i>	555
107	A Study on AI-Enabled Market Segmentation in Rural Market <i>S.Deepika & R. Srisathya</i>	570
108	A Study on Startups and Entrepreneurship using AI for Social Impact <i>N.Priyadharani & M.Vajiha</i>	563
109	Virtual Classrooms, Smart Tutoring Systems and AI Tools <i>P.Kalaivani & D. Keerthika</i>	567



Human Resource Management Paradigms with AI Integration

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Abstract

The integration of Artificial Intelligence (AI) into Human Resource Management (HRM) is reshaping how organizations manage their most valuable asset—human capital. Traditional HRM functions, once reliant on manual processes and subjective judgment, are increasingly being transformed by AI technologies that automate tasks, enhance decision-making, and improve employee experiences. This chapter explores the evolution of HRM paradigms in the context of AI integration, detailing the shift from administrative HR roles to more strategic, data-driven functions. It examines how AI tools such as predictive analytics, machine learning, and natural language processing are revolutionizing key HR functions, including recruitment, employee engagement, talent development, and performance management. The chapter further evaluates the benefits and challenges of AI adoption in HRM, emphasizing both the opportunities for operational efficiency and the risks related to ethical concerns, data privacy, and workforce resistance. The chapter concludes with a discussion on how HR departments can successfully integrate AI technologies while ensuring alignment with human values and organizational goals.

1. Introduction

Human Resource Management (HRM) has undergone significant transformation over the last few decades, evolving from a primarily administrative function into a strategic partner that drives organizational success. Traditionally, HRM involved tasks such as payroll processing, recruitment, benefits management, and performance evaluations. While these activities were crucial, they were often labor-intensive, subject to biases, and reactive rather than proactive. The advent of Artificial Intelligence (AI) in HRM has catalyzed a paradigm shift, offering innovative solutions to longstanding challenges. AI technologies—ranging from machine learning algorithms to natural language processing and predictive analytics—are enabling HR professionals to make smarter, data-driven decisions, automate repetitive tasks, and provide personalized employee experiences. As a result, AI is playing an increasingly central role in reshaping HRM, with profound implications for how organizations attract, retain, and develop talent. This chapter explores the evolution of HRM paradigms in the context of AI integration, examining how these technologies are transforming traditional HR practices. It also evaluates the benefits and challenges associated with AI adoption in HRM, highlighting the opportunities for greater efficiency, improved decision-making, and enhanced employee engagement, as well as the risks and ethical concerns that arise.

2. Evolution of HRM Paradigms

2.1 Traditional HRM: Administering and Managing Employees

548

Historically, HRM was focused on the administrative side of managing employees. Early HR departments were tasked with hiring, training, and ensuring compliance with labor laws and organizational policies. These tasks were highly manual and often based on intuition, experience, and human judgment. As a result, traditional HRM practices were prone to inefficiencies, biases, and inconsistencies. Key HR functions, such as recruitment, employee engagement, and performance management, were often driven by subjective assessments. While these functions were important for organizational success, they lacked the technological tools needed to optimize decisions or predict future workforce needs effectively.

2.2 The Digital Transformation of HRM

As technology advanced, HRM began incorporating digital tools to streamline processes. The introduction of Human Resource Management Systems (HRMS) and Applicant Tracking Systems (ATS) allowed HR professionals to automate administrative tasks such as payroll, benefits



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2.2 The Digital Transformation of HRM

As technology advanced, HRM began incorporating digital tools to streamline processes. The introduction of Human Resource Management Systems (HRMS) and Applicant Tracking Systems (ATS) allowed HR professionals to automate administrative tasks such as payroll, benefits administration, and employee records management. These tools significantly improved efficiency and reduced human error but still relied heavily on human intervention for decision-making. Despite this progress, many HR processes were still largely reactive. Recruitment, for example, often involved screening resumes manually, and performance management remained an annual event rather than a continuous feedback process.

2.3 AI Integration: A Paradigm Shift

The introduction of AI technologies into HRM has brought about a profound shift in how HR departments operate. AI-powered tools now enable organizations to make data-driven, predictive decisions in areas such as talent acquisition, performance management, and employee engagement. Unlike traditional methods, AI systems can analyze vast amounts of data to identify patterns, predict future trends, and automate complex tasks, transforming HRM from a largely reactive function to one that is more proactive and strategic.

3. AI's Impact on Traditional HR Practices

3.1 Recruitment and Talent Acquisition

AI has revolutionized the recruitment process by automating time-consuming tasks such as resume screening, candidate sourcing, and initial assessments. AI tools such as chatbots and machine learning algorithms can quickly analyze resumes and rank candidates based on skills, experience, and cultural fit, making the hiring process faster and more objective.

