A STUDY ON ARTIFICIAL INTELLIGENCE WITH REFERENCE TO RELIANCE SMART PVT, LTD, HYDERABAD.

Kasaraveni Pravalika, II MBA , Malla Reddy Engineering College (A) , Hyd, Email: kasaravenipravalika@gmail.Com

Dr.M.Nagabhaskar, Associate Professor, Department of MBA, Malla Reddy Engineering College (A), Hyd,E-Mail:drmuppuri@gmail.Com

ABSTRACT

The integration of Artificial Intelligence (AI) into Human Resource Management (HRM) is reshaping the way organizations attract, manage, and retain talent. This study aims to explore the impact and effectiveness of AI tools and technologies in HR functions at Reliance Smart, a prominent player in the Indian retail sector. The research focuses on understanding how AI applications—such as automated recruitment systems, predictive analytics, employee engagement tools, and performance management platforms are being utilized to enhance HR operations. Through a combination of surveys and interviews with HR professionals and staff at Reliance Smart, the study analyzes the benefits, challenges, and future potential of AI in HRM. The findings suggest that AI contributes to increased efficiency, data-driven decision-making, and improved employee experiences, while also highlighting concerns related to data privacy, job displacement, and skill gaps. The study concludes by offering strategic recommendations for effective and ethical AI integration in HR practices at Reliance Smart.

Key Words:- AI, Reliance Smart, Human Resource, Impact, Study.

I. INTRODUCTION

Artificial intelligence (AI) is a technology designed to perform tasks that require a certain level of intelligence, functioning similarly to human capabilities. What sets artificial intelligence apart from traditional software are three key components: vast amounts of high-quality data, advanced algorithms, and rapid processing power. By leveraging algorithms that effectively connect quality data with swift computing resources, fundamental AI technologies enhance the accuracy and reliability of routine tasks.

AI technology holds significant promise for improving HR operations, covering areas like self-service transactions, recruitment, payroll, reporting, and access to policies and procedures. Today, artificial intelligence is reshaping our business landscape in remarkable ways. HR executives believe that incorporating AI into administrative tasks will greatly enhance the overall employee experience. This integration will provide greater capacity, saving time and money while delivering more accurate information for effective people management.

II. REVIEW OF LITERATURE

Stone, Dianna L. (2015) explains that technology has totally changed how work gets done. It sparked a major shift in the HRM industry. A recent survey shows almost all companies now use tech to handle key HR tasks. This shift is changing how businesses find, assess, motivate, develop, and keep their employees.

Edge Administrator (2017) states that people worldwide feel overwhelmed by the powerful technology now shaping our world. Artificial intelligence (AI) is the most revolutionary technology we have today. It is used almost everywhere, including in banking and health insurance, with results that are surprising and impressive.

Sever-in Malignant (2017) points out that human-robot interaction (HRI) presents a major challenge for AI. While AI can do many physical tasks humans perform, it still lacks emotional understanding. This is its biggest weakness, especially in HRI. Robots are limited to tasks they are programmed for and

cannot change their behavior by themselves. Because they are under human control, giving them independent functions is difficult. Adding new software modules is a tough task, both technically and in terms of system design.

Shweta Jain's 2017 book, The Engine Driving the Next Wave of Transformation in Business, explains how artificial intelligence can lead to a full digital change within organizations. When different departments like process, manufacturing, finance, marketing, and HR work together, AI can make a big difference. The author concludes that HR teams can use various AI tools for tasks such as hiring, selecting candidates, training, developing skills, managing performance, and handling rewards and pay.

Rajeev Bhardwaj pointed out on January 5, 2019, that only about 10% of the resumes companies get are relevant. An article titled Artificial Intelligence Is Revolutionizing Hiring to Engagement highlights how AI is changing how companies find and keep employees. Today's software algorithms sift through many applications, picking only those candidates who meet the company's main needs. AI is changing many parts of life, including how human resources work.

NEED AND IMPORTANCE

Artificial intelligence (AI) refers to the capability of machines, particularly computer systems, to mimic human behavior. This includes processes such as self-correction, reasoning, and learning. The necessity for AI arises from the increasing demands of our daily workloads. Automating repetitive tasks is a logical solution.

A well-crafted research proposal should not only present the need to explore a specific research problem but also outline practical approaches for the study and provide solid proof of its necessity. In the realm of Human Resources (HR), there's an opportunity to direct focus towards more strategic tasks by utilizing AI to streamline low-value, repetitive functions.

