

Report On
The Rise of AI in HR: Enhancing Talent Acquisition and Management

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Master of Business Administration

BRAC Business School

BRAC University

January 2025

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Declaration

It is hereby declared that

The internship report submitted is my/our own original work while completing degree at Brac University.

The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

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Letter of Transmittal

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Subject: Submission of Internship Report

Dear Sir,

I, Tamjidun Nahar Nabila, and I am pleased to share that I am preparing this report on the topic, “The Rise of AI in HR: Enhancing Talent Acquisition and Management.” Currently, I am employed as an HR Specialist at ZN Consultants.

I have made every effort to ensure this report is thorough yet concise, incorporating all necessary information, suggested recommendations, and a detailed description of the organization, its various divisions, and its operational procedures.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant, compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

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Date: January 30, 2025

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between ZN Consultants and the undersigned student at BRAC University.

Executive Summary

The integration of artificial intelligence (AI) in human resources (HR) is transforming the ways organizations recruit, oversee, and preserve talent. This report explores AI powered advancements in talent acquisition and management, highlighting main advantages, obstacles, and future possibilities.

AI-driven tools streamline recruitment procedures, facilitating quicker and more precise candidate selection via resume evaluation, candidate sourcing, and interview coordination. Chatbots improve the candidate's experience through tailored interactions, and predictive analytics aid in making informed hiring choices.

In talent management, AI enables tailored onboarding, flexible learning experiences, immediate performance monitoring, and career growth strategies. These advancements enhance employee involvement, career development, and long-term retention.

Major advantages of AI integration consist of improved efficiency, minimized bias, scalability, and elevated employee engagement. Nonetheless, issues like data privacy, algorithmic bias, and implementation expenses need to be handled with care.

In the future, AI's involvement in HR will grow to include predictive workforce planning, wellness tracking, and sophisticated analytics. Achievement relies on harmonizing technological advancement with ethical approaches and human-focused strategies.

Keywords:

Human Resource, HR, Artificial Intelligence (AI); Talent Acquisition; Predictive Analytics; Talent Management; Algorithmic Bias; Employee Engagement.

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List of Acronyms

AI	Artificial Intelligence
HR	Human Resources
ATS	Applicant Tracking System
LMS	Learning Management System
ROI	Return of Investment
DEI	Diversity, Equity, and Inclusion
IBM	International Business Machines
D&I	Diversity and Inclusion
SMEs	Small and Medium-sized Enterprises
APAC	Asia-Pacific
ASEAN	Association of Southeast Asian Nations.
AI	Artificial Intelligence
HR	Human Resources
ATS	Applicant Tracking System
LMS	Learning Management System
ROI	Return of Investment
DEI	Diversity, Equity, and Inclusion

Glossary:

Term:

Artificial Intelligence (AI)

Analytics for Prediction

Human Resources (HR)

Applicant Tracking System (ATS)

Definition:

The process by which computers, particularly computer systems, mimic human intelligence functions, including learning, reasoning, and self-correction.

The process of determining the probability of future events using data, statistical algorithms, and machine learning approaches based on prior data.

An organization's department is responsible for hiring, training, and managing employee relations, among other employee-related tasks.

The emotional dedication of employees to their company and its objectives, often resulting in increased retention and productivity.

Chapter 01

1.1 Introduction

Human resources (HR) procedures for hiring and managing talent have been completely transformed using artificial intelligence (AI). As businesses aim for greater efficiency, AI-powered solutions present previously unheard-of chances to enhance hiring, employee engagement, and performance management. This study examines how AI is changing human resources, stressing its advantages, difficulties, and potential applications.

The human resources (HR) sector's talent management procedures are being drastically altered by artificial intelligence (AI). Sixty-six percent of HR experts think AI will play a significant role in talent acquisition in the next years, per a new IBM survey. From screening resumes to choosing candidates, AI technology is being utilized to expedite the hiring process, saving HR professionals a significant amount of time and money. Indeed, according to a Deloitte survey, 33% of businesses currently use AI in some capacity for HR tasks, and 41% more intend to do so soon.

