

The background image shows a person's hands typing on a laptop keyboard. Overlaid on this is a complex, futuristic digital interface with various charts, graphs, and glowing elements in shades of blue and yellow. The text is prominently displayed in the center-left area of the image.

How technology innovate and transfer learning and training through the business.

HKBM7007 HUMAN RESOURCE MANAGEMENT

Lok Lam Frebie Chan - 2322643



Table of Contents

- Background of digital training transformation
- How BMW Group transform digital training to the business
- Challenges facing in workplace
- Suggestions

How tech affects daily lives and workplace

Technology is becoming more embedded in our daily lives by the minute. Believes most of the employees may have experience with different types of technology and software in the company. More and more companies are transforming the fundamental training to digital, such as Employee Onboarding & Training, Predictive Analytics for HR, Virtual Assistants & Chatbots, Employee Well-being & Mental Health, etc...

(HRD, 2023)



AI vs Machine Learning vs Deep Learning

Artificial intelligence (AI)

Classify machines that mimic human intelligence and human cognitive functions like problem-solving and learning.

Machine Learning (ML)

A subset of AI that allows for optimisation. When set up correctly, it helps you make predictions that minimise the errors that arise from merely guessing.

Deep Learning (DL)

A subset of ML and is a neural network with three or more layers

Attempt to simulate the behaviour of the human brain

(IBM, 2023)

Virtual Reality training

Automobile industry interested in implementing VR solutions?

Increases productivity and loyalty

Businesses are able to improve the performance of an employee in the current position or a new employee .

(Velichko, 2018)

Better Platforms for Employees

Provide a three-dimensional space, simulating a real working environment, especially for fast moving vehicles.

(Meta, 2023)

Safe and no harm training environment

Employees can start practising skills in a safe environment from the very beginning of the training.

(Velichko, 2018)

How BMW Group transform to the business



"Artificial intelligence is an important part of the digital transformation at the BMW Group and thus one of the pioneers for inspiring and intelligent customer experiences."

Peter Lehnert

Vice President New Technologies, Research and Innovations Digital Car

(BMW Group, 2023)

“AI for **everyone**.”

Not only for the customer but also for every employee.

- Vehicles
- Customer service
- Staff training
- Human resources management
- Safety control

Based on deep learning BMW Group provides simulation training for customers and employees before on the road.

(Intel, 2023)

