

APPENDIX GA36d

LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	KWOK Wai Kam	Student ID number:	2227330
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):	15 mins Individual Presentation
Submission deadline:	Nov 26, 2022 - Oral Presentation Nov 26, 2022 - 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 Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): 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.		



Effects of cognitive technology on Human Resources Management

Human Resource
Management

2227330

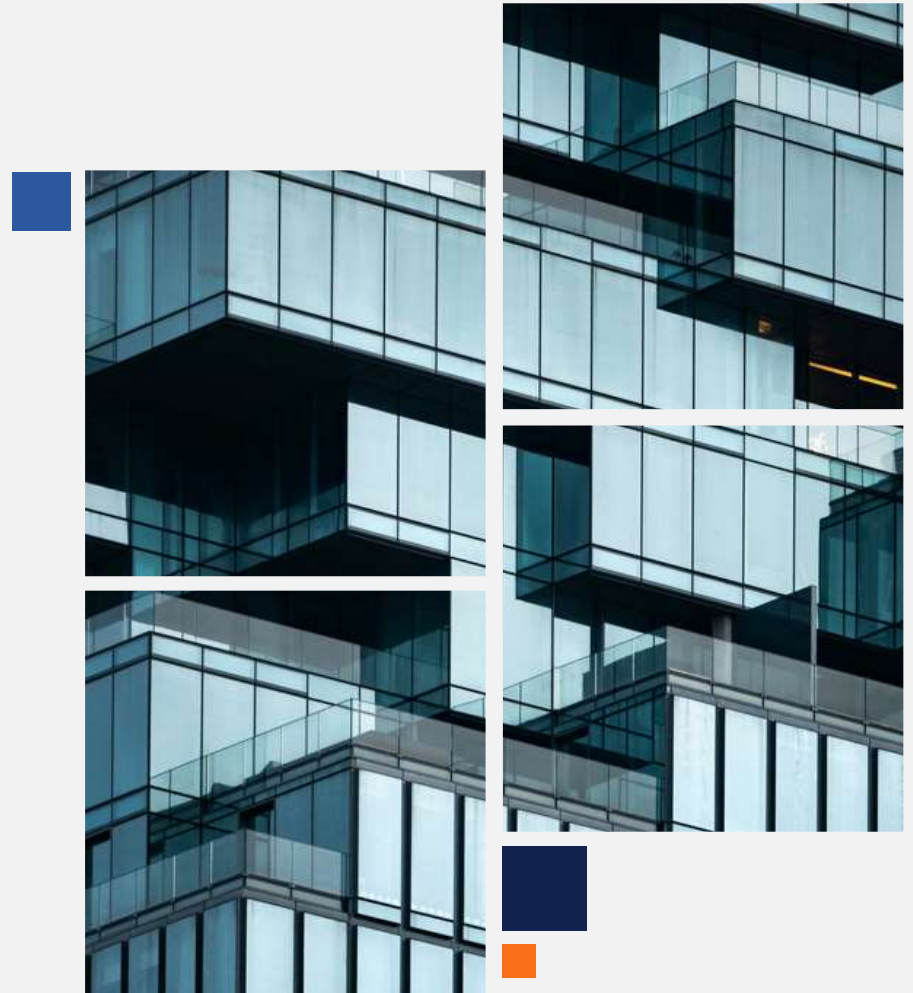
Kwok Wai Kam

26. Nov. 2022

Introduction

- One of AI
- Understand, Reason, Learn, Suggest
- Deep learning, Facial Recognition, Machine learning, Natural Language Processing (NLP), Robotics
- Examples : Facebook, Netflix

(Deloitte, 2017, IBM, 2017)

