

according to the requirements of an organization this AI technology can be used to reduce employees turnover in the companies and definitely it will be the key era for managers.(Faiyazmd.iqbal,2018)

In this paper, however, being able to hire the most competent and best employees on the market is becoming increasingly hard amongst the competition on the job market (Taylor & Collins, 2000; O'Donovan, 2019).

A conceptual study” (2018).The major objective of this paper is to study how Artificial Intelligence influences the recruitment strategy. The study also throws light on the techniques used by companies in AI while recruiting. This study is entirely done based upon secondary sources of information like conceptual papers, various peer reviewed journal articles, books and websites are used to further explore the concept. Secondary sources such as Websites, Journals, Reports, Publication of professionals and books are referred for drafting the entire paper. In conclusion the role of AI – it's the combination of humans and AI that leads to data maintenance, save the cost and time to the organizations with more accuracy and access in total recruitment process.(Geetha R & BhanvSree Reddy D),“Recruitment through artificial intelligence.

The recruitment process does not have a determined model for how it should be conducted, rather it is described and theorized slightly different by many researchers(Acikgoz,2019)

In the paper titled the impact of AI on HR function clearly shows that in near coming future AI is going to bring a drastic change in the way of implementing HR practices with the implementation of AI in an organization .It is true that several jobs may be affected but in reality it raises the productivity of an organization although some of the western companies are successful in integrating AI with some HR practices and became productive and others are still counting on the cost aspects and out of all the HR practices recruitment is the best function in integrating with AI from sourcing ,screening the qualified applicants and finally it is the duty of the governments and the respective organizations to reshape ,re skill and upgrading their work force to compete with these intelligent machines.(Peter,2018)

2. Conceptual framework

2.1 Definitions of the terms

i. Artificial Intelligence:

Artificial intelligence (AI), sometimes called machine intelligence, is intelligence demonstrated by machines, in contrast to the natural intelligence displayed by humans. Leading AI textbooks define the field as the study of "intelligent agents" any device that perceives its environment and takes actions.

ii. Human Resource Management:

Human resource management is the strategic approach to the effective management of people in a company or organization such that they help their business gain a competitive advantage.

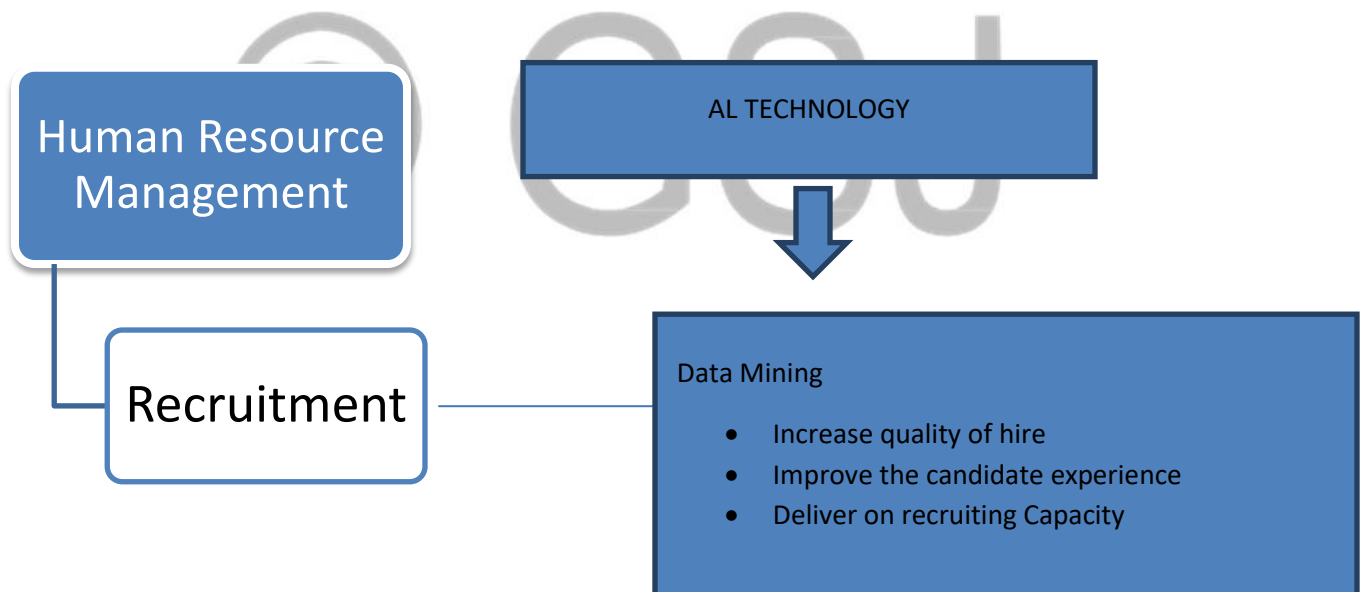
iii. Recruitment

Recruitment refers to [the overall process](#) of attracting, shortlisting, selecting and appointing suitable candidates for [jobs](#) (either permanent or temporary) within an organization.

iv. Data Mining:

Data mining is the process of discovering patterns in large data sets involving methods at the intersection of machine learning, statistics, and database systems.

