

Artificial Intelligence as a Means of Preserving Green Human Resource Management

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Abstract:

Information technology has had a big impact on human resource management procedures and methods. Given that everyone is working to create intelligent, eco-friendly organizations in the current climate, green HRM is essential to the integration of corporate environmental management into human resource management. One emerging area of HR technology that could either replace or enhance the effectiveness of green HRM practices is artificial intelligence. Without using a lot of resources, organizations can use AI for professional development, job involvement, employee re-engagement, and applicant selection, reducing their overall environmental effect. It can be used to HR policies, procedures, and methods to increase the efficacy of green HRM. The project will investigate the development of artificial intelligence in green HRM procedures using secondary data. The article discusses how to use technology to turn efficient human resources into long-term human resources.

Keywords: *Artificial Intelligence, Green Human Resource Management, Potential benefits, HRM procedures, Environmental impact*

I. Introduction

We are dealing with a reorganization. Experienced and knowledgeable industries have replaced labor-based firms, while brain talents are thriving and muscle occupations are dwindling. The entire world appears to have become a rising international village in this increasingly competitive commercial environment where everyone deals through technology and independent thought. Artificial intelligence (AI) is helping organizations carry out almost any task in a very efficient and cost-effective manner. As the desire to better involve HR professionals in important decisions grows, studies have highlighted the significance of incorporating cutting-edge technological solutions into current HR management. Quick reactions are required due to the economic environment's rapid fluctuations. Businesses are spending money on the research and development of cutting-edge goods and services in order to remain competitive in the global market. AI is a technological advance that makes it possible for businesses without exceptional data management skills to effectively handle challenging issues.

Similar to how artificial intelligence (AI) is a game-changing idea in science and technology, the idea of sustainable people management has also evolved to lessen its negative effects on the environment, maintain sustainable development, and enhance organizational strength and performance. Green development is the use of organizational activities to support sustainable development and more efficient use of the green resources that are accessible on the organization's grounds. In addition to helping organizations establish different approaches, AI rationalization offers prospects that could significantly improve all facets of human resource management, such as hiring, screening, upskilling, growth, reimbursement, and performance evaluation. It also helps organizations go green in these areas.

"Artificial Intelligence" is defined as "a perfect 'insightful' technology that will be an adjustable reasonable expertise that perceives its system and makes steps to increase the likelihood of attaining any desired outcome." Artificial Intelligence can help people achieve competitive advantage by easing out treatment plans, disseminating information, and so much more. Individuals are connected to machines, and machines are connected to other machines, thanks to AI innovation. The AI paradigm can be used for application filtering, employee retention, re-commitment, and professional development, among other things.

Artificial Intelligence creates precise job requirements equipped with relevant indicators, resulting in a flawless job application fit, employing an extensive skill sets database and optimization techniques. PepsiCo, for example, a snack and beverage company with annual sales volume of over \$1 billion, is employing artificial intelligence (AI) tools to discover and recruit applicants in Russia. The programme will further analyze CVs on work sites autonomously and contact individuals having the necessary qualities like making approximately 10,000 calls back to back, mitigate the environmental effect of commuting for hiring process and assisting the organisation in attempting to implement green HRM.

Contemporary businesses are facing a number of obstacles, which often present new growth opportunities. Artificial intelligence can be used to address the issues that organisations around the world are confronting. Huge Information analyses is the act of analysing large amounts of data in order to uncover various patterns, tendencies, relationships, and observations regarding human psychology in connection to green human resource management. In terms of economic development, the view of corporate productivity needs to be enhanced. Artificial intelligence improves a company's productivity and viability.

Companies are investing in AI in HR for a range of reasons. Artificial Intelligence (AI) should be used in HR for a variety of reasons. Artificial Intelligence is gaining popularity in a variety of industries by lowering the time and effort required to do complex tasks, leading in improved accuracy and results. More obvious benefits include increased money creation, enhanced efficiency and accuracy, and huge time savings. Human resource professionals will benefit from increased creativity and decreased stress as well.

In this era of Big Data, Artificial Intelligence is becoming increasingly important. The amount of time spent on data analysis increases as the number of human resources (HR) data expands. Fortunately, breakthroughs in artificial intelligence have resulted in the development of software that can recognise data patterns and conduct data-intensive tasks. Computers can now pinpoint crucial information faster and more correctly than human resource personnel, as well as discover flaws and discrepancies.