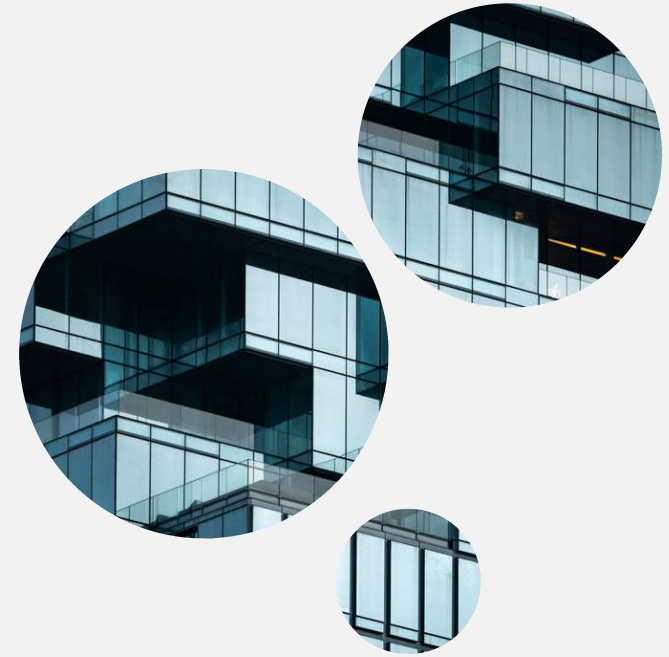


How organization adopts and embraces the changes

SHKP- THE POINT APP

- Membership
 - Contactless parking
 - Upload receipts- add points

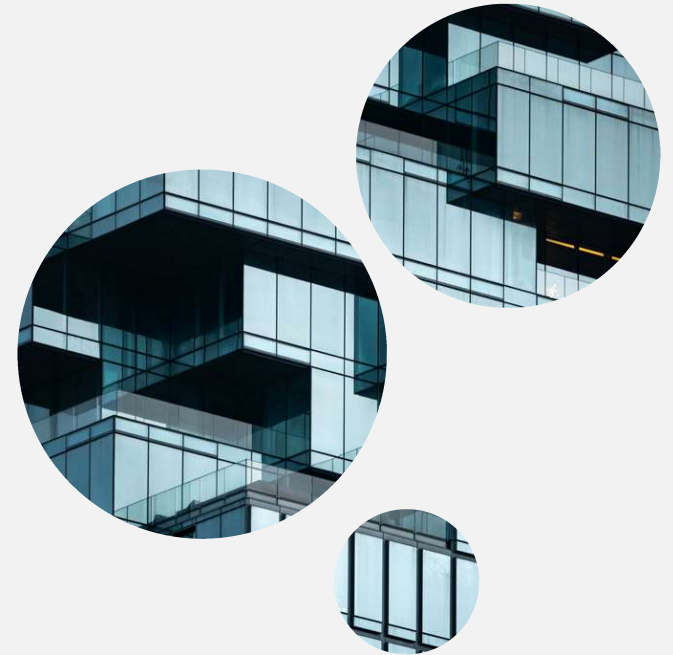
(SHKP, N.D.)



How HR leaders adopts and embraces the changes

- Less counter staffs needed
- Less staffs needed at Carpark
- No outsourcing, Less \$
- Increase monitoring
- Less administration / clerical work
- Job redesign (Job routine changed)
- Officers can change to more important tasks
- Increase IT Training

(Deloitte, 2017)



Analyze and reflect (Impacts)

PROS

- Improving speed and accuracy
- Increase customers satisfaction (quick)
- Improving business operations
- Aiding and supporting humans
- Enabling informed decision-making
- Less budget (change in headcount)
- Solve high turnover rate
- Reduce the recruitment pressure
- Streamlining record management

CONS

- Change in work pattern (Job security)
- Minimal Job Loss
- Resist to adopt



(CIPD, 2019, Deloitte, 2017, Jim and Surabhi, 2018)

Insights

- COVID-19 catalyst—

Flexible workplace—WFH

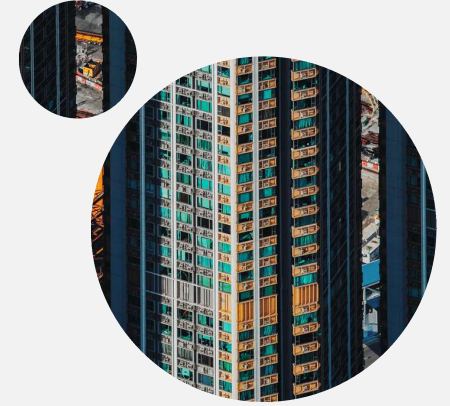
---- Remote portfolio (monitor instantly about the overall situation)

---- Better workforce planning by job redesign (Complex tasks and Monotonous tasks)

---- discover the skill gaps to train

- Change in recruiting talents (uploading CV, Screening and develop more talented and skilled Talents)

- Change in record management
 - administrative work and filing work
 - better record



Lessons

Trend in 15-20 years

- “...to automate-transactional/operational tasks that require less human interaction, which in turn frees up practitioners’ time to undertake more strategic, value-adding work and focus on the more ‘human’ side of their role. (CIPD, 2020)
- “HR’s value will be seen in a bigger picture, when clearly and visibly contributing to the business performance and financial success.” (CIPD, 2020)

Figure 7

Benefits of cognitive-enabled HR operations

HR operations

Payroll	Streamlined Insightful compliance updates and real-time analytics can limit exception processing, helping reduce runtimes and costs.
Workforce administration	Automated Intelligent agents can process complex data management tasks, helping improve accuracy.
HR shared service centers	Empowered Cognitive call guidance can improve issue resolution and employee experiences.
Workforce analytics	Optimized Scenario modeling can identify best skill mix, hiring targets and location options.