SCOPE OF THE STUDY

Reducing biases in artificial intelligence helps make decisions fairer and clearer. It also makes procedures faster and more efficient. With fewer biases, AI can support better thinking and simpler choices. This leads to smarter, more balanced outcomes**.**It could completely change how HR manages hiring, training, and employee growth**.**The HR manager's role is to inform business leaders about new technologies. They explain how these tools can be used to improve worker performance. This helps the company stay current and create better results through technology. The focus is on sharing useful information that can help teams work smarter and faster.

OBJECTIVE OF THE STUDY

- To understand the function of artificial intelligence in modern HRM.
- To help improve HR decision-making through the use of data-driven insights and predictive analytics.
- To enhance talent acquisition by using AI tools to identify, attract, and select the most suitable candidates.
- To forecast future skill shortages and talent requirements in order to maximize workforce planning.
- To offer specialized learning, development, and engagement initiatives in order to personalize employee experiences.

III.   RESEARCH METHODOLOGY

The research design for this study is descriptive in nature, aiming to systematically explore and analyze the implementation and impact of Artificial Intelligence (AI) in the Human Resource Management practices of Reliance Smart. The study seeks to identify how AI is transforming HR functions such as recruitment, employee engagement, performance evaluation, and training & development.

SOURCES OF DATA:

PRIMARY DATA:Primary data is gathered through questionnaires completed by respondents and by talking directly with them.

SECONDARY DATA: Secondary data are collected from the articles related to AI, Newspapers, report, case studies and the recent information's are extracted from the internet.

1.1 Sample Technique: simple Random sampling

1.2 Sample Size: 100

LIMITATIONS OF THE STUDY

- Human Resource practices exhibit considerable variation, and the effects of artificial intelligence can vary greatly based on these elements.
- The integration of AI within human resources brings forth ethical issues related to privacy, fairness, and transparency.

- Employees and stakeholders might oppose the integration of AI in human resources because of apprehensions regarding job loss, worries about privacy, and doubts about AI's capacity to render fair and impartial decisions.
- Conducting thorough research on artificial intelligence in human resources necessitates considerable financial and human resources.Insufficient funding or lack of access to expertise can limit the breadth and depth of the research.
- Integrating AI systems into current HR practices and systems can prove to be intricate and require significant time. Challenges related to compatibility and organizational resistance may obstruct effective implementation.
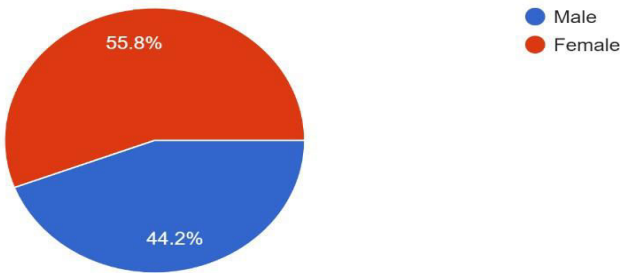
IV. DATA ANALYSIS AND INTERPRETATION

4.1 What is your gender?

TABLE 4.1

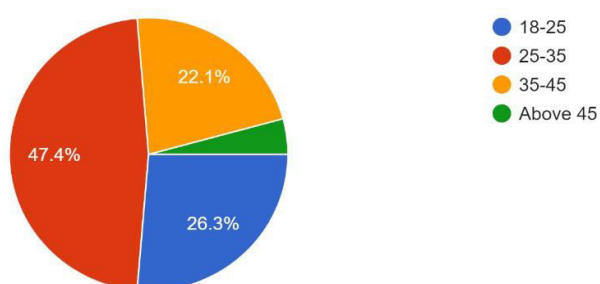| S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Male	42	44.2%
2	Female	53	55.8%
3	**TOTAL**	**95**	**100%**

1. What is your Gender?
95 responses

INTERPRETATION: From the above data presented, it reveals in terms of gender distribution , the study included 53 females, constituting 55.8% of the total and 42 males up the remaining 44.2%.

4.2 What is you Age?

TABLE 4.2

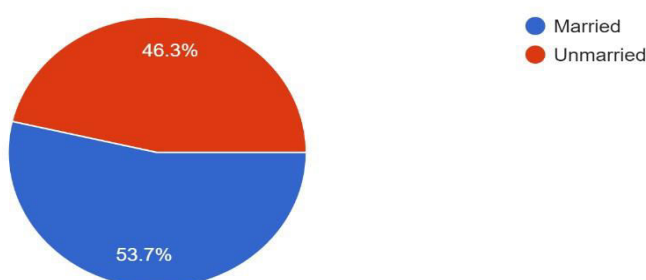| S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	18-25	25	26.3%
2	25-35	45	47.4%
3	35-45	21	22.1%
4	Above 45	4	4.2%
5	**TOTAL**	**95**	**100%**

2. What is your Age?

95 responses

INTERPRETATION: from the above data presented, most of the respondents are from the age group of 25-35 with percentage of 47.4%, and 25 respondents are from the age group of 18-25 with the percentage of 26.3%, and 21 respondents are from the age group of 35-45 with the percentage of 22.1%, and less respondents are from the age group of above 45 with the percentage of 4.2%

4.3 Martial status?

TABLE 4.3

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Married	51	53.7%
2	Unmarried	44	46.3%
3	**TOTAL**	**95**	**100%**

3. Martial status?

95 responses

INTERPRETATION: From the above data presented, most of the respondents are married with the percentage of 53.7%, and less respondents are unmarried with the percentage of 46.3%.