For example, AI-powered platforms like HireVue use natural language processing to assess video interviews, analyzing factors such as speech patterns, facial expressions, and tone of voice to gauge candidate suitability. This allows HR professionals to focus on engaging with top candidates rather than spending time on initial screenings.

3.2 Employee Engagement and Retention

AI tools also play a crucial role in enhancing employee engagement and retention. By using predictive analytics, HR professionals can monitor employee sentiment, assess engagement levels, and predict turnover risks. AI-driven platforms like Glint analyze employee surveys and other feedback data to identify potential issues, such as dissatisfaction with workplace culture or management, allowing organizations to take proactive steps to improve employee satisfaction and reduce turnover.

549

Moreover, AI-powered tools can personalize learning and development programs, ensuring that employees have access to the resources they need to grow within the organization, further boosting engagement and retention.

3.3 Talent Development and Learning

AI is transforming the way organizations approach employee training and development. Personalized learning paths, powered by AI, enable employees to receive targeted development opportunities based on their skills, career goals, and performance metrics. For instance, AI systems like Cornerstone OnDemand can recommend specific training programs and resources tailored to each employee, ensuring that they receive relevant, timely learning experiences.

Additionally, AI helps HR teams track employee progress and development over time, enabling better decision-making when it comes to promotions, job rotations, and career pathing.



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3.4 Performance Management

Traditional performance management systems, often limited to annual reviews, are increasingly being replaced by continuous, real-time performance management powered by AI. AI tools enable HR professionals to track performance metrics in real-time, offering continuous feedback to employees based on their day-to-day activities.

Platforms like 15Five and Lattice use AI to analyze employee performance data, provide real-time feedback, and create development plans based on individual strengths and areas for improvement. This shift allows for more dynamic, responsive performance management that aligns better with employees' needs and organizational goals.

4. Benefits of AI Integration in HRM

4.1 Increased Efficiency and Productivity

AI automates repetitive tasks such as resume screening, interview scheduling, and data entry, allowing HR professionals to focus on higher-value activities. This not only improves efficiency but also reduces human error, enabling HR departments to operate more smoothly and effectively.

4.2 Data-Driven Decision Making

AI provides HR professionals with valuable data insights, enabling them to make more informed, objective decisions. Whether it's predicting which candidates will be successful in a role, forecasting employee turnover, or identifying skill gaps, AI-powered tools allow HR departments to base their decisions on data rather than intuition.

4.3 Improved Employee Experience

AI can also help personalize employee experiences, from onboarding to training and career development. By offering tailored learning paths and providing continuous, real-time feedback, AI helps employees feel supported and valued, leading to improved engagement and retention.

4.4 Bias Reduction

AI helps reduce bias in recruitment and performance management by making decisions based on data rather than subjective judgment. For instance, AI algorithms can be designed to assess candidates based on skills, experience, and job fit, rather than unconscious biases related to gender, age, or ethnicity.

5. Challenges of AI Integration in HRM

5.1 Ethical Concerns and Data Privacy

550

One of the biggest challenges of AI adoption in HRM is ensuring that employee data is handled ethically and in compliance with privacy regulations. AI systems rely on large amounts of employee data, and there are concerns about how this data is used, stored, and protected. Organizations must ensure transparency in their data practices and comply with privacy laws such as GDPR.

5.2 Resistance to Change

Despite the benefits, AI integration in HRM may face resistance from HR professionals and employees who are accustomed to traditional processes. Concerns about job displacement and the loss of human judgment may hinder adoption. Successful AI implementation requires clear communication, training, and a shift in mindset from manual to automated processes.

5.3 Ensuring Fairness and Transparency



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5.3 Ensuring Fairness and Transparency

AI systems are only as good as the data they are trained on. If AI algorithms are trained on biased data, they may perpetuate existing inequalities, such as favoring certain demographics over others. Ensuring fairness in AI decision-making requires careful monitoring, transparency, and regular audits of AI systems to identify and correct any biases.

6. Conclusion

The integration of AI into HRM is transforming the way organizations manage talent and optimize workforce performance. From recruitment and employee engagement to performance management and talent development, AI is enhancing HR functions by making them more efficient, data-driven, and personalized. While the benefits of AI adoption in HRM are clear, organizations must also address challenges related to data privacy, ethics, and workforce resistance. As AI continues to evolve, HR professionals will need to adapt, ensuring that technology complements human expertise rather than replacing it. The future of HRM lies in a balanced integration of AI, where human judgment and technological innovation work hand in hand to drive organizational success.

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