Lec 22: HRM in the Era of Generative AI

Hello, learners. Welcome back to the course on AI in human resource management. Today, we move to the seventh module, which is, in fact, a continuation of the previous module, where we are looking at innovation and human resource management. I am Dr. Abraham Cyril Issac. I'm an assistant professor at the School of Business, Indian Institute of Technology, Guwahati.

Now, when you look into the previous module, I started like this. Look into AI or hear the buzzword AI or ML, for that matter. What comes to your mind is ChatGPT. Now, we cannot imagine a world without ChatGPT—it has come to that extent. This is where the relevance of generative AI or GenAI becomes critical. Now, in this context, we have to understand that human resource management, how it evolves or how it is evolving in this dynamic. So, when you look specifically into the age of GenAI, what is GenAI? Let's start from that.

What separates us from the initial models, or let's say, even there are some people who are not well-versed with GenAI. They used to ask me, what is the difference between the previous models or normal search engines, etc.? What I will definitely try to incorporate here as a solution or answer to that question would be contextual learning. Now, when you look into GenAI, it has the ability to understand the context, based upon the context develop its responses, and has a continuous learning process. Now, this is what differentiates—this is what distinguishes GenAI from previous models. GenAI or GAI, as it is known now, involves using machine learning models to create new content such as it

could be text, it could be audio, images, code and simulations based on a large data sets and the subsequent training.

When you are looking into Gen AI, you ask anything, there is a solution. And sometimes it has happened. If you have noticed, I don't know that chat GPT, let's say some of the responses you are getting previously were quite negative. If I can use the word substandard or maybe with respect to what you're expecting, it was not giving that output.

Sometimes it again refurbishes or becomes more superior and gives you know some of the fantastic answers upon responses so it depends on the training that is being imparted the profile the logic or the data which it is trained in so when you look into gen ai we have to understand that it is something which has captured uh the the human mankind to a great extent and how human resource management will evolve during the era of gen ai is what the innovation and HR part that will be discussed today. Now let's look into this in greater detail. When you look into the integration of GAI in HRM, specifically what we understand with respect to AI is that Gen AI specifically is distinct from the previous technological innovations.

Now that said, when you are looking into this integration, Since its inception, the adoption of AI tools in HR has been slow. There is no doubt about it. Still, you look into Gen AI, which can synthesize information from various sources and swiftly summarize data, provides significant advantages to the HRM field. And we are in the quest to understand and appreciate these set of advantages.

Now, when you look into Gen AI, let's first understand what it is. What are the different types of AI, specifically for HRM? The most common and popular one is ChatGPT. ChatGPT stands for Chat Generative Pre-trained Transformer. It is a generative AI that produces human-like data.

Conversational texts. It uses a chat interface and remembers previous interactions with users to offer more interactive and refined responses. For example, from writing job descriptions or creating tailored career development plans to supporting employee self-service, ChatGPT plays a vital role in evolving the landscape of human resources and

workplace dynamics. Most of us have likely used ChatGPT for one reason or another, or at least for simple testing.

We have seen the enormous potential ChatGPT has, and this is what I wanted to relate to human resource management in general. When you look into other types, we have DALL·E. DALL·E is an innovative AI tool, again from OpenAI. It creates realistic images and artwork based on simple text prompts. When you talk about DALL·E, it leverages an advanced deep learning model.

It generates high-quality detailed visuals that, you know, the HR departments can actually use to illustrate, let's say, safety policies. Working rules and even, let's say, in case of warnings, some hazardous warnings, etc. So when you look into DALL-E's potential, it is exciting. Offering very new opportunities for creativity and visual communication in employee training and workplace safety. Then we have BART.

BARD is again quite popular these days. After Microsoft integrated GPT into Bing, if you would have definitely heard that, Google introduced its own generative AI chatbot, which is Google BARD. So unlike traditional keyword searches, Google BARD delivers results based on natural language queries and context. So this is what differentiates or distinguishes it from the basic search engines. So in strategic HR analytics, let's look into that.

Google BARD enhances predictive hiring by analyzing job-related documents to pinpoint, let's say, key skills or qualifications for a position. So that is one thing. Also, it can forecast if an employee may leave the company by assessing their behavior and past interactions. So basically, you are doing a check mechanism both at the entry and when the employee is there within the system. Now let's look into the guidelines for effective prompts in using GAI.