2.2 Conceptual Model



3. Research Methodology

3.1 Introduction:

In this chapter, we focus on elaboration of the methodology adapted for the purpose of conducting this research in order to find out the factors and their effects on the performance of the organizations. This study has been investigated with the assistance of different techniques including questionnaires, data analysis, and different discussions. This research sheds light on elucidating as well as interpretative reason. It stresses the importance of artificial intelligence and its effects on the organizations. For the purpose of this study, IT sector has been chosen. Applying essential research, information was collected to confirm the legitimacy and the extent of this research in Pakistan.

3.2 Research instrument

Questionnaire:

The tool used for the purpose of gathering the data for this thesis is questionnaire which is based on questions divided into each category of independent and dependent variables. Each of these questions included in the instrument of research has been adapted from different sources and is based on the LIKERT'S Scale for measuring the reactions collected in this research.

3.3 Face content & validity

The content of the questionnaire had to be necessarily validated by a PhD professor so for this purpose a highly professional PhD professor from a renowned institute of Karachi, Pakistan was contacted. After thorough reading and examination of the questionnaire it was validated by him.

3.4 Research design

As stated earlier, the purpose of this research is to find out the effects of four independent variables, which assists artificial intelligence' function. The most commonly used technique to find out the relationship between the dependent and independent variables is the statistical analysis of correlation between them. So, in order to fulfill the need of the research of finding out the relationship, which might exist between the given dependent and independent variables, correlation analysis was conducted using SPSS. The results helped us to examine the relationship of the variables with one another which could be either positive or negative.

3.5 Types of data

The data taken for this research is of two types, explicitly, qualitative and quantitative data. This study leans towards the measurement of performance of corporations which is why the data included in this research is quantitative data. Moreover, the variables taken to be investigated for the purpose of confirming that artificial intelligence helps in strengthening the performance also intends to measure and confirm the relationship between the variables and it depends on numerical.

On the other hand, the research is also based upon facts and arguments based on the non-numerical data which is gathered through different articles.

3.6 Sample size

Since the purpose of this research is to find out the importance of artificial intelligence in human resources management and its significance on the performance specifically in the IT sector of Pakistan, so for its commencement sample size of Two Hundred respondents have been taken.

The respondents chosen for filling the research questionnaire were selected from the top ranking IT companies of Pakistan because of the fact that these companies, some of them being multi-national, would have the understanding of the modern challenges related to technology and the complexities of the recruitment.

3.7 Study findings

This section explains the findings of the research which was conducted for the purpose of finding out the relation that might exist between one dependent and independent variables. For this purpose, different statistical tests were performed on the collected data.

3.8 Ethical considerations

The research was conducted also by fulfilling the ethical and moral responsibilities as a researcher. As per the ethical duties, the information and data gathered from the respondents through the questionnaires are to be kept confidential and to be used only for the sake of this research. Moreover, the process of data gathering for this research was only carried forward after the permission from the higher management of the related IT companies was taken.

4. Results and Discussion

4.1 Analysis of the data

This study was based upon the study of the relationship between the given independent and dependent variables. For this purpose, the survey was conducted and results were gathered. These results show the existing relationship between the mentioned variables.

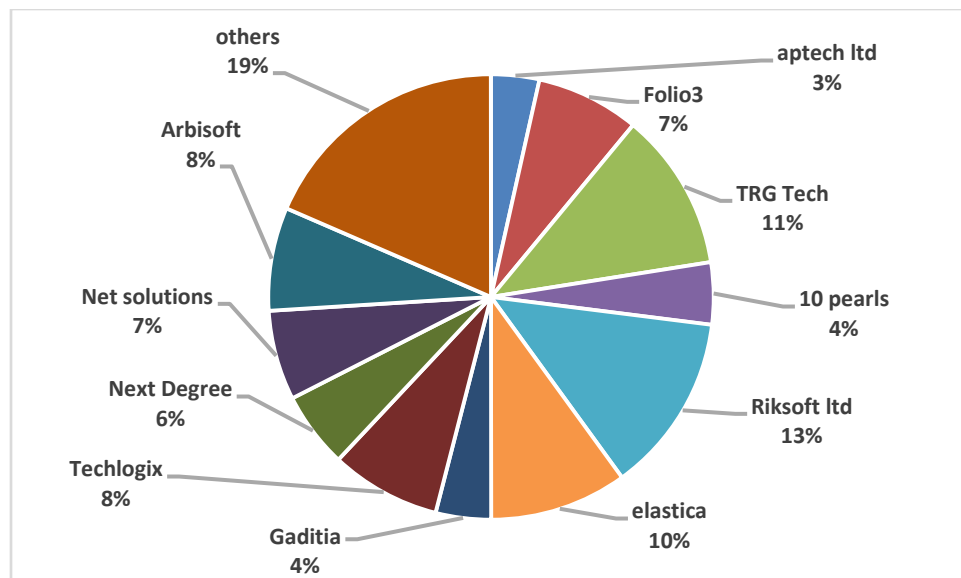
The results show that three of the given independent variables namely, **Artificial intelligence** have a significant relationship with the dependent variable which is **Human resources management**.