Revenue generation is one of the most crucial objectives for every business. Businesses that invest in AI and employee-machine collaboration earn more money. Processes that would normally take a 'lifetime' to do manually are now completed in minutes thanks to AI implementation. An artificially intelligent system can analyse a large amount of data in a fraction of the time it would take a human resource professional days, if not weeks, to do so. Contracts and other documents can also be analysed for inconsistencies, errors, and missing data by an AI-powered HR system. As a result of the time saved, the profit margin increases.

II. LITERATURE REVIEW

In the last few years, technology has broadened to encompass a number of related subjects, including artificial intelligence and learning algorithms, which teach machines to think more critically, analyze massive data sets, and find hidden patterns. The fact that IBM's "Deep Blue" computer defeated international chess grandmaster Garri Kasparow, computer writing system, which is at the nexus of digital technologies, metrics, arithmetic, and other fields for judgment under unpredictability, shows that artificial intelligence (AI) technology in the context of a machine learning model is an unachievable endeavor in the years to come. Although it wasn't truly artificial intelligence, it was applied as a treatment method inside AI for a number of purposes and spread to many scientific fields, including astronomy, genetics, and psychology. The two most popular methodologies are behavior modification learning and machine learning. Furthermore, a lot of research has been done on where and how to mimic green cognitive and information acquisition skills. We also understand how to eliminate human involvement by training machines that are connected to human tendencies. Several concepts underpinning computer judgments are still unknown, despite the fact that these quick developments indicate machine learning is probably going to be the most revolutionary technique of the twenty-first century. In addition, researchers are examining catastrophic scenarios, emphasizing the most significant risks, including "mishaps" and the eventual application of artificial intelligence. Anybody who has built things in a safe and escapeable way won't notice an attempt to appear disconnected; instead, they'll believe that they've been closed and provide a strategy to stop the AI from doing so.

III. RESEARCH METHODOLOGY

This paper is based on real-world experience. In the case of applied theory of research, it is associated with real-life research such as research on raising the effectiveness of a machine, production gain by improving material quality, intensive pollution management, introduction of new vaccines for diseases, and so on. As a result of their enormous potential, Green HRM was created. As a result of different modifications in HR policies, it is now widely accepted in the market..

A. Analysis

Artificial intelligence has played a major role in all sectors of the society, majorly Human resource management or HRM. Human resource management has grown in various areas and now it is also contributing in pollution control of the society.

Recently, in a company that provides IT-based services. The internal, cloud-based chatbot, which was developed two years ago, performs a variety of HR activities, including answering staff questions on leave and corporate policies. It answers technical support questions and offers simple opportunities for employees at all levels of the organisation to express their gratitude. It specialises in providing an overview of current and upcoming employment openings, as well as the preferred abilities for each.

Artificial intelligence, as shown in the diagram below, is beneficial in a variety of areas of Green HRM and directly supports all HR practises, of which a few significant ones are covered here:

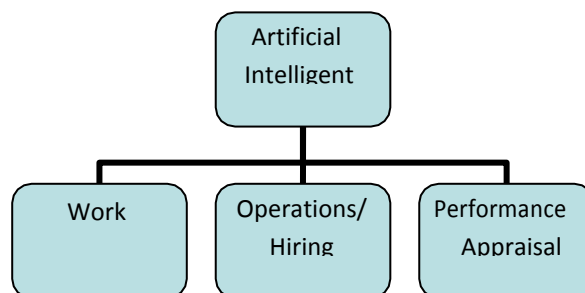


Fig.1

Hiring: Artificial intelligence aids in the parsing and screening of CVs based on the desired profile better than humans and saves time.

Performance appraisal: Using advanced software and data analytics, a person's performance can be assessed on a daily basis rather than quarterly or half-yearly. Appraisal is a continual procedure that should not be completed once a year.

Operations: Various chat rooms and discussion boards are accessible to answer several staff questions, and various apps have been launched to provide instant solutions for both employees and customers. Almost every aspect of HR operations today has technology-assisted components.

Workforce: Various IT organisations are always on the benefit from increased creativity and decreased stress as well.

lookout for innovation and originality, but until they do, companies will continue to hire innovative people, posing a danger to existing businesses.