I think this would be one of the most useful material you will come across within this lecture. First is you have to clarify the topic. There is no better cue than to clarify the topic. You should have a clear understanding what you want and what you're going to give as an input. Specify the particular area of HRM you are inquiring about.

Let's say you're looking into, let's say, recruitment or you're looking into diversity or you're looking into performance management. State the question or problem clearly. For instance, let's look into some of the possible prompts. Let's say you are asking what are the best practices in recruitment for tech startups is more specific than tell me about recruitment rather than, you know, very open ended questions. You might have specific questions which would give better results to a great extent.

The second important guideline would be to provide a relevant organizational framework. Context. Now, when you look into the whole working of Gen AI, specifically context is very critical. As I've already mentioned, contextual learning context is very critical. When you are going to give a prompt, include details about the industry.

Let's say some important inputs like company size or region or any specific policies that may apply for that matter. So mention any unique organization culture or if there are some constraints, mention that. Given that we are a mid-sized something like software company with a diverse workforce, how should we structure our diversity and inclusion efforts? and inclusion initiatives this could be a good prompt or this could be a good question with all the the details incorporated into the statement or let's say another example how can we tailor our training programs for our gen c employees be very specific in giving the the gen ai the required input Now, third important aspect could be precise HRM terminology.

Sometimes it happens that, you know, why your answers are of lesser quality would be that you might not be using the required HRM terminology. Employ clear and specific HRM terms to guide the model and avoid ambiguity. So utilize standard HRM languages. Language or jargons or words that aligns with industry best practices. Maybe as an example, I can say, how can we enhance our employee value proposition EVP to attract top talent?

This would be a more specific question and you will get more of a high quality response to that. Another important guideline would be indicate the desired outcome or desired action. This should be specific. What you specifically want has to be communicated

unequivocally. Without that, you are not going to get any certain outcome or maybe what you what you actually expect would not be the outcome.

So when you look into the things which you want, explain what you hope to achieve or the particular recommendation you seek. Specify if you need a strategic overview or just tactical steps. An example would be what strategies can we implement to reduce employee turnover by 10% in the next year. So you have put across not only employee turnover, you're given a percentage to that and you're given a timeframe to that. This would be more of something that is in line with the desired outcome or what you want or what you expect.

Now, request evidence based outcome is that another guideline asked for supporting evidence, research or citations. If you need substantiated information for that, ask for if you need substantiated information, ask for case studies or examples to understand the practical application of, let's say, certain strategies you can ask. Something like, can you provide a case study, a research study or a research paper, expert testimonial or even a citation from an authoritative source, from an authentic source that describes a company that successfully revamped its performance management system. So this could be more critical, more clear, more lucid. Adhere to best practice, strive to adhere to best practices, adhering to best practices promptly mitigates the need for costly and time consuming corrective measures, thereby optimizing operational efficiency and to a certain extent, resource allocation.

So ask, let's say if you're using chat GPT, ask chat GPT to provide information. Detail insights and recommendations based on established best practices in a specific domain or field and emphasize critical strategies and principles for achieving an optimal outcome. You also have to maintain confidentiality. When I'm talking about maintaining confidentiality, I'm trying to underscore confidentiality. Avoid sharing sensitive or personal information about employees or the organization because in the end of the day, whatever technology you are going to use, privacy is of greater concern.

So use general or anonymized terms if describing confidential scenarios. And finally, engage in follow-up communication. When you are using Gen AI, please ask follow-up

questions for clarification or additional information. Provide information systematic feedback if the initial response needs a certain refinement.

So take an interactive prompting approach by asking multi-step questions. It could be, let's say, 10 or 20 iterations. So approach the gen AI or, you know, things like charge EPT as though you are approaching a co-worker in a conversation. This would be the bottom line. please understand that again it is a sort of intelligence and it is trying to learn.

So it's always better to have a very careful approach towards Gen AI. Now let's look into role of GAI in HRM, different processes, different rules. Let's look into that in greater detail. Now when you look into the role of chat GPT or similar Gen AI in HRM specifically, we can have different processes of human resource management and classify it accordingly and understand accordingly, which will be my attempt here.