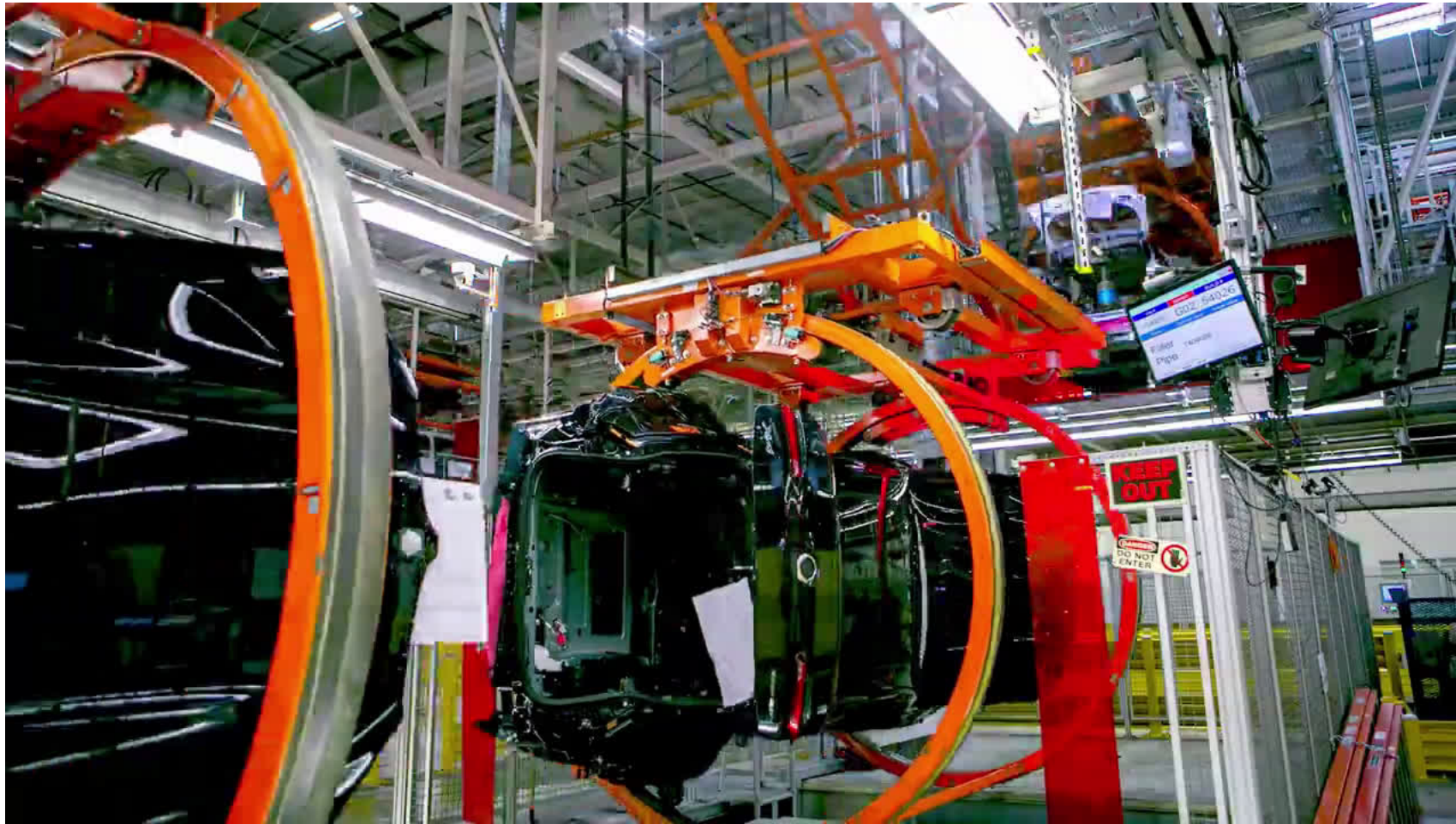
VR new avenues in BMW



Focused on exploring the application of VR technologies and VR integration with training, production, and marketing.

- Workstation planning
- Training and qualification
- Target/actual comparisons in operations

(BMW Group Press, 2023)



Employee's Thoughts

- 1 on 1 coaching in the real world
- Access to unique immersive data
- Understand associate know and don't know
- Adapt the training for continuous improvement
- VR based immersive learning aids our associates experience and engagement at work

(Strivr, 2019)

BMW innovates employee training on safety with Immersive Learning with Strivr

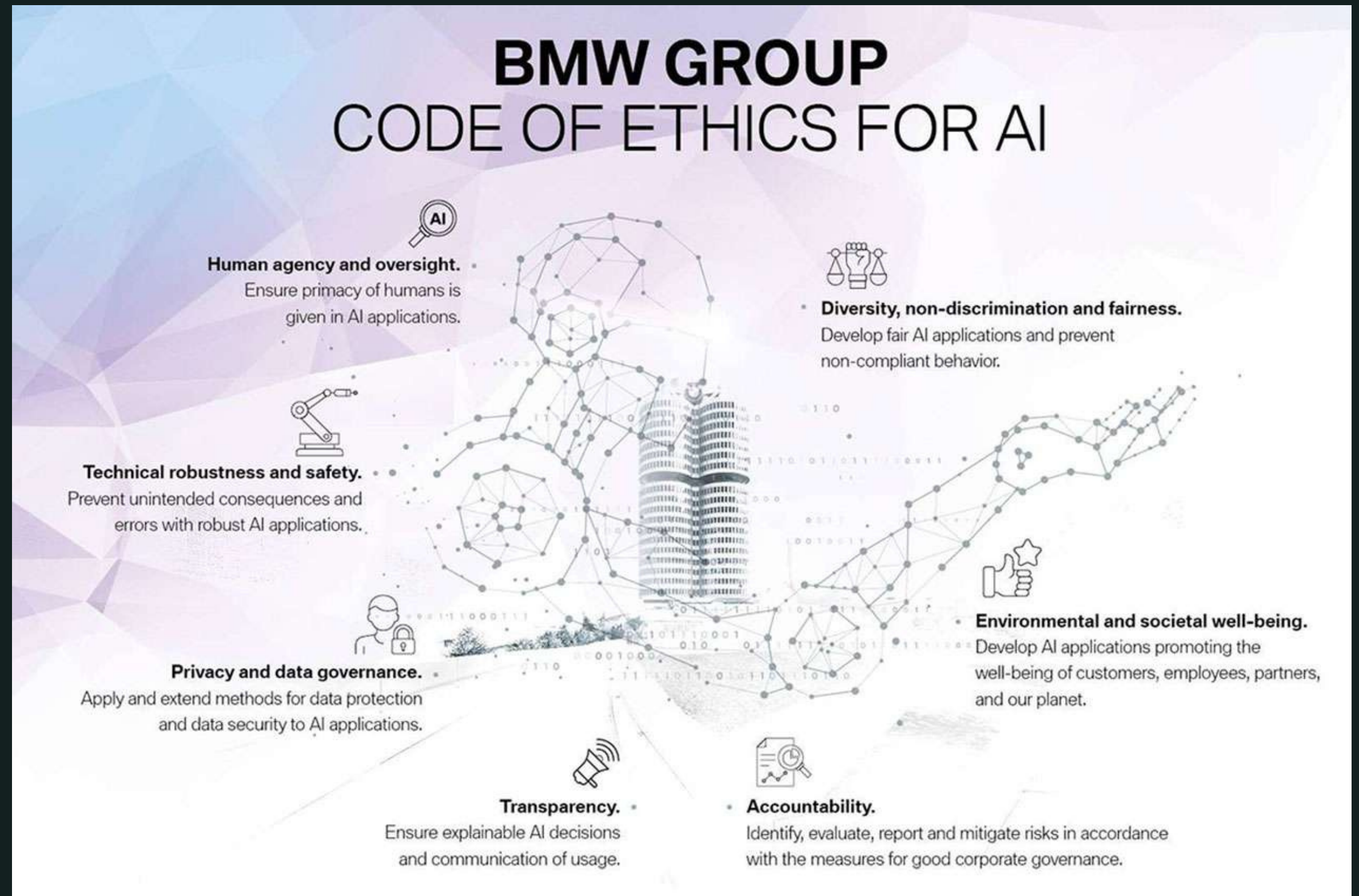
(Strivr, 2019) <https://www.youtube.com/watch?v=5EAa3H8LP5k>



