

Module: Resilience, Talent and Technology

Module Code: BMDM7006

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Assignment 1: Video Presentation

Link to the video:

<https://drive.google.com/file/d/1xqz4SvNRR4AZBlppABG-kbmXQHH3HbgG/view?usp=sharing>



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Slide 1. Personal Profile

Student: William HO

Slide 2. The industry and AI

I have been the Chinese takeaway industry nearly twenty years in the UK. It is a known fact that disruptive technology invades the industry of restaurant and takeaway since 2005 Just Eat launched its online ordering service in the UK before the Fourth Industrial Revolution. The latecomers, UberEats and Deliveroo adopted AI based app for food delivery and Human Resource Management successfully entering the market in the UK.

As a business owner, which is related to technology of Industry 4.0 and Gig Economic for the precarity work "Home delivery driver". Therefore, I designed my research topic is "Customer's behaviour towards ordering Chinese takeaway in the UK impacted by 21st century disruptive technology".

Slide 3. The AI helps the industry

Today's AI in Human Resource Management:

In this day and age, the era of the Fourth Industrial Revolution "FIR" (4IR or Industry 4.0) is an extension development of the Third Industrial Revolution since the middle of the last century (Violeta Sima, Ileana Georgiana Gheorghe, Jonel Subi'c Dumitru Nancu, 2020), which was an invention of semiconductors, mainframe computing, personal computing and Internet. Industry 4.0 is developing large-scale "Machine-to-Machine" (M2M) integrated with "Internet of Things" (IoT) in order to analyse and diagnose issues without humanity. One of creations of The Fourth Industrial Revolution is increased human productivity (JeeheeMin, YangwookKim, SujinLee, Tae-WonJang, InahKim, JaechulSong, 2019).

Human capital development and consumer behaviour are the main revolutions of the Industry 4.0 Revolution (Violeta Sima, Ileana Georgiana Gheorghe, Jonel Subi'c Dumitru Nancu. 2020). Artificial Intelligence (AI) as a futuristic technology driven by robots, an entity gap between the prospective and reality of artificial intelligence in Human Resource Management (HRM) (Prasanna Tambe, Peter Cappelli, Valery Yakubovich 2019, Peter. Cappelli, 2018)

Slide 4. Future AI helps HRM

In the Industry 4.0, Automation, Augmented Intelligence, Robotics and Artificial Intelligence will completely replace recruitment, selection, appraising from the foundation administration of Human Resource Management (Prasanna Matsa, Kusuma Gullamajji, 2019).

AI in Human Resource Management is embedded to the industry. “AI will disrupt nearly every industry in every country, creating new opportunities and challenges for people, places and businesses to which we must respond.” (UK Government, 2019). This is quoted from the UK Government.

Disruptive innovation is not only going to create a new market, but value network also to disrupt the existence of market. However, disruptive innovation may be a revolutionary of HR automation. (Vaibhav Bhalerao, Anand Deshmukh, 2019).

Slide 5. AI facilitates Gig Economy

A report from CIPD shared the outcomes (CIPD, 2020) that

“Internal change: evolving organisation model, structures and processes” CIPD. (2020).

“Digital and technology transformation” (CIPD, 2020)

“Changing demographics and D&I strategy” (CIPD, 2020)

“Diversifying employment relationships” (CIPD, 2020)

“Sustainability, purpose and responsible business” (CIPD, 2020)

Slide 6. AI and Gig economy

The fourth industrial revolution (4IR) is swiftly to boost the economic in developing economies (Desmond Tutu Ayentimi, 2020). We can expect that the gig economy is growing in the market gradually, as one in seven adults in the UK have worked a gig job monthly (Andrew Fennell, 2021).

Slide 7. What is the competitive of HR automation in the next five years?

AI-driven HR platforms is changing and enhancing to help the HR management. (Arthur Cole, 2021). Technology can be leveraged to improve productivity, employee experience and job quality. Artificial intelligence and the future of hr practices (Dr. RA Rathi, 2018).

