

# Chapter 5

## Transforming Strategic HRM With Generative AI: Innovations and Impacts

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### ABSTRACT

*Generative AI is reshaping Human Resource Management (HRM), not only by enhancing tools and workflows but by redefining the fundamental relationship between organizations and their people. This chapter explores how generative AI is transitioning from a back-office function to a strategic enabler across key HR domains, including talent acquisition, learning and development, performance management, and workforce planning. It emphasizes the need for responsible implementation, centered on human-focused design, ethical governance, data integrity, and explainability. Successful adoption demands cultural transformation, digital literacy, and*

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*the development of hybrid roles such as AI trainers and policy officers. Looking forward, generative AI promises to automate routine HR tasks, enable predictive analytics for retention, and provide scenario modeling for workforce planning.*

## **INTRODUCTION**

Generative artificial intelligence (AI) is a new step in the development of digital technologies; its consequences extend to many fields, including Human Resource Management (HRM) (Aguinis et al., 2024; Budhwar et al., 2023; Chowdhury et al., 2024). Generative AI describes a type of complex machine learning model that can generate never-before-seen things, such as text, images, code, and even decisions, all based on rules or patterns it has learned after looking through large datasets. Generative AI systems (such as GPT (Generative Pre-trained Transformer) or diffusion models) allow for mimicking the human way of reasoning and creativity, which can empower a completely new paradigm of automation and augmentation of knowledge-driven processes without necessarily being restricted to rigid rules or having well-defined prediction tasks, contrary to what exists in traditional AI systems. (Kalota, 2024; Sengar et al., 2024). In parallel, Strategic HRM is an action of aligning the human resource practices and policies in an organization to the long-term business objectives. It goes beyond management roles as it is more concerned with aligning the workforce planning, development of talents, and organizational culture with strategic decisions. (Boon et al., 2025; Chowdhury et al., 2024; S. Kim et al., 2025). The combination of generative AI and strategic HRM is not merely another technological update; it is a revolution in human capital management and utilization inside organizations.

The crossover of these two fields is especially opportune and topical for a number of reasons. To begin with, the post-pandemic world has enhanced the rate of digitalization, making the HR functions more dynamic, data-driven, and employee-focused (K C, 2025; S. Sharma, 2024). Second, the war of talent, hybrid working styles, and changing employee expectations have ensured that more than ever, personalized engagement and predictive workforce strategies are of utmost importance. Generative AI provides advanced solutions to such issues, allowing an organization to automate content-intensive processes (including writing job descriptions), create personalized learning courses, model workforce situations, and examine difficult feedback data like never before, all at speeds and volumes never seen before.

The chapter discusses the role of generative AI technologies, which change the way strategic HRM works by providing new possibilities connected with its innovative abilities and causing specific impacts on corporate performance that can be measured. The chapter has five parts. After the introduction, Section 2 describes

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