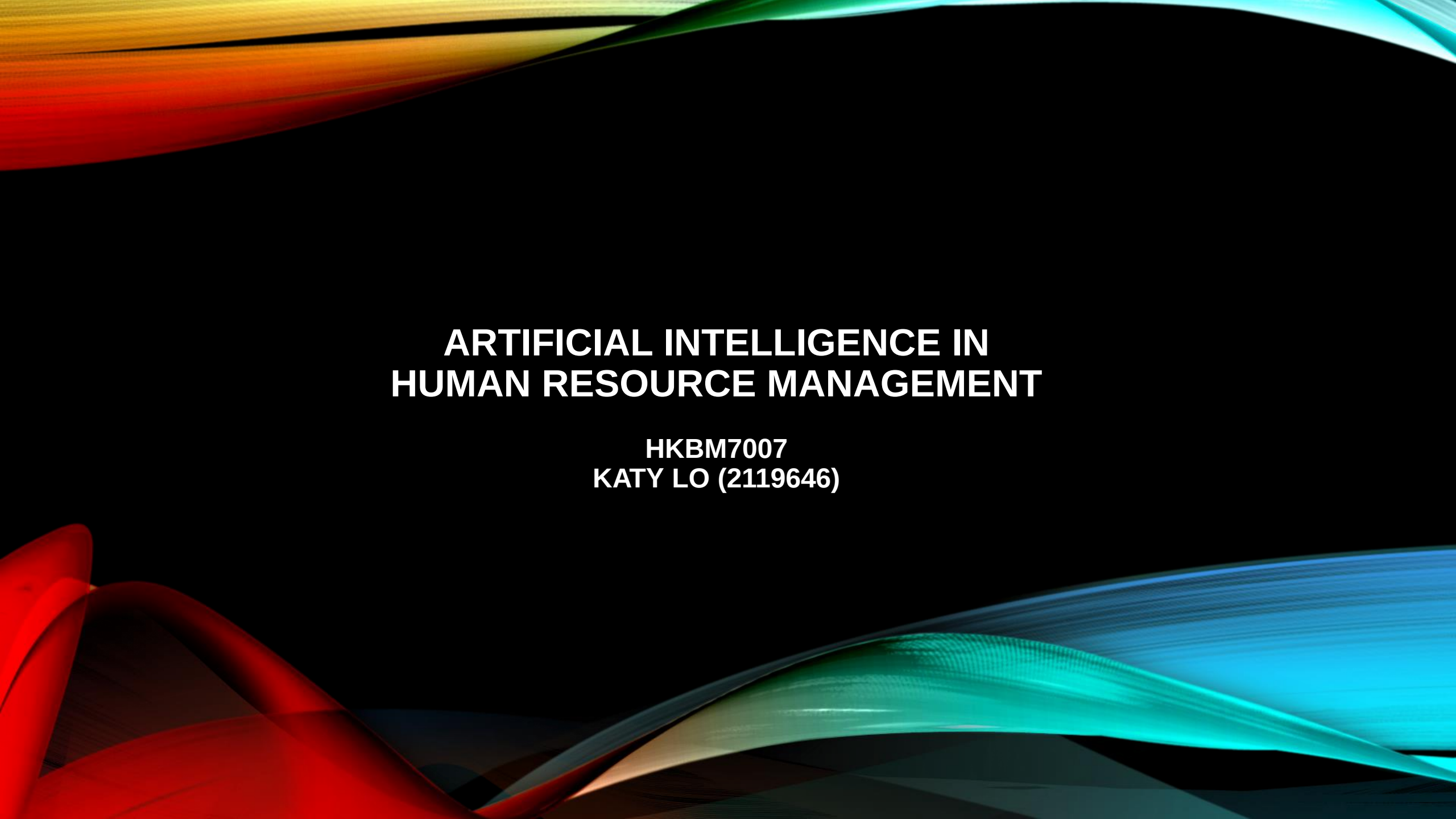


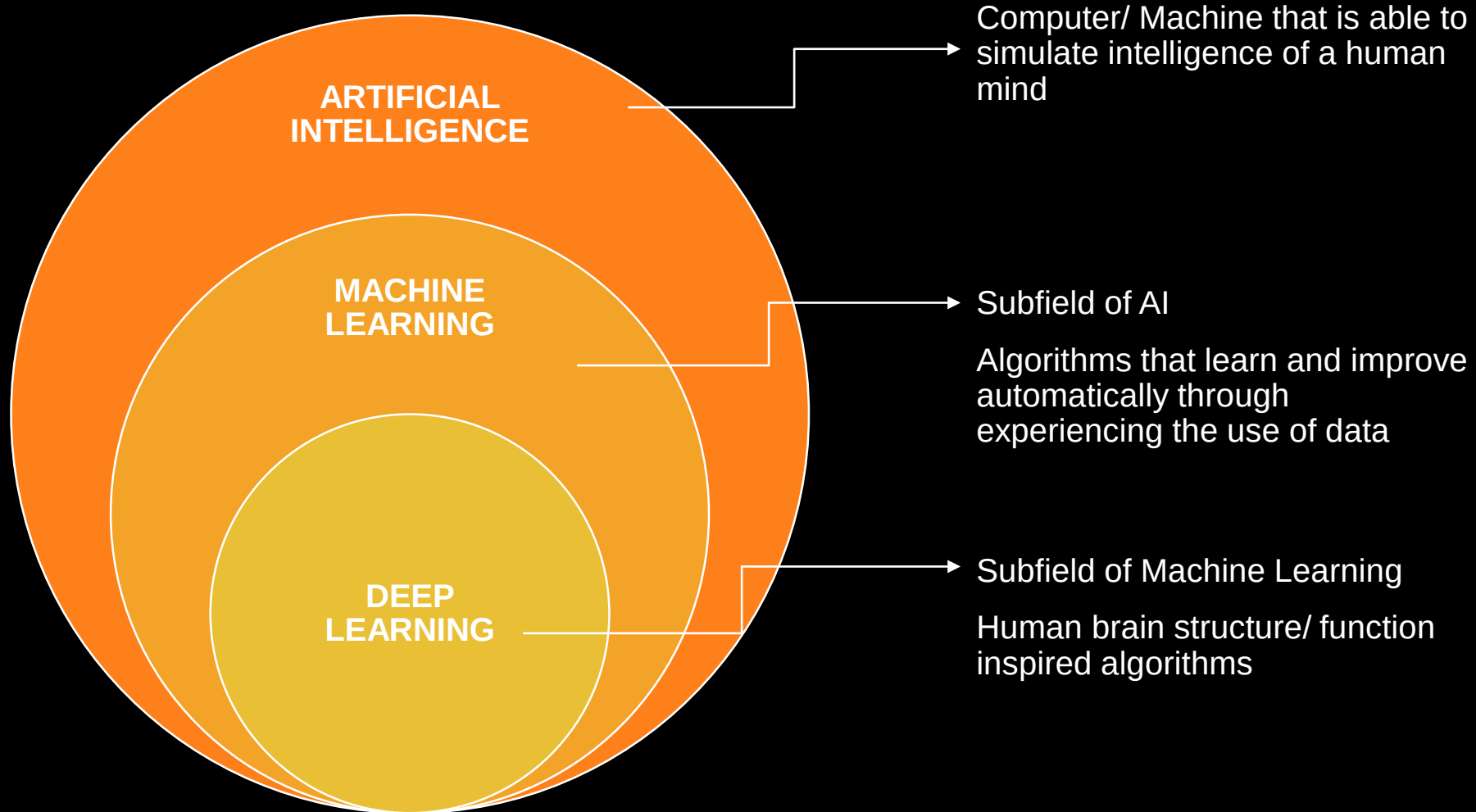
Student name:	Katy Lo	Student ID number:	2119646  (Ctrl) ▾
Programme:	MBA		
Module:	Human Resources Management		
Module code:	HKBM7007	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Dr Leo Ho	Internal Verifier:	Dr Terence Li
Assignment Title:	Assignment 1	Word count (or equivalent):	Individual Presentation 15
Submission deadline:	Dec 5, 2021 - Oral Presentation Dec 5, 2021 - Submission of finalized PowerPoint slides	Return date of provisional marks & written feedback:	14 working days after submission of finalized PowerPoint slides
Submission method:	All written assessments, where practical and possible, must be submitted via <u>Turnitin</u> unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into <u>Turnitin</u> or it will match many similarities with other students' submissions.) Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

