

Individual Presentation

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Introduction

- Artificial Intelligence (AI) continues to revolutionize the world.
- Modern organizations are implementing it in HR management.
- The presentation will use Unilever as a case study.
- It will help show the significance of AI in recruitment and talent development.
- The presentation will highlight key lessons, impacts, and challenges.

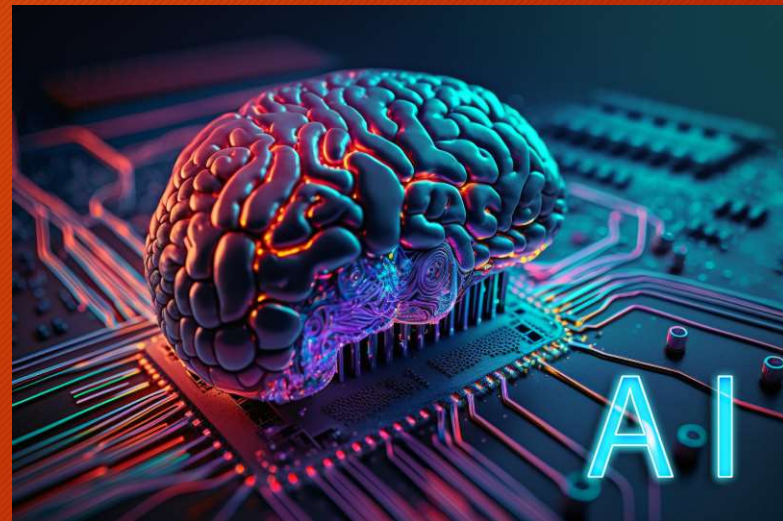


Fig. 1. AI <https://incubator.ucf.edu/what-is-artificial-intelligence-ai-and-why-people-should-learn-about-it/>

Background: AI in HR

- AI has numerous benefits in HR.
- Surge in adoption during the pandemic era.
- Incorporation can enhance HR practices and improve decision-making.
- It can also lead to enhanced productivity.
- Requires human capital to succeed.
- Countries leading in AI adoption in HR are India, Germany, and Singapore.

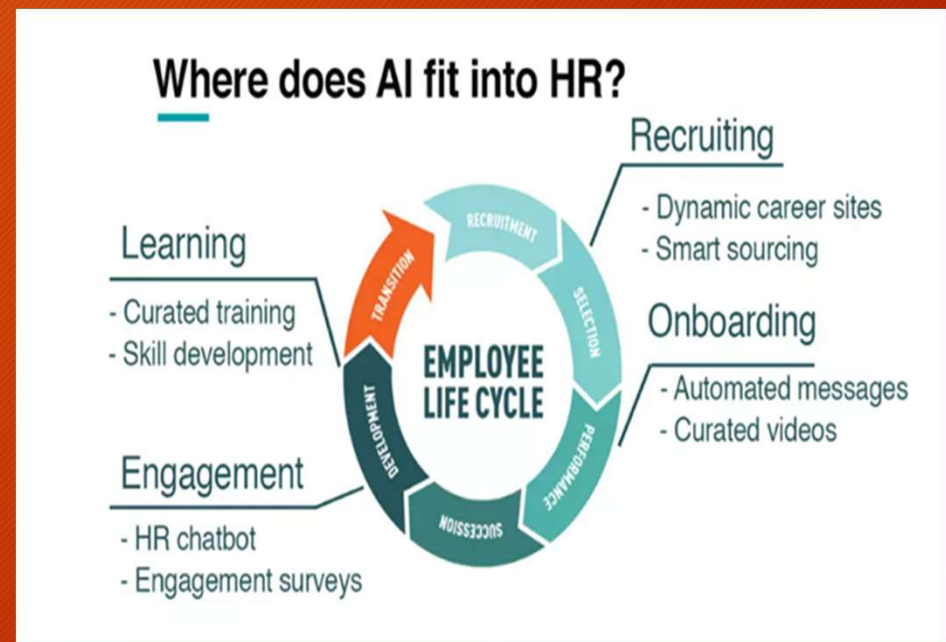


Fig 2. AI and HR
<https://www.linkedin.com/pulse/artificial-intelligence-ai-impact-human-resourceshr-gummudu/>

Case Study Organization: Unilever

- British fast-moving consumer goods company.
- Established more than 100 years ago.
- Presence in over 100 countries with 4.4 million retail stores.
- Multiple brands in various areas such as home care, personal care, and beauty.
- 128,000 employees worldwide.



Fig. 3 Unilever.

<https://www.businessdailyafrica.com/bd/corporate/companies/unilever-enters-maize-milling-in-revenue-diversification--4559280>

Incorporation of AI: Recruitment

- Automated resume screening filters thousands of applications quickly.
- AI-powered games assess candidates' cognitive and emotional traits.
- Video interviews analyzed by AI for speech, tone, and facial expressions.
- Reduced time-to-hire by 80%.
- Enhanced diversity and reduced unconscious bias in the hiring process.