4.4 Occupation?
TABLE 4.4

| S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Student	27	28.4%
2	Employee	34	35.8%
3	Business	26	27.4%
4	Other	8	8.4%
5	**TOTAL**	**95**	**100%**

4. Occupation
95 responses
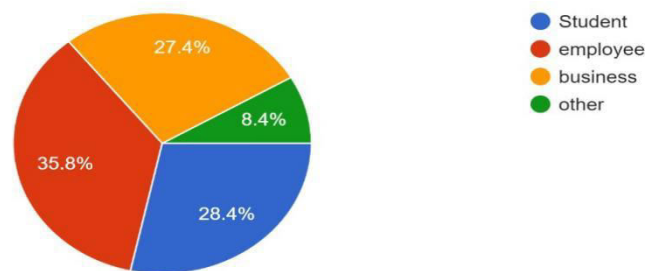
INTERPRETATION:

From the above data presented, most of the respondents are from employees with 35.8% as there work relates towards IT background. 28.4% responses are from students as they use AI for their studies. 27.4% responses are from business operators as they proceed their work through AI and 8.4% responses are from others.

4.5 Your organization embrace AI tech in HR?
TABLE 4.5

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly agree	17	17.9%
2	Agree	44	46.3%
3	Disagree	16	16.8%
4	Strongly disagree	12	12.6%
5	Not sure	6	6.4%
6	**TOTAL**	95	**100%**

5.Your organization embrace AI tech in HR
95 responses
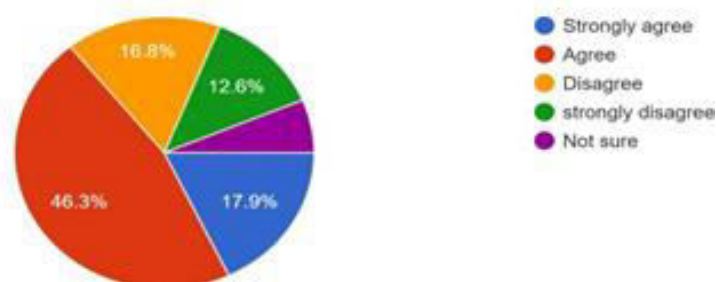
INTERPRETATION:

From the above data most of the responses indicates to be agree with 46.3%, some of others responses are strongly agree – 17.9%, disagree – 16.8%, strongly disagree – 12.6% and less responses are from not sure candidates.

4.6 Based on your experience, Which is more effective?

TABLE 4.6

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Answering queries manually	30	31.6%
2	AI Answering the queries	37	38.9%
3	Manually supervise AI Led answering of queries	28	29.5%
4	**TOTAL**	**95**	**100%**

6.Based on your experience, Which is more effective?
95 responses

- Answering queries manually
- AI Answering the queries
- manually supervised AI Led answering of queries
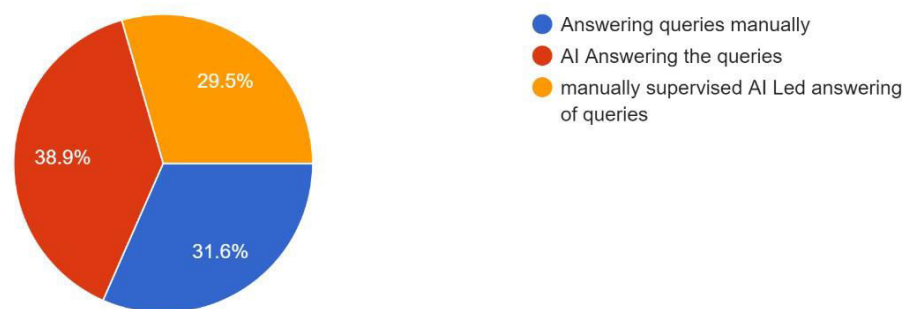
INTERPRETATION:

From the above data we can see that most of the respondents are AI answering the queries with the percentage of 38.9%, and 30 respondents are answering queries manually with the percentage of 31.6%, and less respondents are manually supervised AI led answering of queries with the percentage of 29.5%.