(CIPD, 2019)

(IBM, 2017)

(CIPD, 2019)

Figure 3
Belief that cognitive computing can add value in specific areas of HR (outperforming versus underperforming organizations)

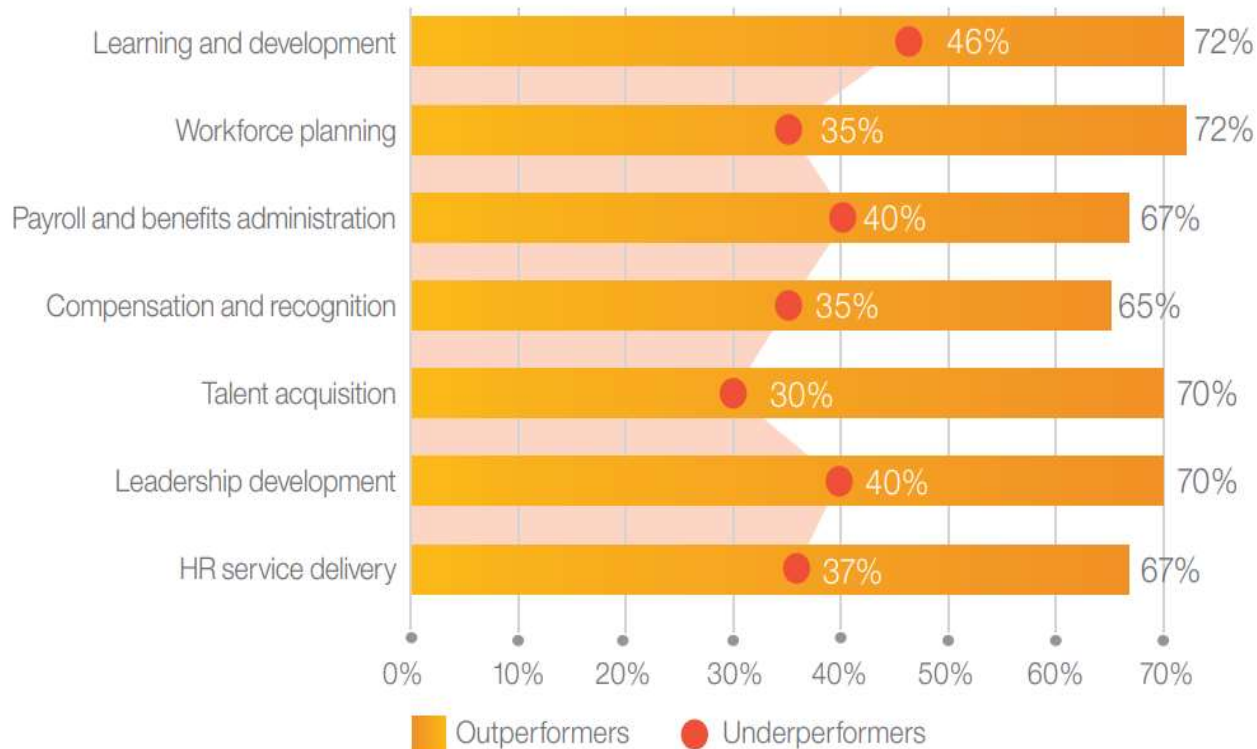
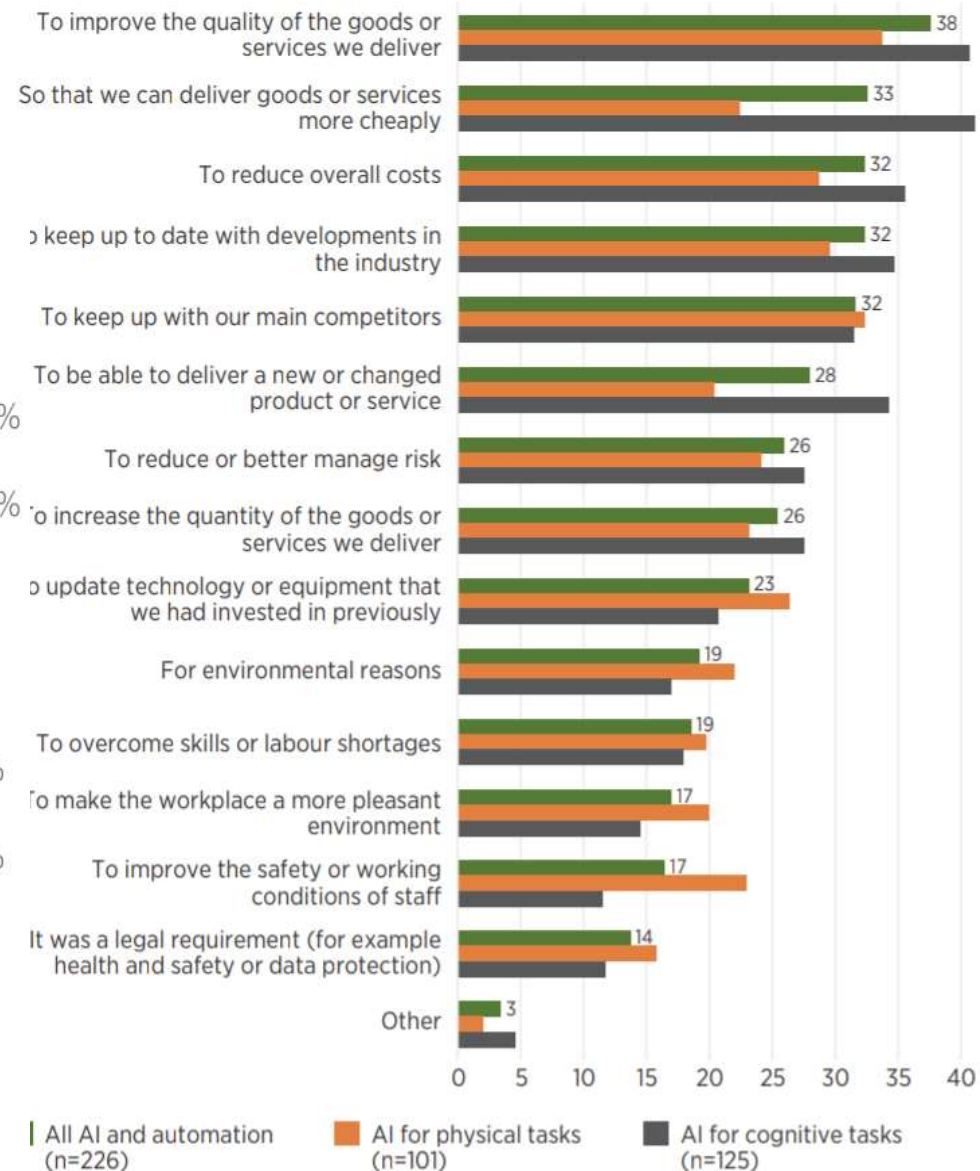