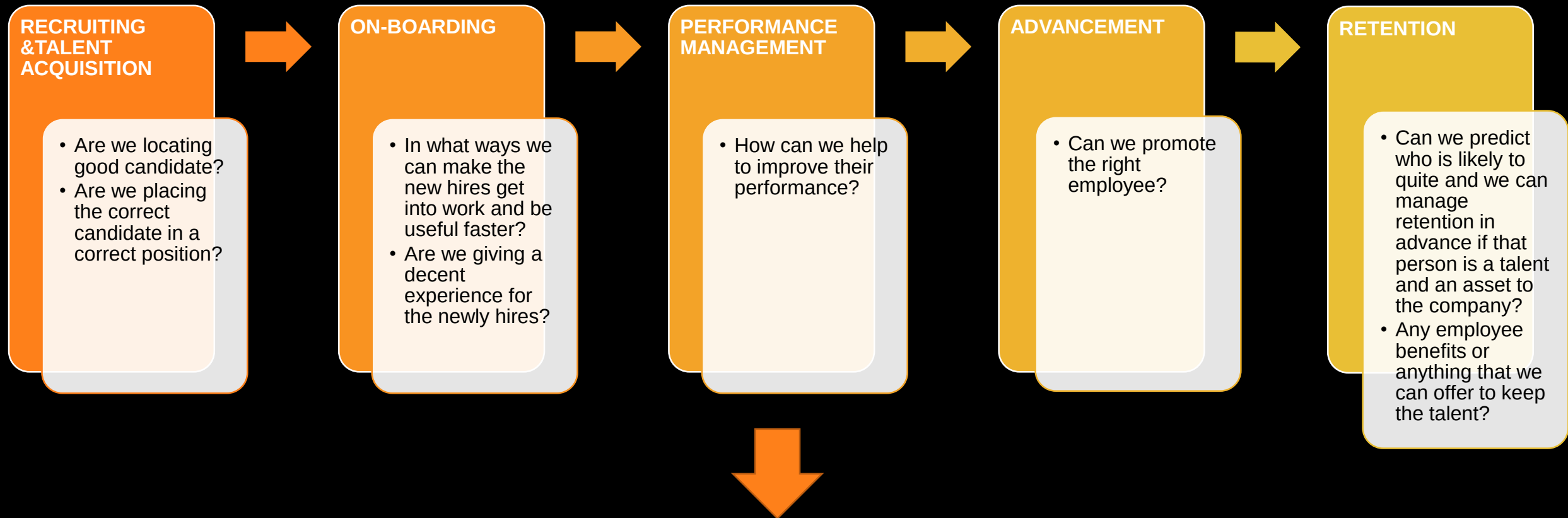


ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT

**HKBM7007
KATY LO (2119646)**

WHAT IS ARTIFICIAL INTELLIGENCE?





HOW CAN ARTIFICIAL INTELLIGENCE HELP IN THESE HUMAN RESOURCES CHALLENGES?