Fig. 4 Recruitment Process.

<https://www.geeksforgeeks.org/recruitment-process-in-hrm/>

Incorporation of AI: Talent Development

- AI identifies skill gaps and recommends personalized training programs.
- Employee learning paths are tailored using predictive analytics.
- Chatbots provide real-time coaching and feedback to employees.
- AI-driven platforms track progress and suggest upskilling opportunities.
- Enhanced workforce readiness for future roles and technologies.



Fig. 5 talent Development. <https://www.visier.com/blog/talent-development/>

Impacts on HR

- Increased efficiency by saving time and resources.
- Improved decision-making through data-driven insights.
- Enhanced employee engagement.
- AI tools promote fairer hiring and development opportunities.



Fig. 6. Impacts

Key Findings and Learnings

- AI reduces time-to-hire and speeds up training delivery.
- Automation of repetitive tasks reduces HR operational costs.
- Data-driven recruitment enhances accuracy by eliminating guesswork in candidate selection.
- BAI minimizes unconscious biases, improving workplace diversity.
- AI in HR tailors learning experiences to individual employee needs, boosting engagement.



Fig. 7. AI in Human Resources.
<https://www.gopakumarpillai.com/ai-human-resource-management/>

Key Findings and Learnings Cont.

- Challenges with fairness due to the potential for bias.
- Safeguarding employee data is a critical challenge for HR leaders.
- Change resistance can be a significant concern.
- AI helps organizations anticipate and prepare for evolving skills demands.
- Balancing human touch through AI-human collaborations.



Fig. 8. Bias <https://botpenguin.com/glossary/algorithmic-bias>

Challenges for HR Leaders

- Change resistance.
- Compliance issues such as data privacy and confidentiality.
- Algorithm bias and potential for unfairness.
- Capacity issues due to skill gap.
- Implementation costs could be higher.



Fig. 9. Change

<https://www.geeksforgeeks.org/causes-of-resistance-to-change/>

Recommendations

- To equip staff with skills to use AI effectively.
- To develop clear ethical policies for fair AI usage.
- To protect employee data with robust measures.
- To combine technology with personal touch.
- To regularly monitor AI systems for bias and efficiency.

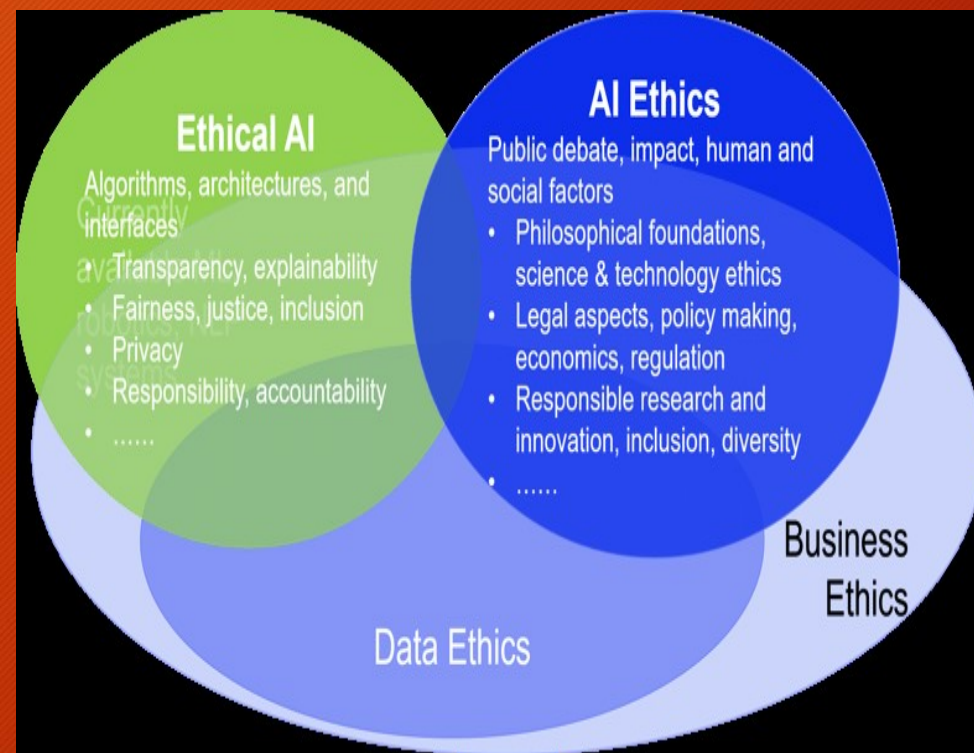


Fig. 10. Ethics. https://www.researchgate.net/figure/AI-Ethics-disciplinary-landscape-adapted-from-20_fig2_348263066

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