

# Chapter 7

## The Role of Artificial Intelligence in Organizations: Human Resources Functional Area

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### **ABSTRACT**

*A large part of the success of organizations depends on strategic management in their different functional areas. Companies must be considered as a whole and not just a single area. They are generally made up of three basic columns that operate in an integral, coordinated, and rational way, which have in the mission and objectives of the organization the guide or path that will guide the use of its resources and in productivity the tool for measuring management. These three functional areas are finance, operations, and marketing, supported by the logistics area, but united by a central column that is human resources. Organizations are trying to strategically find ways to optimize their processes in all functional areas, and the way they have been able to achieve this is by considering artificial intelligence and information technologies.*

DOI: 10.4018/979-8-3693-8714-6.ch007

## **INTRODUCTION**

A large part of the success of organizations depends on strategic management in their different functional areas. Companies must be considered as a whole and not just a single area; They are generally made up of three basic columns that operate in an integral, coordinated and rational way, which have in the mission and objectives of the organization the guide or path that will guide the use of its resources and in productivity the tool for measuring management. These three functional areas are: Finance, Operations and Marketing, supported by the logistics area, but united by a central column that is Human Resources.

Nowadays, organizations are trying to strategically find ways to optimize their processes in all functional areas, and the way they have been able to achieve this is by considering artificial intelligence and information technologies.

This chapter refers specifically to the area of human resources, which although it is an area that handles many activities, a large part of them is frequent and repetitive and can be lightened thanks to technology and artificial intelligence. The purpose of human resources management is to improve the productive performance of employees within the organization so that they are responsible from different points of view such as strategic, ethical and social.

The goals of HR resource management are not only based on the purposes but also the challenges that arise in the company. The main challenge for human resource managers is to achieve the improvement of the organization in which they are a part, making it efficient and effective.

## **HUMAN RESOURCES PROCESS ACTIVITIES**

The process activities of a human resources department can vary from one company to another, some authors handle more activities than others, for example: For Wayne Mondy (2010), job analysis, human resource

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