L'ORÉAL PARIS

L'ORÉAL LUXE

LANCÔME
PARIS

YVES SAINT LAURENT

shu uemura

RALPH LAUREN

VALENTINO

DIESEL

Maison Margiela
PARIS

Kiehl's
SINCE 1851

BIO THERM
THE HEALING POWER OF LIFE FLANSTON™

IT COSMETICS

MUGLER

YUESAI

PRADA

GIORGIO ARMANI
beauty

HR
HUGO BOSS

URBAN DECAY

VIKTOR & ROLF

AZZARO

Atelier Cologne
MAISON DE PARFUM
PARIS

L'ORÉAL Consumer Products

L'ORÉAL
PARIS

NYX
PROFESSIONAL MAKEUP

Dark
Lovely

GARNIER

CE
STYLIST

Mixa

Nelly

MAYBELLINE
NEW YORK

essie

MS
美 即 刻 变 容

L'ORÉAL Professional Products

L'ORÉAL
PARIS

MATRIX

KÉRASTASE
PARIS

REDKEN
730 AVENUE NYC

PUREOLOGY
ADVANCED COSMETIC CARE

L'ORÉAL Active Cosmetics

LAROCHE POSAY
LABORATOIRES

VICHY
LABORATOIRES

CeraVe

SKINCEUTICALS
ADVANCED PROFESSIONAL SKINCARE

DECLÉOR
ESSENTIAL OILS SKINCARE

L'OREAL is a French based personal care company developed with 4 major divisions with a total of 47 brands has a presence in 150 countries, with over 82,600 employees. It is one of the biggest cosmetics company globally.

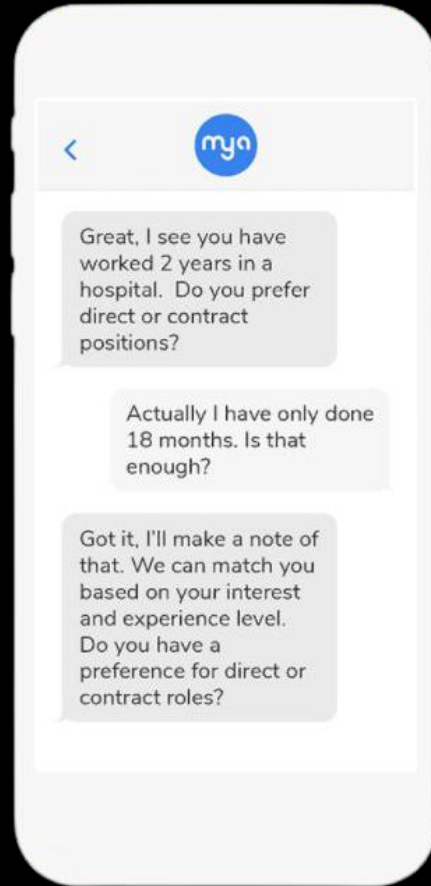


- L'oreal has selected Mya chatbot in order to save recruiters time for the early stage of the hiring process.
- Mya will be able to handle basic queries and ask factual/ bias-free questions to streamline millions of profiles
- After going through the first stage, Mya will put qualified applicants into the next phase of the interview, also provides updates and reminders