4.2 Respondents' profile

200 respondents were the part of study after their consent. The number of male study subjects were greater than female i.e. male was 82.5% whereas female was 17.5%.

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	165	82.5	82.5	82.5
	Female	35	17.5	17.5	100.0
Total		200	100.0	100.0	

Distribution of study subjects with respect to gender.



4.3 Descriptive Statistics

Statistics

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13
N Valid	200	200	200	200	200	200	200	200	200	200	200	200	200
Mean	1.0550	2.0050	1.0650	1.0950	2.0150	2.0350	2.0150	1.9900	1.1500	1.9900	2.0150	1.9800	2.0600
Median	1.0000	2.0000	1.0000	1.0000	2.0000	2.0000	2.0000	2.0000	1.0000	2.0000	2.0000	2.0000	2.0000
Mode	1.00	2.00	1.00	1.00	2.00	2.00	2.00	2.00	1.00	2.00	2.00	2.00	2.00
Std. Deviation	.22855	.43117	.24714	.29395	.50602	.48472	.49599	.54901	.35797	.48068	.54429	.49072	.63118
Variance	.052	.186	.061	.086	.256	.235	.246	.301	.128	.231	.296	.241	.398
Range	1.00	3.00	1.00	1.00	3.00	3.00	3.00	3.00	1.00	3.00	3.00	3.00	3.00
Minimum	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum	2.00	4.00	2.00	2.00	4.00	4.00	4.00	4.00	2.00	4.00	4.00	4.00	4.00
Sum	211.00	401.00	213.00	219.00	403.00	407.00	403.00	398.00	230.00	398.00	403.00	396.00	412.00

4.4 Regression

Variables Entered/Removed^a

Variables Entered/Removed^{a,b}

Model	Variables Entered	Variables Removed	Method
1	Q1 ^c	.	Enter

- a. Dependent Variable: Q5
- b. Models are based only on cases for which Q10 = Strongly Agree
- c. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	Q10 = Strongly Agree (Selected)			
1	.111 ^a	.012	-.037	.56061

- a. Predictors: (Constant), Q1
- R^2 value named as coefficient of determination, which is the proportion of variation accounted for by the regression model above and beyond the mean model. R^2 value for our model is 0.12 that our independent variable explains 12% of the variability of our dependent variable.

4.5 ANOVA Analysis

A multiple regression was generated to predict the status of from independent variable Artificial intelligence. The F -ratio test shows that above mentioned independent variables significantly

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.078	1	.078	.248	.624 ^c
	Residual	6.286	20	.314		
	Total	6.364	21			

- a. Dependent Variable: Q5
- b. Selecting only cases for which Q10 = Strongly Agree
- c. Predictors: (Constant), Q1

4.6 Correlation Analysis:

Model		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.429	.612		2.335	.030
	Q1	.286	.574	.111	.498	.624

a. Dependent Variable: Q5

b. Selecting only cases for which Q10 = Strongly Agree

5. Conclusion

The purpose of this research was to find out the relationship of a few factors (independent variable) namely, artificial intelligence system with performance in regard to human resources management. Since the end goal of the management is related to recruitment fulfilling organization demands on time and providing them with highest technology services which will also improve company's position in the industry, this is why the decision regarding artificial advancement in HR functions is really crucial for the success of the companies.

To conduct this research the data of 200 questionnaires was analyzed which confirmed that the artificial intelligence have significant impact on human resource.

To elaborate it a bit further, Artificial intelligence is the result of the modern world of complexities and new technological advancements which have allowed new entrant to enter new markets anytime. The biggest challenge of artificial intelligence is that it has made everything quick. Recruiters want to be catered quickly for this purpose, companies ought to have highly responsive HR system so that the hiring is on time. For this purpose, companies can adapt artificial intelligence into the recruitment which allows human resources to be responsive and agile.

Technology is the main focus of the whole world today. Companies who wish to survive in the modern industry must make their recruitment processes digitized by incorporating the modern

technology so that not only the processes can be made faster but also their performance can be made better.

5.1 Limitations

Since this research was meant to be conducted in IT sector of Pakistan only so it cannot be generalized to other industries of Pakistan.

Another limitation to this study is the small sample size. The questionnaires were filled by only 200 respondents for the purpose of gathering data.

5.2 Future recommendations

It is suggested that in future, if this research is conducted again, this study should be done on a broader scale. Since, it is an evolving concept in Pakistan. It must be widely highlighted in different industries of Pakistan in order to enlighten the companies about its benefits.

Recruitment is the back bone of Human resources so, by making this function automated, companies can successfully have competitive advantage over the competitors in the markets thereby, increasing the technology and artificial intelligence.



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