“Responsible AI has a huge potential to create long-term benefits for all of our customers, employees and other stakeholders. We are therefore committed to the advancement of AI driven by ethical principles that always put people first”

Carsten Sapia,
Vice President Strategy, Governance & IT Security

“Always put people first”



(BMW Group, 2023)

Business effects of generative AI

Based on the survey of 1,000 business leaders in July and August 2023.

94% of employers believe that will have an impact on their business. **4%** believes without impact.

9% of companies have fully deployed a generative AI use case in their organisation

(MIT Technology Review Insights poll, 2023)

Challenges & Concerns

Generative AI implementation challenges

What are the primary challenges your organisation faces in successfully implementing generative AI? (Rank three.)

(MIT Technology Review Insights poll, 2023)



Common concerns:

- Data Privacy & Security Concerns
- Employee Resistance to Automation
- Integration Complexity
- Cost & Resource Allocation
- Overcoming Resistance from Traditional Processes
- Regulatory Compliance

(PixelCrayons, 2023)

“How do you reskill them?”

“How do you help match them to other jobs?”

“How do you give them superpowers to do other jobs?”

“A.I. is an answer. Use the technology to help do the transition”

by ethics, guideline, educations, etc

(Fortune Editors, 2023)

References

BMW Group (2023) *KEY TECHNOLOGY FOR THE DIGITAL TRANSFORMATION*. Available at: <https://www.bmwgroup.com/en/innovation/innovationen-und-mobilitaet/artificial-intelligence.html> (Accessed on 10 Dec 2023).

BMW Group Press (2023) *Absolutely real: Virtual and augmented reality open new avenues in the BMW Group Production System*. Available at: <https://www.press.bmwgroup.com/global/article/detail/T0294345EN/absolutely-real:-virtual-and-augmented-reality-open-new-avenues-in-the-bmw-group-production-system?language=en> (Accessed on 10 Dec 2023).

Fortune Editors (2023) *Looking back on the challenges CEOs faced in 2023, from war to climate change to the A.I. boom*. Available at: <https://fortune.com/2023/12/20/challenges-ceos-faced-2023-generative-ai-climate-change-esg-war/> (Accessed on 21 Dec 2023).

HRD (2023) *What are employers' top challenges in implementing generative AI?*. Available at: <https://www.hcamag.com/us/specialization/hr-technology/what-are-employers-top-challenges-in-implementing-generative-ai/462770> (Accessed on 17 Dec 2023).

IBM (2023) *AI vs. Machine Learning vs. Deep Learning vs. Neural Networks: What's the difference?*. Available at: <https://www.ibm.com/blog/ai-vs-machine-learning-vs-deep-learning-vs-neural-networks/> (Accessed on 04 Dec 2023).

Intel (2023) *BMW Group: AI on Every Employee's Laptop*. Available at: <https://www.intel.de/content/www/de/de/customer-spotlight/stories/bmw-group-openvino-customer-story.html> (Accessed on 10 Dec 2023).

Malik, A. et al. (2023) "Employee experience—the missing link forengaging employees: Insights from an MNE's AI-based HR ecosystem." *Human Resource Management*, 62(1), 97–115. Available at: <https://doi.org/10.1002/hrm.22133> MALIK ET AL.115 (Accessed on 12 Dec 2023).

Meta (2023) *Meta and BMW: Taking AR and VR Experiences on the Road*. Available at: <https://about.fb.com/news/2023/05/meta-bmw-ar-vr-experiences/> (Accessed on 12 Dec 2023).

MIT Technology Review (2023) *Generative AI deployment: Strategies for smooth scaling*. Available at: <https://www.technologyreview.com/2023/10/10/1081117/generative-ai-deployment-strategies-for-smooth-scaling/> (Accessed on 14 Dec 2023).

PixelCrayons (2023) *AI in the workplace: 7 key use cases, benefits, and challenges*. Available at: <https://www.linkedin.com/pulse/ai-workplace-7-key-use-cases-benefits-challenges-pixelcrayons-oczzf/> (Accessed on 04 Dec 2023).

Strivr (2019) *BMW innovates employee training on safety with Immersive Learning with Strivr* [Video]. Available at: <https://www.youtube.com/watch?v=5EAa3H8LP5k> (Accessed on 18 Dec 2023).

Velichko, M. (2018) *How Volkswagen, Audi, and BMW Are Using VR for Employee Training in the Automotive Industry*. Available at: <https://jasoren.com/vr-training-in-the-automotive-industry/> (Accessed on 14 Dec 2023).