Figure 3: Employers' reasons for investing in AI and automation (%)



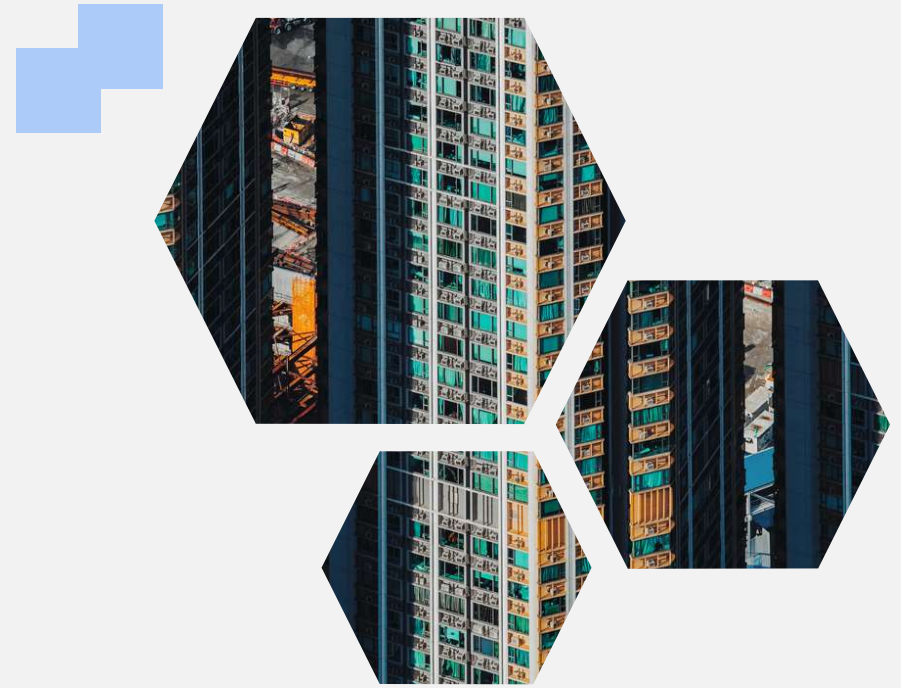
Observations

- Time used in monotonous tasks
- Time used on filing and searching
- \$, staff redundancy
- Low efficiency
- Used more resources in recruiting not fit in talents
- Change in the needs of talent's abilities (skill gaps)
- More resources used in New Technology training