But let's understand that in our fast-changing technological environment, AI serves as a very important transformative force. It impacts various industries, including human resource management, without a doubt. Now, among the advancements in AI, These Gen AI tools, be it ChatGPT or such other tools, have significantly changed how businesses manage HR functions. Generative AI refers to systems that generate human-like text responses based on given inputs.

So this technology has made substantial inroads into human resource management, without a doubt, streamlining processes, Improving communication and boosting overall efficiency. So when you look into the role of GII and HRM, this particular segment examines the crucial role of the GNI and other GNI technologies. Related technologies in HRM, analyzing their effects on different functions, and this is what is going to follow. But before that, I would like to mention one interesting experience I had.

Recently, I went for a training program. And there was a discussion about the use of ChatGPT. So the speaker was mentioning that, you know, usually my emails are not that good, but you should read my email now. It has improved drastically in terms of quality. And thanks to ChatGPT that he's giving input and he's getting good output with respect to the refined writing style, etc.

Then there was a segment of the audience which, you know, wanted feedback. To have a difference in opinion because they feel that there is no need—it actually kills creativity. Now, these are the two sides of the same coin when you use the technology. Let's say you look into any particular technology. Every single technology will have its downside. It will have certain disadvantages or demerits. And now, whether you want to stick to that or whether you want to actually try to conquer—let's say, in the initiation of the usage, the initial use of computers and all—there were people who were actually going against that.

That it may kill jobs, it may, you know, take away a lot of manpower or, you know, working hours, etc. But see how computers and the internet have defined today's world. So I certainly believe that ChatGPT happens to be such a disruptive technology, and specifically, Gen AI—or AI in general—would be very critical with respect to different functions of HRM. Specifically, we'll be discussing that. But please note that when you are looking into Gen AI, there is a word of caution: sometimes there are opportunities or options where you can be creative.

Now, you are getting more addicted to that. There might be options, or there might be a possibility rather, that you may have lost the touch of, let's say, writing or giving some of the wonderful responses. But that said, it's always advisable to approach Gen AI with caution. Now, let's look into the critical aspects or the features of Gen AI, or the role of Gen AI specifically in different processes, in greater detail. Let's start with the recruitment process.

When you look into the recruitment process, there are critical aspects of screening, candidate interaction, interview preparation, etc. When you look into the initial screening, Gen AI systems, I'm just taking it as synonymous, chat GPT, simplify the job application screening process by automating initial communication. So these systems typically evaluate resume, cover letters, etc. Providing tailored responses to candidate according to the set criteria. This approach not only saves time for the HR professionals, but remember, it also guarantees timely and uniform responses to all applicants, ultimately improving the candidate experience.

When you look into candidate interaction. Let's say Gen AI interacts with candidates in real time, responding to common inquiries about the company culture, job role, application progress, whatever the question, whatever the problems or whatever the queries the applicants are having. So by providing immediate answers, Gen AI boosts candidates engagement, ensuring that prospective employees remain informed and engaged throughout the hiring process. When you look into interview preparation, again, Janaya has a critical role to play in interview preparation. It supports candidates in preparing for interviews by simulating various interview situations and offering feedback to their answers.

So generally something which otherwise were done by mentors or maybe because of the paucity of time, sometimes even mentors were not able to carry forward that or undertake this process. Gen AI comes for a greater help here. So this capability works. Allows candidates to improve their responses, enhance their confidence and ultimately perform better in interviews. When you look into other processes or other roles, specifically, you have a critical role in onboarding process.

When you look into onboarding, please note. During the onboarding process, new employees frequently have many inquiries regarding could be company policies, procedures, culture, etc. So generative AI offers immediate answers, making sure that new hires feel supported and knowledgeable from the very beginning. This tailored interaction fosters a positive onboarding experience, leading to increased employee satisfaction and to a certain extent, greater retention rates. When you look into employee assistance, employee assistance is also significant because chatbots,

Powered by GenAI serves as virtual assistance, helping employees with inquiries about HR policies, leave policies, leave balances, details like that, or benefits and other topics, etc. So when you look into employee assistance, this allows specifically GenAI allows employees to receive accurate and prompt information without having to reach out directly to HR staff. Thereby saving time for both employees and HR professionals. You also have the critical role of Gen AI in survey and feedback. ChatGPT, let's say a Gen AI tool, which we all know, streamlines the process of conducting employee surveys and collecting feedback in many organizations these days.