V. FINDINGS

- Most participants, 55.8% or 53 people, identified as female. The remaining 42 respondents, or 44.2%, identified as male. This shows that there were slightly more women in the group.
- Most respondents, 47.4%, are between 25 and 35 years old, making them young adults. The next largest group, 26.3%, are aged 18 to 25, which includes many younger people. Around 22.1% of those surveyed are between

35 and 45 years old, showing a good number of middle-aged adults. Only 4.2% are older than 45, representing a small part of the sample.

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4.2% are older than 45, representing a small part of the sample.

- Most respondents, 53.7% or 51 people, are married. A large part, 46.3% or 44 people, are not married. This shows a close balance between married and unmarried individuals in the group.

- Most respondents, 35.85%, are employees. Students make up 28.4%, while business owners account for 27.4%. A small group, 8.4%, have other types of jobs. This indicates a diverse mix of people with different roles and careers participating in the survey.

- Most respondents, about 64.2%, believe their company supports the use of AI in HR. On the other hand, 29.4% disagree with this idea. A smaller group, 6.4%, are unsure. Overall, there is a mostly positive view of using AI in human resources.

- People see AI answering questions (38.9%) as more effective than manual responses (31.6%). Many also find a mix of both methods useful, with 29.5% supporting this combined approach.

- AI-driven responses are more effective (38.9%) than answers given by humans (31.6%). Many people, about 29.5%, also find that watching over AI answers improves their accuracy.

- Most people use chat-bots to some extent. About 35.8% use between 26 and 50%, while 28.4% use more than 75%. Around 15.8% use chatbots between 1 and 25%. A small group, 12.6%, do not use chat-bots at all.

- Most respondents, 58.9%, say their company's use of AI technology is excellent. About 29.5% feel neutral about it. Only 11.6% disagree with the positive view.

- Most respondents, 58.9%, gave a positive review of their organization's AI tools. About a quarter, 24.2%,

strongly agree that AI is useful. Another 34.7% simply agree. These numbers show a strong feeling that AI is working well.

- Most organizations, about 78.9%, use AI to promote diversity and inclusion. Of these, 35.8% apply it in a moderate way, covering 26 to 50 percent of their efforts. The remaining 42.1% use AI extensively, with over half of their initiatives, at 51 percent or more.

VI. SUGGESTIONS

- AI tools can quickly analyze resumes and compare candidates to job descriptions. They look at skills, experience, and how well someone fits with the company culture. This makes hiring faster and helps find only the most suitable candidates for the role.

- AI can scan large amounts of data from platforms like Linked-In and job boards. It helps find potential candidates who are not actively looking for new jobs. This technology can identify and reach out to people who might be interested but haven't shown it openly.

- AI chat-bots can handle initial interviews by asking standard questions. They review candidate answers to see who fits best. This helps HR focus on the strongest applicants.

- AI can build personalized on-boarding plans for new hires. It adjusts the process based on their specific roles and how they learn best.

- AI-powered virtual assistants can help new employees with their on-boarding. They answer questions quickly and provide resources when needed.

- AI helps create instant feedback between employees and managers. This allows for ongoing checks of performance instead of waiting for annual reviews. Employees can get real-time advice, making improvement easier. Managers stay informed about

progress all year round. This keeps performance discussions fresh and more helpful for everyone.

- AI can examine different data points to evaluate how employees perform. It does this without the biases that human managers might have.

- AI can help create personalized career plans tailored to each employee's strengths and interests. It also considers what the company needs, making sure goals match organizational priorities. This approach can boost retention as employees see clear paths for growth aligned with the company's direction.

- AI can spot where employees lack certain skills and recommend specific training to fill those gaps. This helps the company stay competitive and ready for changes.

- AI can examine workforce data to track diversity numbers. This helps companies set clear goals for diversity. It also makes it easier to see progress and make improvements..

VII.   CONCLUSION

Using AI in Human Resource Management (HRM) changes the way the industry works. It makes hiring, onboarding, performance reviews, and keeping employees engaged faster and more accurate. Automating routine tasks frees up HR staff to focus on strategic goals that help the business grow. AI-powered data analysis offers better insights into workforce patterns, helping organizations make smarter decisions. This improves talent retention and creates a more welcoming and inclusive environment for employees.

AI improves the way companies hire by making the process quicker and more fair. This helps attract the best candidates. As AI gets better, the industry faces issues like protecting data and avoiding biased decisions. HR teams will need to learn new skills to work well with these tools. Overall, using AI in HR makes organizations more flexible, competitive, and ready for changing workforce needs.

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