Arguments

- Replace/ change low-skilled work
- Non-responsive to urgent matters
- Decrease in customer services
- Increase time in training
- Time to adopt
- Decrease in security and privacy
- Resistance to accept



Challenges for HR leaders in real workplaces

- Skill challenges due to digital transformation
 - Resist to learn and use
 - Changing workforce demographics IBM (2017)
 - Difficult to integrate cognitive projects with existing processes and systems (Deloitte, 2017)
 - Difficult to decide what areas needed to support staffs on skills gaps (CIPD, 2020)
 - Slow transformation of skills
- 
- Slow transformation of skills
 - Misaligned labor costs
 - Increase in cost per hiring
 - Increase cost in training

Recommendations/ suggestions

Workforce planning- redesign

Training

- Decide what types of jobs and tasks using automation
- To train up for the skill gap
- Educate the needs of integrate cognitive (Understand skills requirements)
- Discover the workforce diversity
- Develop Skills and Potential
- Develop same IT training programme

Attract

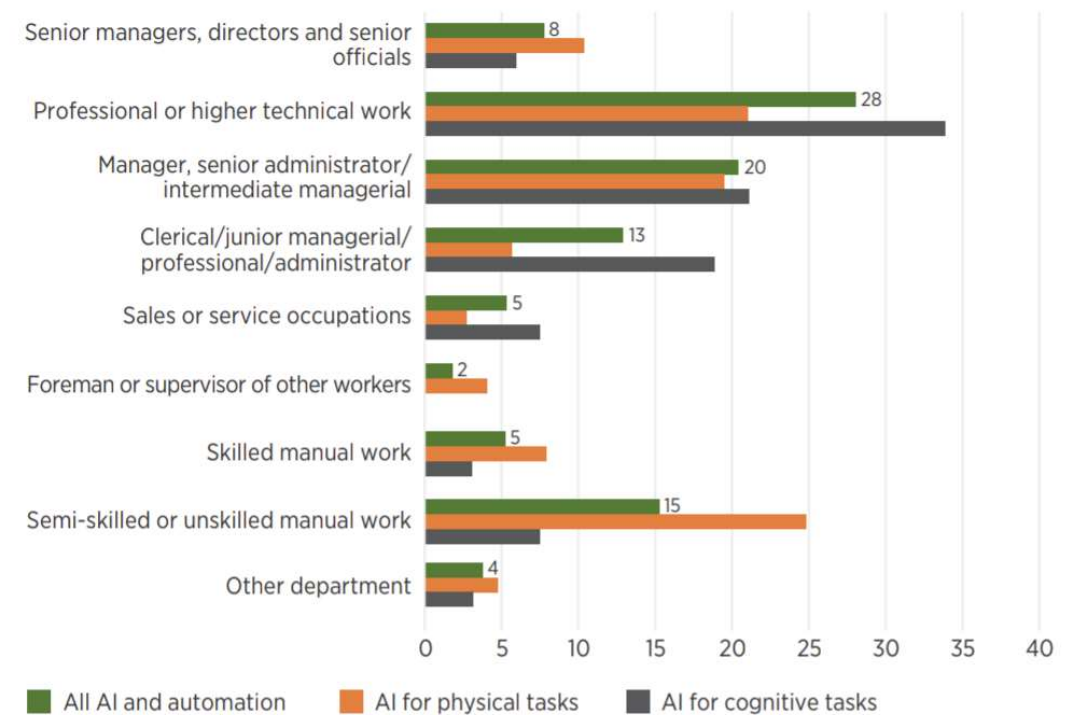
- Use cognitive technology in screening the CV
- Screening before the interviews
- Improve the chances of finding good candidates
- Improve candidate experience (Increase image)

(Armstrong ,2017, CIPD, 2019, JobsDB, 2018)

Conclusions

- Digital Transformation is the Trend.
- Changing roles in HRM, Change is needed
- To meet organizational strategy and cost saving with HR strategy
- Cost-saving , investors will benefit.
- Customer satisfaction increase.
- Achieve Organizational strategy

Figure 9: Which types of job have been changed most by AI and automation? (%)



CIPD, 2019

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