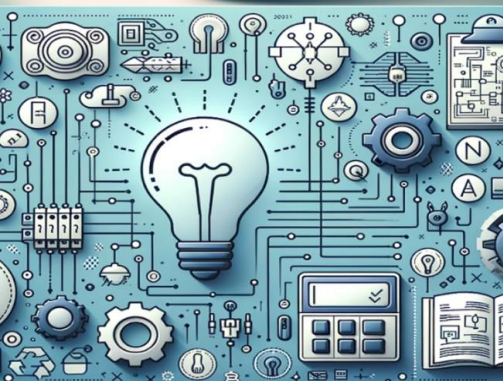




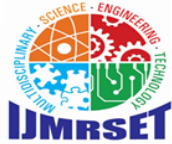
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Investigate how Ai is Changing the HR Landscape in Nallas Company Including Recruitment Talent Management and Employee Experience

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ABSTRACT: Artificial Intelligence (AI) is revolutionizing the Human Resources (HR) landscape by enhancing efficiency, accuracy, and personalization across various HR functions. This study investigates how AI is transforming HR practices at Nallas Company, with a focus on recruitment, talent management, and employee experience. The research explores the integration of AI-powered tools such as applicant tracking systems, chatbots, and predictive analytics in streamlining recruitment processes and improving candidate matching. In talent management, AI facilitates skill gap analysis, personalized learning paths, and performance monitoring, enabling data-driven decision-making. Additionally, AI contributes to a more engaging employee experience through sentiment analysis, virtual HR assistants, and customized communication. The study also considers the challenges associated with AI adoption, including ethical concerns, data privacy, and technological dependency. Overall, the investigation highlights how AI is reshaping HR into a more strategic, agile, and employee-centric function at Nallas Company.

KEYWORDS: Artificial Intelligence, Human Resources, Recruitment, Talent Management, Employee Experience, Predictive Analytics, Chatbots, Sentiment Analysis, HR Automation, Nallas Company.

I. INTRODUCTION

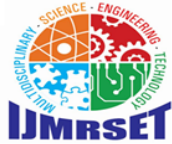
Artificial Intelligence (AI) is rapidly transforming the human resources (HR) landscape by automating routine tasks, enabling data-driven decision-making, and enhancing the overall employee experience. Companies across the globe are adopting AI to stay competitive, and Nallas Company is no exception. AI technologies are being integrated into various HR functions such as recruitment, talent management, and employee engagement, offering increased efficiency and improved outcomes. This study aims to explore how Nallas Company leverages AI to optimize its HR operations and how these changes impact both organizational performance and employee satisfaction.

SCOPE OF THE STUDY:

This study focuses on the application and impact of AI in the HR department of Nallas Company. It covers three key areas: recruitment, talent management, and employee experience. The research examines the tools and technologies adopted, the extent of automation, and the changes brought about in HR practices. It also considers the benefits and challenges of AI integration, with the objective of providing insights that can guide future AI adoption and policy-making in HR functions.

II. STATEMENT OF THE PROBLEM

Despite the growing integration of AI in HR functions, many organizations, including Nallas Company, face challenges in effectively implementing and maximizing the benefits of these technologies. Issues such as data privacy, algorithmic bias, employee resistance, and lack of AI expertise hinder full-scale adoption. Moreover, while AI promises efficiency, it may also risk depersonalizing HR processes. This study seeks to identify the specific ways AI is influencing HR at Nallas Company and analyze the opportunities and limitations it presents. The goal is to better understand how AI can be used to balance efficiency with a human-centered approach in HR.



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OBJECTIVES OF THE STUDY

- Performance management is being transformed with AI-driven analytics, enabling continuous feedback and more objective evaluations.
- AI can contribute to employee wellbeing by recognizing patterns that point toward burn out, and offer solutions.
- Make data-driven decisions regarding talent acquisition, development, and retention.
- Provide personalized support and guidance to employees throughout their career journey.
- Use AI to understand employee needs and wants to increase moral and workplace satisfaction.

III. ILIMITATIONS OF THE STUDY

- The study is focused solely on Nallas Company, which limits the ability to generalize findings to other organizations or industries. The effectiveness of AI implementations may vary depending on company size and sector.
- The depth of analysis may be restricted by the availability of internal data, and confidentiality concerns could prevent full access to sensitive employee data and performance metrics.
- The investigation will be completed within a specific timeframe, which may not allow for the observation of long-term trends or the full impact of AI on HR practices.
- Rapid advancements in AI technology may mean that the study will not capture the latest developments or emerging trends in AI-driven HR solutions.
- Subjectivity in interviews and surveys could influence the accuracy of the findings, with bias in responses and recall inaccuracies potentially affecting the data's reliability.

