A STUDY ON IMPACT OF ARTIFICAL INTELLIGENCE (AI) IN HR FUNCTION AT GVN RIVER SIDE HOSPITAL – TRICHY

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ABSTRACT

The study titled "A Study on the Impact of Artificial Intelligence (AI) in HR Function at GVN Riverside Hospital – Trichy" aims to evaluate the influence of AI technologies on various human resource (HR) functions within the organization. The research was conducted among employees of GVN Riverside Hospital using a convenience sampling method. A total of 120 respondents were selected from a population of 480 employees. The data collected was analyzed using percentage analysis and correlation to identify trends and relationships. The findings highlight the extent to which AI-driven tools are integrated into HR operations such as recruitment, performance management, employee engagement, and training. Results indicate that AI has significantly improved efficiency and accuracy in HR processes, leading to enhanced decision-making and employee satisfaction.

Keywords: Artificial Intelligence, Human Resource Management, Convenience Sampling, Percentage Analysis, Correlation, GVN Riverside Hospital

INTRODUCTION OF THE STUDY

The Healthcare system must undergo significant structural and transformational changes to ensure its sustainability. AI has potential to transform healthcare and address some of these AI has been welcomed by healthcare systems around the world, which struggle to fulfil the "quadruple objective" of improving the health and well-being of their patients, healthcare access, cost-effectiveness and improving the lives of healthcare workers.

HR playsa vital role in recruiting, managing, and retaining skilled healthcare professionals. With AI integration, HR processes are becoming more streamlined and data-driven, enabling hospitals to address work force challenges effectively. AI tools assist in automating repetitive tasks such as recruitment, employee scheduling, performance evaluations, and compliance management. This allows HR Professionals to focus on strategic decision-making and employee engagement, thereby improving overall organizational efficiency.

OBJECTIVE OF THE STUDY
PRIMARY OBJECTIVE

To analyse is impact of artificial intelligence (AI) on HR function in GVN Hospital in Trichy.

SECONDARY OBJECTIVE

- ➢ To study work force Planning & Predictive Analytics
- ➢ To study ensuring Compliance & Risk Management
- ➢ To study enhancing Training Development

SCOPE OF THE STUDY

- ➢ The study focuses on the HR functions at GVN Riverside Hospital.
- ➢ It covers the impact of AI on "Recruitment, Employee engagement, Performance management, and Training."
- ➢ The study is limited to GVN Riverside Hospital and does not include comparisons with other hospitals.

LIMITATIONS OF THE STUDY

- ➢ Data Privacy& Security Concerns
- ➢ Lack of Human Touch in HR Processes
- ➢ High Implementation Costs
- ➢ Risk of Bias in AI Algorithms
- ➢ Resistance to AI Adoption
- ➢ Limited Contextual Understanding
- ➢ Dependence on Data Quality
- ➢ Legal & Ethical Challenges.

NEED OF THE STUDY

- ➢ Recruitment Acquisition
- ➢ Employee On boarding
- ➢ Workforce Management & Scheduling
- ➢ Employee Engagement
- ➢ Payroll & Benefits Administration
- ➢ Risk Management
- ➢ Challenges of AI in Hospital HR
- ➢ Data privacy concerns with Employee information.
- ➢ Resistance to AI adoption among hospital staff.
- ➢ Need for human oversight to ensure ethical use.

IMPORTANCE OF THE STUDY

- ➢ Talent Acquisition
- ➢ Employee Training & Development
- ➢ Performance Management
- ➢ Employee Well-being & Retention
- ➢ Compliance Management

LITERATURE REVIEW

A wide range of techniques, tools, and philosophies can be used to plan human resources and monitor their work and in this way, you can be sure that the right staff will be available, face-recognition systems are one of the most widely used **Huang and Alhlffee 2023**.

Today. Al has penetrated various organizational processes. Intelligence machines will soon take the place of many humans in decision-making. Al determines its strength in organizational decision-making processes in conditions of uncertainty, complexity, and ambiguity with more calculations, information processing capacity, and analytical and cognitive approach when dealing with complexity. Al can be used to support essential businesses in times of crisis **Jarrahi 2018**.

RESEARCH METHODOLOGY

Research is the specific procedures or techniques used to identify, select, process and analyses information about a topic. This chapter provides a presentation of the research methodology that was used in this study.

SAMPLING

Convenience sampling is a non-probability sampling method where researchers select participants based on their easy availability and willingness to participate.

POPULATION

A population is the entire group from where the data are drawn. The population of the study is 480.

SAMPLINGSIZE

The sample size is an important feature of any study in which the goal is to make inferences about 120 a population from sample.

METHODS OF DATA COLLECTION

Data collection is a process of gathering information from all relevant sources to find a solution to the research problem.

Primary data

The data that has been generated by the researcher, surveys, interviews, experiments, specially designed for understanding and solving the research problem at hand.

Secondary data

Secondary data are the data that has previously been gathered and can be accessed by researchers. It is collected through various articles, research, and blogs.

STATISTICALTOOL

It is a set of techniques that allow the process improvement and the reduction of errors for trouble shooting.

PERCENTAGEANALYSIS

Percentage Analysis is one of the basic statistical tools which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents' responses to a particularquestionasapercentagearrivedfromthetotalpopulationelectedforthe study.

$$\text{Percentage analysis} = \frac{No.of respondents}{Total respondent} \times 100$$

CORRELATION:

Correlation is a statistical measure that expresses the extent to which two variables are linearly related. It is a common tool for describing simple relationships without making a statement about cause and effect.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

CORRELATION

The table shows that AI driven insights for strategic HR planning between AI can monitor and improve employee satisfaction level.

X	Y	X^2	Y^2	XY
12	14	144	196	168
39	31	1521	961	1209
33	30	1089	900	990
33	41	1089	1681	1353

∑X=116	∑Y=116	∑X²=3843	∑Y²=3738	∑XY=3720

Significationleave=(0.05%)

$$r= \frac{3720}{231,725.85}$$

r=   0.0160

INTERPERTATION

This is possible correlation there is a relationship between reason AI driven insights forstrategicHRplanningbetweenAIcanmonitorandimproveemployeesatisfactionlevel.

FINDINDS

1   The majority 28% of the respondents are between the age groupof18-24.
2   The majority 30% of the respondents are between the income groupof15,000-24,000.
3   The majority 69% of the respondents are between the gender group of women.
4   The majority 49% of the respondents are between the Education qualification group of bachelor.

SUGGESTIONS

1   AppStore Optimization (ASO)
   ➢ Use relevant keywords in the app title and description.
   ➢ Optimize screenshots and videos to showcase the app's features.
   ➢ Encourage users to leave positive reviews and ratings.
2   Social Media Marketing
   ➢ Run targeted ads on Facebook, Instagram, and TikTok.
   ➢ Create engaging content like behind-the-scenes videos, user-generated content, and contests.
   ➢ Collaborate with influencers to promote the app.
3   Loyalty & Referral Programs
   ➢ Offer rewards, discounts, or cashback for app downloads and purchases.
   ➢ Implement a referral system where users get benefits for inviting friends

CONCLUSIONS

Nowadays everything is possible using mobile. Customers are preferring mobiles for shopping to save their time there is great opportunity for retailers, they should start developing their own mobile applications considering with. customer need and expectations to provide them a good shopping experience.

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