So by utilizing interactive surveys, Gen AI maintains, please note, anonymity. Promoting candid responses from employees. So this gives a better understanding of the employee and employee also is able to comprehend or understand more in more detail about the organization he or she is planning to work for so when you look into the gen ai in case of survey and feedback the analysis of this data enables the human resource management team to pinpoint areas for enhancement thereby improving the overall employee experience when you look into the role of gi in other functions like training and development please note One of the most critical aspects would be continuous learning.

Continuous learning, skill development are vital for both employee growth and organizational process. There is no denying the fact. When you look into Gen AI, it has reshaped how training programs are designed and delivered within organizations. So when you look into Gen AI, it can give personalized learning experience. GenAI evaluates employee skills, job functions, learning styles to critically develop customized training modules.

So what happens is that these modules are designed to meet specific individual requirements, providing employees with relevant and focused training content. So tailored learning pathways. boost the effectiveness of the training programs undoubtedly, resulting in better skill development and retention. Another possibility is interactive learning. When you look into interactive learning, GenAI creates engaging learning modules that include simulations, that include quizzes, real-world scenarios, scenario planning, case studies, etc.

So this method Captures employees interest, promotes active involvement and to a certain extent enhances the overall enjoyment and effectiveness of the learning experience. You also get some real time support with respect to Gen AI during training sessions. Employees may have questions. naturally or need clarifications on certain subjects.

So that is a possibility. Gen AI offers immediate assistance by addressing inquiries and providing explanations, which enhances the overall training experience. There is a possibility again of quick access to information that facilitates a seamless progression

through the training program. When you look into the role of Gen AI in HRM, specifically in HR analytics and decision-making, Please note, data analysis and reporting are fundamental for any human resource management to succeed and sustain.

So, Gen AI systems examine human resource data, including employee performance indicators specifically. That is the core data analysis that will be happening. Turnover rates may also be noted. Engagement levels can be measured. So, these are some of the metrics that are analyzed within the framework of HR analytics and decision-making.

So, when you look into this data analysis process, These reports provide crucial insights into workforce trends, helping HR professionals recognize patterns and make informed decisions. So, by automating the analysis of data, please note that Gen AI saves time and resources, allowing HR teams to concentrate on strategic initiatives. Then you have the possibility of predictive analytics. We have discussed this in the previous module.

So very quickly, Gen AI algorithms analyze historical data to forecast future trends, enabling organizations to foresee challenges and take proactive measures. Predictive analytics can estimate employee turnover, uncover potential skill shortages, and enhance workforce planning. So, these insights allow HR managers to formulate strategies that reduce risks and seize opportunities, helping organizations maintain a competitive edge in the market. When you look into Gen AI, specifically HR analytics, we have the most critical tool: sentiment analysis. Now, this is vital because

Gen AI conducts sentiment analysis on employee feedback, social media mentions, and various textual data sources—whatever is available and fed to it. So by understanding employee sentiments, HR professionals can assess the overall atmosphere within the organization. Positive sentiments indicate a thriving work environment, whereas negative sentiments highlight areas that typically need attention. So Gen AI analyzes this textual data and produces sentiment analysis reports that inform HR strategies aimed at improving employee morale and satisfaction.

So when you use systems like ChatGPT, for example, it has become essential in human resource management practices nowadays. So there are applications there. In recruitment, employee engagement, training—as we have seen—and even HR analytics, they have

streamlined processes, boosted efficiencies undoubtedly, and enhanced the employee experience. By automating tasks, facilitating personalized interactions, and providing actionable insights, Gen AI enables HR professionals to focus on strategic initiatives that foster organizational growth. Now, let's look into AI for strategic human resource management.

As I've already mentioned that we have limitations with respect to the use of certain tools for hands-on experience, but I'll try to make it more immersive in terms of learning. So with respect to that, I'm providing some screenshots. Let's do one typical case of how we can use AI for strategic human resource management. Now, when you look into, let's say, a chat GPT, most of you would have been well versed with this or some of you would have at least had certain acquaintance with this or maybe some of you are just new to it. So for the people who are new to it.