IV. RESEARCH METHODOLOGY

The study adopts a systematic approach using both primary and secondary data sources.

DATA COLLECTION:

- **Primary Data:** Collected through a structured questionnaire using Google Forms.
- **Secondary Data:** Collected from journals, research papers, government reports, and studies.

SAMPLING TECHNIQUE:

The study uses a **Simple Random Sampling** method to ensure an unbiased selection of respondents.

SAMPLE SIZE:

A total of **160 respondents** participated in the survey.

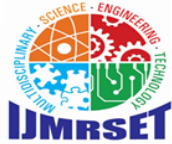
TOOLS FOR ANALYSIS:

- Correlation Analysis
- One - Way ANOVA

V. LITERATURE REVIEW

Meenal Arora, Amit Mittal (2024) “Employees’ change in perception when artificial intelligence integrates with human resource management: a mediating role of AI-tech trust”, This research investigates how HR professionals perceive the changes AI brings to various HR functions (talent acquisition, training, performance assessment, and pay/rewards) and how this influences their intention to adopt AI. It also examines the mediating role of trust in AI technology. Using data from 264 Indian e-commerce HR professionals and PLS-SEM analysis, the study found that positive perceptions of AI-driven changes significantly increase AI adoption, and that trust in AI technology strengthens this relationship.

Y. Suseno, Chiachi Chang, Marek Hudik, Eddy S. Fang (2021) “Beliefs, anxiety and change readiness for artificial intelligence adoption among human resource managers: the moderating role of high-performance work systems” This study investigates how ready HR managers are to adopt Artificial Intelligence (AI) by focusing on their beliefs, anxiety, and the impact of high-performance work systems (HPWS). Using data from 417 Chinese HR managers, the research found that positive beliefs about AI increase change readiness, while anxiety about AI decreases it. Essentially, it explores the psychological and organizational factors that influence HR managers' willingness to embrace AI.



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VI. ANALYSIS AND INTERPRETATION OF THE STUDY

1. CORRELATION ANALYSIS

RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND AI IMPROVED RECRUITMENT AT NALLAS

		GENDER OF THE RESPONDENTS	AI IMPROVED RECRUITMENT AT NALLAS
GENDER OF THE RESPONDENTS	Pearson Correlation	1	.189
	Sig. (2-tailed)		.046
	N	112	112
AI IMPROVED RECRUITMENT AT NALLAS	Pearson Correlation	.189*	1
	Sig. (2-tailed)	.046	
	N	112	112

*. Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION:

The Above table indicates that out of 112 respondents, co-efficient of correlation between gender of the respondents and ai improved recruitment at Nallas conducted is 0.189. It is below 1.

INFERENCE

So there is positive relationship between gender of the respondents and AI improved recruitment at Nallas.

2.ANOVA (ONE WAY)

	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Between Groups	1.012	3	.337	.543	.654
Within Groups	67.051	108	.621		
Total	68.062	111			



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Interpretation

The table clearly shows that educational qualification of the respondents and AI help improves workplace satisfaction at Nallas has a figure on 0.543 values and significance around .654 level than the sum of squares between groups and within groups values have 1.012 and 67.051 respectively. Hence, the significant value is greater than 0.05 for which the significant percentage is above 95%, hence null hypothesis.

INFERENCE

Thus, rejecting alternative hypothesis i.e., There is no significant relationship between educational qualification of the respondents and AI help improves workplace satisfaction at Nallas.

VII. FINDINGS

DESCRIPTIVE ANALYSIS:

There is positive relationship between gender of the respondents and AI improved recruitment at Nallas.

ANOVA (ONE WAY):

Thus, rejecting alternative hypothesis i.e., There is no significant relationship between educational qualification of the respondents and AI help improves workplace satisfaction at Nallas.

SUGGESTIONS:

- Conduct regular workshops to improve employees' understanding and familiarity with AI-driven tools used in HR processes.
- Further optimize AI-based hiring tools to minimize biases and enhance decision-making accuracy.
- Use AI-powered surveys and sentiment analysis to better understand employee concerns and improve workplace satisfaction.
- Ensure AI-driven evaluations are transparent, objective, and free from biases by incorporating human oversight.
- Expand AI implementation in HR areas such as personalized learning and career development to enhance employee growth.

VIII. CONCLUSION

The study underscores the critical necessity for enhanced communication and education surrounding AI-driven HR tools. This includes a focus on clarifying the tools' functionalities, especially concerning fairness and customization. Tailoring these tools to address the specific needs and concerns of diverse demographic groups, such as varying age, gender, and education levels, is essential to foster greater acceptance and effective utilization.

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