

FIRST EDITION

AI AND ANALYTICS IN HUMAN RESOURCE MANAGEMENT

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Dr.S.Jayakani has 18 years of teaching and Research experience. Now she is working as Professor in Department of commerce at Vels Institute of Science Technology and Advanced Studies, Chennai. She produced 11 Ph.D. and guiding 8 Ph.D. scholars. She has published book in Auditing HRM, FM, Company law etc. She has received Best researcher award, Best professor, Best faculty, Best academician award etc. She has also published 80 academic research articles in Scopus and UGC listed journals.

Preface

AI and Analytics in Human Resource Management

The modern business environment is witnessing an unprecedented transformation driven by technological advancements, digital innovation, and data-centric decision-making. Among the various organizational functions undergoing significant change, Human Resource Management (HRM) has emerged as a key area where Artificial Intelligence (AI) and Analytics are reshaping traditional practices and redefining workforce management. As organizations strive to attract, develop, engage, and retain talent in an increasingly competitive landscape, AI-powered solutions and advanced analytics have become indispensable tools for achieving strategic human resource objectives.

AI and Analytics in Human Resource Management has been developed to provide a comprehensive understanding of the transformative role of intelligent technologies and data analytics in contemporary HR practices. This book explores how AI and analytical tools are revolutionizing talent acquisition, employee engagement, performance management, workforce planning, learning and development, and organizational effectiveness.

The chapters presented in this volume cover a broad spectrum of topics, including AI-driven recruitment and selection, predictive workforce analytics, employee performance evaluation, talent management, HR automation, people analytics, employee retention strategies, organizational behavior analysis, and decision-support systems. The book also examines emerging technologies such as machine learning, natural language processing, robotic process automation, and generative AI, highlighting their applications in enhancing HR efficiency and effectiveness.

As organizations increasingly adopt data-driven approaches, HR professionals are required to move beyond traditional administrative functions and become strategic partners in organizational growth. AI and analytics empower HR practitioners to derive meaningful insights from workforce data, anticipate future talent needs, identify employee trends, and make evidence-based decisions that contribute to sustainable business success.

This book also addresses important considerations related to ethical AI, data privacy, fairness, transparency, and responsible use of employee information. Understanding these challenges is crucial for ensuring that technological advancements are implemented in ways that promote trust, inclusivity, and organizational integrity.

The primary objective of this book is to equip students, researchers, academicians, HR professionals, managers, and business leaders with the knowledge and skills required to understand and leverage AI and analytics in human resource management. By integrating theoretical foundations with practical applications and contemporary case studies, this book serves as a valuable resource for academic learning, professional development, and organizational transformation.

We express our sincere gratitude to all authors, reviewers, researchers, and industry experts whose valuable contributions have enriched the quality and relevance of this publication.

Their expertise and commitment have helped create a comprehensive resource that reflects the evolving nature of modern human resource management.

We hope that **AI and Analytics in Human Resource Management** will inspire readers to embrace innovation, harness the power of intelligent technologies, and contribute to building agile, data-driven, and people-centric organizations. May this book serve as a guide for advancing research, fostering innovation, and achieving excellence in the field of human resource management.

Dr. S. Jayakani