Please go to chatgpt.com. You will get something like this as a portal or as an interface. So basically, you know, what can I help with? You can put the message. There are different possibilities and options like create image, analyze image, make a plan, analyze data, more options, etc.

So this is what you generally see. You know, I'm pretty sure that 90% of the audience here would be knowing it. But again, I would like to take everyone with me in the class. So that's why typically whoever has not gone to it, this would be the interface. It looks something like this.

Now, let's look into some some simple prompts, you know, provide required prompt and click enter. Let's say you are giving us an input, provide a list of reasons why employees leave my company. So it will be good, especially for small businesses or maybe, you know, entrepreneurs, et cetera. So when you give a prompt like this, ideally, you know what, you know, people who have seen, you know, what would come up. So for the people who are here for the first time, you know, there might be options coming something like this.

You know, there are a list of options that will come as a result. ChartGPT generates this response to your prompt. It comes like this. Here are some common reasons why employees might leave a company. Something like this would be given.

It would be listed down one, two, three, four, etc. So you have, you know, within a fraction of a second, you have nine points, like, let's say, starting from lack of career growth. inadequate compensation to all the way to lack of autonomy. So these are some of the possible responses that would come. Again, it depends a lot on the profile, on the data that it is trained on.

Now, when you ask something like one particular point—provide a list of reasons why employees leave my company—you would get that. From that, if you specifically provide for number three, what are the ways to solve it? This is the input you are going to give. Let's say number three is work-life imbalance. I hope you would read it: long hours, high stress, or difficulty.

Balancing work with personal life may lead employees to leave for roles with more flexibility. So basically, you're giving a prompt for number three. What are the typical ways to solve it? The moment you click it, you know, there might be a lot of options that again come up. For number three, what are the ways to solve it?

So, to address work-life imbalance and prevent employees from leaving due to this reason, companies can implement several strategies to create a healthier balance between work demands and personal life. They are giving mainly one, two, three points, etc. There are some sub-points also. Now, when you have this on your screen, you can look for some specific indicators. What are the, let's say, key indicators to find if the employees are leaving due to inadequate compensation out of this?

Let's say compensation is one significant factor. What are the key indicators to determine if employees are leaving due to inadequate compensation? Again, you have a list of items to identify whether employees are leaving due to inadequate compensation. Several key factors and signs can help pinpoint this issue. Here are some of the most common indicators.

You have different indicators listed again in front of you, such as exit interview feedback, high turnover among top performers, employee surveys and feedback, limited internal applications for promotions, etc. Now, these would be some of the ways to proceed. I would certainly advise you to explore—people who have done it well, and for those here for the first time, I sincerely request you to kindly go and explore.

You will find many responses and answers to your queries. No doubt about it. Now, when you look into Gen AI, we must discuss the typical challenges of Gen AI in HRM. The first and foremost one, which we have seen, would be ethical implications. The incorporation of AI technologies, particularly Gen AI models like ChatGPT, has led to significant changes in various sectors, including HRM, as we have unequivocally established.

Now, created by OpenAI, you know, ChatGPT is a sophisticated language model designed to produce text that resembles human writing based on the provided input we have seen it. But that said, there are certain challenges associated with GenAI and not only ChatGPT, all such related tools and techniques or technologies. The first and foremost one would be ethical implication, what it is having. Let's say one of the main challenges would be this in incorporating the Gen AI into HRM because AI systems like GenAI, ChatGPT depend on large data sets that frequently include sensitive employee information.

I have already established a point of privacy. So please note we are looking into a large data set which typically includes sensitive employee information. So it is essential to protect the privacy and security of this data to avoid unauthorized access and to a great extent the misuse of that. So additionally, Ethical dilemmas arise regarding content produced by AI.

Not only the data part, but also the output is also great. So it is also having a forward point and a backward point. When you are looking into ethical dilemmas that arise out of regarding content produced by AI, which can obscure the distinction between human and machine generated communication. Please note. potentially resulting in misinformation or misrepresentation.