The advantage in the application of IT to AI in HR policymaking is to inform the user by empower search data sources. AI is able to support in response to evidence, rather than human's intuitive thinking. On the other hand, AI governance and the policymaking process: Key considerations for reducing AI risk (Brandon Perry, Risto Uuk, 2019).

The argument could be made that HR business partner (HRBP) concept has been increased in popularity in early nineties of the last century. Today, we have to say Goodbye HR Business Partner (Tom Haak, 2020). Meanwhile, the World Economic Forum (WEF) urged that HR business partner exists for twenty years. The HR function should be reinventing for the fourth industrial revolution. (Cecilia Rochford, 2018).

It will be expected in 2030 that digital and technological transformation will be changing an influential trend for people profession by demographics, and the diversity and inclusion D&I strategy, and diversifying employment relationships, sustainability, purpose and responsible business to organisation.

Slide 8. Uber Eats Leverages AI perfectly (Ashley Sams 2018).

Uber has applied AI based (John M. Jordan, 2017) for everything in their business. Uber AI is at the heart of AI-powered innovation and technologies at Uber. (Uber, 2021).

Most of everything has been applied by algorithms at Uber. Uber is lean at the corporate level, without the need for human dispatchers or interviewers and AI runs as a gigantic HR department to manage employees. How Uber strikes this balance between optimization and leadership will be watched by many companies, both conventional and digital. (John M. Jordan, 2017 w).

Slide 9. Future AI in HRM Policies

As there is distinct between culture and algorithms, culture would be able to influence algorithms, and algorithms would be able to affect culture as well (Nick Seaver, 2017). But algorithms cannot set cultural norms, inspire loyalty, or create solutions: only humans can. (John M. Jordan, 2017).

AI is challenging described in many ways (James Shaw, FrankRudzicz, Trevor Jamieson, Avi Goldfarb, 2019) with the newest generations in various AI-driven platforms.

It can manage the future AI in HRM Policies for hiring and onboarding to scheduling and benefits management, and all the way to termination and access control, AI is creating a new brand of HR that is leaner, more accurate, and less costly than traditional HR.

Slide 10. Future AI in HRM Practices

Human Resource Management is going to ripe for automation, particularly, HRM will be automation possibly made by Artificial Intelligence. After all, cost efficiency is the first priority into consideration for the operating cost at most organisation, which means AI is able to reduce the administration cost in the HRM as low as possible. In reality, HR is with rife complexity and time-consuming processes. Human reasoning with mental logic (David P. O'Brien, 2009) and intuitive thinking are only executed by human (Arthur Cole, 2021). Here are the ten pillars that AI can help to reduce the HRM in the operating cost.

Slide 11. Benefit for AI in HRM

Artificial intelligence is a tool adopted in various fields to improve the performance like human intelligence. Furthermore, the emerging technology of AI is able to adopt in any industries in order to improve their productivity and performance (Brouwer, 2015)

In early research, HRM relied mostly on a single HR manager that would be potentially low reliability in single-information designs (Corine Boon, Deanne N. Den Hartog, David P. Lepak, 2019).

AI is able to interpret and analyze an applicant's body language, facial expressions or tone of voice. AI is able to compare the interviewed applicants to the top talent employees in the company and finally, analyse and predict and suggest the best applicants to recruiters in order for reducing time and cost on each interview processing (Jennifer Johansson, Senja Herranen. 2019; HireVue. 2018).

In terms of success, organisations would have to strive to achieve the higher customer satisfaction that is intrinsic for survival. That is it. Future AI in HRM is able to help HRM to improve its performance to empower its cutting edge among its competitors.

To help HR in recruiting and selecting qualified employees, increasing individual retention rates and decrease the time for replacing employees, future AI in HRM will lead to better organisational outcome with better employees. (Richard D. Johnson, 2020).

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