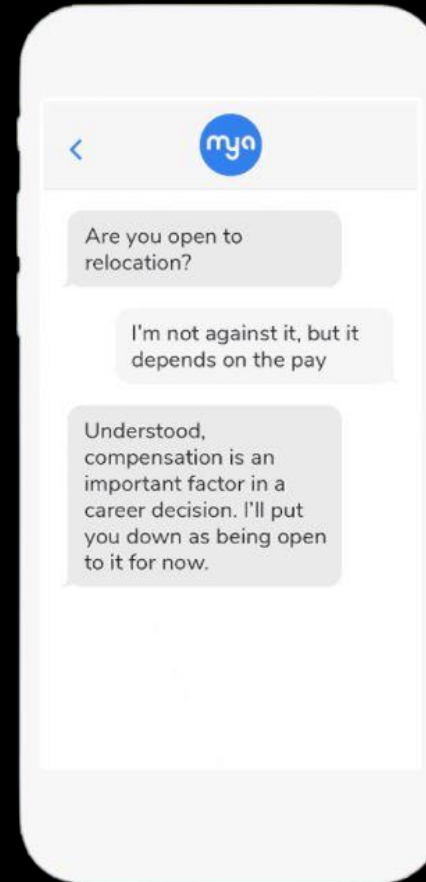
myn



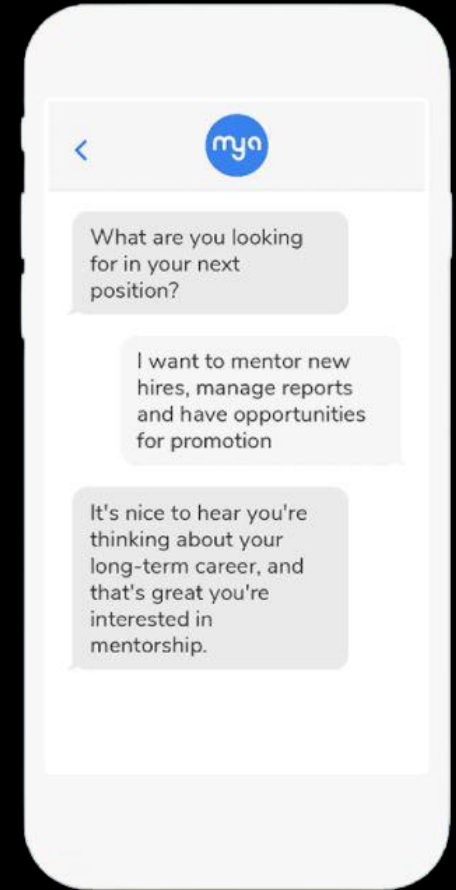
**NATURAL LANGUAGE
PROCESS**



DYNAMIC DIALOGUE



CHANNELING LANGUAGE



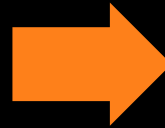
DEEP LEARNING



“Tell us about a project that you worked on failed. What did you learn from that project?”

“Tell us about the project where you were working with the multi-cultural teams and what experience did you have”

“Tell us about a situation where you are convinced about your idea, but your seniors were not. How will you convince them?”