So this is one of the typical challenges which we again have, you know, given some insight into in our previous module. Another certain aspect like that would be bias and discrimination. You are looking into bias and discrimination. You know, Gen AI acquires knowledge from data on which it is trained. And if this data contains biases, a point which I try to reemphasize every time, the model may reproduce and even magnify them.

So biases could be anything, let's say from something concerning gender, race, ethnicity, and even demographic factors within HRM data can affect bias. To a certain extent, the decision-making process. So to prevent these biases from being reinforced and to avoid discriminatory practices, it is crucial to monitor and curate the content generated by AI carefully. Another important aspect when I talked about contextual learning is contextual understanding. When you look into GAI, human communication is complex.

There is no doubt about it. And it depends a lot on context. It depends a lot on tone, tenor, and nonverbal signals for precise understanding. So when you are using GAI, whatever the level of sophistication, let's say a tool like ChatGPT has, It can have difficulty in capturing these nuances.

So in HRM, it is essential to understand an employee's emotional state. It is essential to understand and detect sarcasm. It is essential to navigate intricate personal relationships. So these are some of the critical aspects which. has been coming up as a challenge with respect to Gen AI.

So Gen AI models need to be refined to identify these subtleties to provide meaningful and empathetic And empathetic responses in typical HRM situations. Another significant challenge would be trust and user acceptance. That is, again, significant because even with the progress made, you know, Gen AI models encounter difficulties like producing incorrect or unrelated information, as I mentioned earlier. There are some times when when the responses are, you know, not what you expect or below standard or not.

The things which are not in line with what your expectation is. So basically for a smooth, you know, specific trust and user acceptance response. that particular thing would come up as a hindrance. So both employees and HR professionals must feel confident that AI systems can accurately and confidently address their inquiries and concerns. So if this

trust element is not there, then the whole sustenance of Gen AI models would be a question.

To build this trust, it is essential to communicate transparently about AI's capabilities and limitations, regularly incorporate user feedback, and promptly address any issues that arise. So if trust is lacking, please note, employees may be reluctant to participate in any AI-driven HR processes, and this would be detrimental to the whole system, which could impede the advantages of automation and efficiency. Another significant challenge would be technological limitations. We seldom talk about a lot of other things, but seldom do we discuss technological limitations. Even with the progress made, these AI models encounter difficulties, such as unrelated information sometimes appearing.

So in the context of HRM, disseminating inaccurate data can sometimes create confusion. And to a certain extent, frustration among employees. So to maintain accuracy and reliability, it is essential to implement ongoing monitoring, feedback mechanisms, and regular updates to the foundational algorithms. So please note, another significant aspect, problem, or challenge would be integration. Incorporating Gen AI into current HRM systems poses certain technical difficulties.

Because there could be some intricate workflows associated with that, some databases and software applications would be very sophisticated and complex. So for a smooth integration, substantial technical knowledge is required to tackle compatibility issues, data synchronization challenges, and customization demands. So AI developers and HR professionals need to work together. To ensure that AI functionalities align with the needs of the organization. Another significant factor would be the impact on the human role. The use of generative AI to specifically automate HR brings up Questions regarding, you know, the human role, specifically in job displacement.

So as I've already mentioned, there were already initiatives when the computer came, when the internet came in that, you know, it may look into or it may displace the available job or, you know, human beings may perish with respect to their jobs. So the job security naturally comes up as a critical issue. So although AI improves efficiency, there is a possibility that it could result in job losses so To mitigate these concerns, it's

important to focus on upskilling the HR personnel and highlighting the value of human judgment, human creativity and emotional intelligence, etc.

So, as I mentioned, sometimes you are too dependent on Gen AI models that your creativity goes for a toss. So, this should not be the case. There are also challenges with respect to legal compliance. Please note this. that when you are looking into GenAI, adhering to various legal frameworks is crucial.

It is vital to comply with regulations concerning something like data protection, data privacy and anti-discrimination to a great extent because to prevent legal repercussions. So strong partnership between HR professionals and AI developers is vital to effectively navigate this intricate environment specifically. Then you have the cybersecurity concerns. AI integration increases the susceptibility to cybersecurity threats, cybersecurity issues, etc.