According to the current survey, Green HRM calculates more than 20% of HR compliance, and it is determined that the possibilities of error are reduced to a minimum when technology is used, whereas the rate of human error is higher.

Furthermore, this technique has decreased the workload of traditional recruiters by 55 percent to 60 percent, making things more efficient and time-saving. Infact, this automation has mostly taken over 80% of the HR helpdesk and is attempting to convert it to 100% in a short period of time.

IS research as a tool for analysing consumer behaviour in the digital realm The AMO Framework in IS Research (ability, motivation, and opportunity components) is described in this section. There are some work system components under this that influence employee ability and contribute to the industry's performance. A system that considers the ability, motivation, and opportunity of employees is ideal for the organization's interests.

- ❖ Increases the employee's abilities
- ❖ Encourages staff to work harder.
- ❖ Provides opportunity for employees to contribute to the company's success

IV. RECOGNIZING HR EFFORTS IN LIGHT OF LATEST DEVELOPMENT

Commitment audit is an alternative framework that uses Quality constructs and is stated to be utilised for the expansion of human resource management, in which this field is generally accepted. In this situation, salary, benefits, additional bonuses, incentive, and commitment are the most effective tools used by employees to improve a company's success.

INSPIRATION FOR GREEN EMPLOYEE

The goal of the new concept of green human resource management, or green HRM, is to encourage employees to behave in a green manner at work. This study explored this link empirically. After developing green HRM metrics, we tested a conceptual model that included the effects of psychological green climate and individual green values. We did this by consulting the literature on behavioural HRM and psychological climate, as well as the supplies-values fit theory. The results showed that while green HRM had a direct and indirect impact on in-role green conduct, it only had an indirect effect on extra-role green behaviour through the psychological green environment. The influence of psychological green environment on extra-role green behaviour was lessened by individual green values, but not by psychological green climate or green HRM. When it comes to assessing environmental standards across different organisational divisions and creating useful content on significant environmental performance of units and people, the performance management and

assessment process for employee management might present a number of challenges. By integrating various green information systems and enhancing their performance through environmental standards, many organisations are trying to understand this issue.

A. Employee Reward system

A platform or recognition programme for helping employees perfect their work habits and set themselves up for success is known as an employee reward system. Many employee reward systems allow for peer-to-peer recognition, ensuring that the company isn't solely motivating from the top.

These platforms not only improve well-being and contentment, but they also aid cross-departmental collaboration and self-management. Different methods of rewards system:

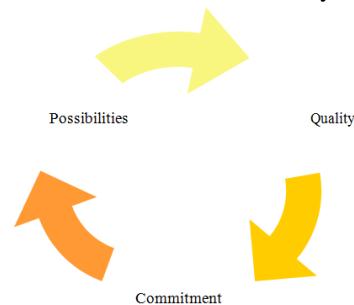


Fig. 2

Peer appreciation among peers: Peer acknowledgement is equally as important as manager-employee recognition. When workers feel appreciated by their coworkers, their performance improves and their production rises. By bringing employee behaviour into line with that of the organisation they work for, this also aids in promoting business culture. Peer-to-peer recognition is encouraged by businesses since it has been demonstrated to increase staff retention and lower attrition. Strong teams and effective productivity are facilitated by peer-to-peer recognition, which fosters a culture of appreciation and acknowledgement as well as a sense of belonging and initiative.

The phrase "performance management" describes a process for assessing worker performance. A performance-based pay plan is determined by how much workers contribute to the company, how much value they add, and how successfully they achieve their objectives. Platforms such as Kazoo facilitate the development and visualisation of performance goals to promote collaboration, creativity, and staff development through a continuous performance management system. A point-based system is used to reward employees for their efforts. Employees receive points for doing tasks and reaching goals, which can then be exchanged for gifts, vacation days, or other advantages.

For many businesses, the point-based pay plan is essential and advantageous since it enables them to keep an eye on employee performance and address any possible issues or obstacles that may come up. Reward points are a useful tool for employee engagement that improves the mood and productivity of a company. A non-monetary system is used for employee recognition and rewards based on social recognition. When workers receive social recognition—which can vary from a simple "Thank you" to a shout-out during meetings—they may feel appreciated for their work. It's important because it enhances employee engagement, morale, and retention and benefits the company overall.

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