Personality

Performance analysis

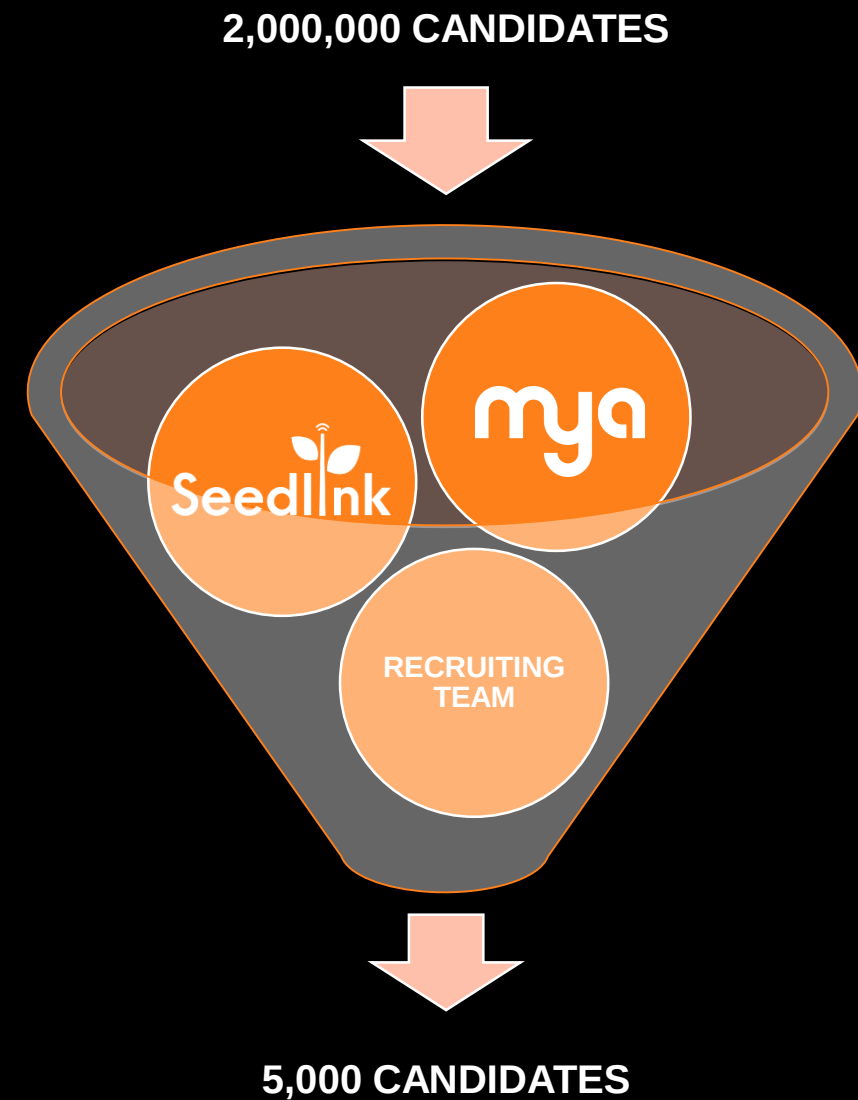
Language proficiency

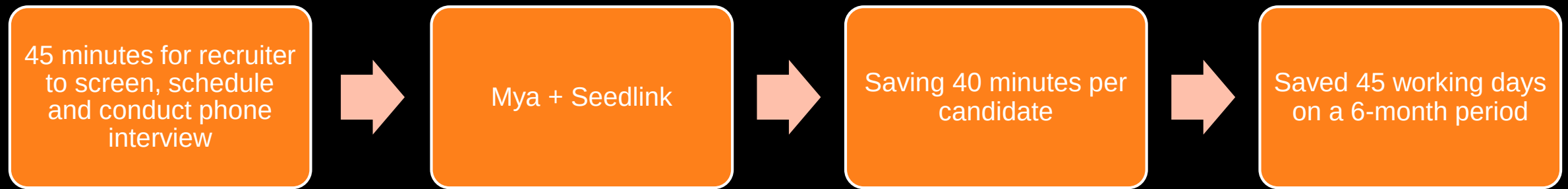
Morale



The algorithm will compare the answers given by the candidates with the ones provided by the company, it will then generate “cultural fits” scores and streamline candidates

- With 2,000,000 candidates applying each year and the company will only hire 5,000 candidates.
- To select the 5,000 candidates from the 2,000,000 applications and resumes is performed by an amount of 145 recruiters globally.





- Increased recruiter productivity by eliminated repetitive tasks and save time
- Accelerate the whole process from application to hire
- Higher possibility of hiring a person without bias

WHAT MORE CAN AI HELP IN OTHER HR AREAS?

PERFORMANCE MANAGEMENT

- Improve competencies
- Enhance SMART goals
- Formulate tailored training
- 360 comments/ feedback analysis
- Monitoring and locate redundant

COMPENSATION MANAGEMENT

- Handle tasks that require manual actions automatically

ADVANCEMENT & RETENTION

- Identify potential
- Identify Training needs
- Match fitments

RISK

- Algorithms can have an unfair bias depending on their input data.
- Mirco-manage, cause sense of insecurity
- Security & privacy risks – the level of employee data protection is not enough
- Legal risk – personal data leakage

SOLUTION

- Use the right AI solution for the company
- Recruiting team has to be educated to use the AI solution right
- Provide notice to candidates/ employees to ensure they fully understand and have their consents for their data to be used for AI solutions
- Authorization of the access to HR system must be secure and with high level of protection

CONCLUSION

- Seamless collaborations between AI and humans is the trend and it will be able to add positive benefit to HR workflow
- HR Professionals will have to be prepared to adopt the changes and to come up with more professional HR decisions with the help of AI
- To put talents and skills as top priorities with regards to actual scientific evidence and data, that will be able to avoid management ignore facts but only let people have opportunities base on their personal feelings and prejudice
- To build a more comprehensive company and close inequality gaps

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