Safeguarding AI systems requires robust cybersecurity measures. So encryption protocols should be in place. Continuous monitoring to identify and mitigate risks promptly should be implemented. Also, finally, there is a certain barrier of psychological and social impact. Now, this is vital because the extensive use of AI in HRM can lead to both psychological and societal effects.

HR professionals must take proactive steps to alleviate any unease among employees and use AI to address the broader societal implications on job trends and economic frameworks. Finally, we move to the list of do's and don'ts for using AI in HRM. Let's quickly look into that. What are the do's? Please clearly define the HR domain and ask targeted questions to produce specific answers, as I already mentioned. So providing a complete picture of the organization and the context, including, let's say, something as specific as industry size and policies, allows AI to offer tailored advice. Employee.

Precise HRM terminology that aligns responses with industry norms aids in receiving relevant and actionable insights. So please note, sometimes you go off on a tangent because you are not providing the context. You are not specifying the context. You are not providing sufficient details for Gen AI models to capture the relevant situation. There

has to be some articulation with respect to the goals to direct the AI tool to provide broad guidance or detailed steps specifically.

You can also look into seeking recommendations with supporting evidence from credible sources. This will ensure that the advice you are getting is practical and grounded in successful practices. There's a demand for explanation of AI's conclusions to ensure transparency and informed decision-making. Again, this will come up as a 'do.' Respect confidentiality in AI interactions to protect personal and company data.

Also, keep up with HRM trends, regulatory updates, and AI developments happening within the industry. Verify suggestions and implement safeguards against the risk of flawed or outdated advice. Finally, sharpen communication with AI through iterative conversation. Please note that this will increase the detailing, sophistication, and no doubt the quality of responses, leading to better communication. Informed HR decisions.

When you have those, you also have a list of 'don'ts' for using generative AI in HRM. Please do not remove the human from the process. The expert judgment of well-trained HRM professionals cannot be replaced by AI, which should serve as an aid rather than a substitute. Do not accept AI's decisions without scrutiny. They may be biased or based on incomplete data, reinforcing existing prejudices or stereotypes in functions such as hiring and promotion.

Also, please note. Do not assume AI responsibly protects sensitive information. Please do not assume that. Refrain from including personally identifiable information because that assumption, if you are making it, will definitely lead to an error. And finally, do not use AI hoping that it will replace human empathy and ethical decision-making.

It does not. Please note it will not, so there is this human element that should never be discounted. It should be taken seriously. And this is where the future of GAI or generative AI comes in.

It is all about holding significant promise. It holds significant promise for revolutionizing the whole landscape with respect to human resource management. When you look into AI-powered tools specifically, they can conduct a lot of things, starting from preliminary

interviews to providing insights to giving some critical understanding about the employee, their performance, their attitude, the way they perform, or, you know, what they are skilled in. So all these aspects will be typical and will be critical in actually guiding.

The future of generative AI—you look into generative AI—it can revolutionize employee training. We have seen that it can give personalized, tailor-made training possibilities by analyzing, let's say, the performance data. Where is the person lacking? Where are the individuals not performing? Based on that, maybe it is software training that is required.

Maybe it is some technical training that is required. The managers or the management can take some initiatives, can intervene with respect to AI inclusion. AI can monitor employee engagement. How well is the person connected with the organization? What are the lacunae?

What are the problems that the individual is facing? Based on that, he or she can definitely bring in a lot of change. The management can intervene. Let's say there is a segment of people who are not engaged with the work. Maybe some sort of task that is given with respect to depending upon each other or maybe some task which has a certain element of knowledge sharing this will enhance their performance no doubt about it so finally you look into the the gen ai it standardizes evaluations there are possibility of promoting a wider range of candidates a lot of diversity that can come in so future of gen ai is bright gen ai undoubtedly will streamline HRM operations, fostering a dynamic and inclusive workforce that drives organizational success. So when you talk about Gen AI, please note, as I already mentioned, there could be a possibility that, you know, sometimes your core skills, be it your creativity, be it your communication, might take a backseat. But please note, It is a technology and it should be used accordingly.

It should be used for your help. It should be coming for your aid rather than you getting surrendered or you becoming a victim of that particular technology. On that note, we'll end today's discussion. We'll see more of AI in HRM details in the coming sections. Till then, take care.

Bye-bye. Thank you.