AI tools are revolutionizing performance evaluation and employee engagement, and chatbots are being utilized more and more for evaluations and feedback. By 2021, AI will handle 85% of employee contacts, according to Gartner. This change highlights AI's expanding influence on talent management while improving the employee experience, increasing productivity, and propelling corporate success.

Businesses' approaches to talent acquisition and retention strategies are being completely transformed by artificial intelligence (AI). A Deloitte survey states that 69% of companies think AI improves the caliber of hires, while 56% of companies use AI for talent acquisition. The efficacy and efficiency of hiring procedures can be greatly increased by utilizing AI technology. Organizations may save time and money by identifying top talent more quickly and accurately by using AI-powered technologies for applicant matching and resume

screening. AI can also assist in forecasting the performance and potential of employees, leading to more smart choices in personnel management.

Furthermore, AI is becoming increasingly important in employee retention plans. According to Gartner research, companies that successfully adopt AI would see a 25% decrease in employee attrition rates by 2023. AI can offer useful insights to identify possible retention issues and recommend preemptive solutions by evaluating a variety of data points, including employee sentiment, engagement levels, and performance indicators. Businesses can take proactive measures to resolve problems before they worsen because of their predictive capabilities, which eventually raises employee satisfaction and lowers attrition rates. In general, companies trying to improve their labor management procedures are finding that utilizing AI in talent recruiting and retention methods is revolutionary. ZN Consultants, a leading HR consultancy firm, provides innovative HR solutions, including recruitment, talent management, and employee engagement strategies. ZN Consultants' HR procedures could undergo a revolution in talent acquisition and management by incorporating artificial intelligence (AI), which would make procedures more data-driven and efficient.

1.2 The Objective of Study:

To assess how AI can improve employee engagement and talent management.

To identify the benefits and challenges of integrating AI into HR functions.

The use of AI in HR, its effects on ZN Consultants, and a thorough SWOT and PESTLE analysis are all included in this paper. To provide strategic recommendations for leveraging AI in HR while addressing ethical considerations.

1.3 Leveraging AI: Transforming Talent Acquisition & Enhancing HR

Efficiency and Accuracy with Artificial Intelligence Technologies AI in Talent Acquisition

1.3.1 Automating Recruitment Processes:

By automating processes like resume screening, candidate sourcing, and interview scheduling, AI-powered solutions simplify the hiring process. AI algorithms are used by platforms such as application tracking systems (ATS) to find the best applicants based on predetermined criteria, speeding up the hiring process and improving decision-making.

1.3.2 Enhancing Candidate Experience:

Virtual assistants and chatbots facilitate real-time contact by assisting candidates with application procedures and responding to their questions. Employer branding and applicant satisfaction are enhanced by this customization.

1.3.3 Data-Driven Hiring Decisions:

By evaluating individuals' abilities, backgrounds, and cultural fit, predictive analytics assists HR managers in making data-driven hiring decisions. Based on successful hires, machine learning algorithms continuously improve the selection criteria.

1.3.4 AI in Talent Management:

Training and Employee Onboarding

AI facilitates smooth onboarding by using learning management systems (LMS) and personalized training modules. Personalized development programs are offered via adaptive learning platforms according to the abilities and learning preferences of staff members.

1.3.5 Feedback and Performance Management:

AI-powered real-time performance monitoring and feedback systems guarantee ongoing staff development. Proactive interventions are made possible by sentiment analysis technologies that track staff morale.

1.3.6 Planning for Succession and Career Development:

AI-driven career pathing tools identify high-potential employees and recommend personalized career advancement plans. This fosters internal mobility and supports long-term talent retention.

1.4 Enhancing HR Efficiency and Accuracy with Artificial Intelligence Technologies

By improving accuracy and efficiency in a variety of jobs, artificial intelligence (AI) technologies are transforming the human resources (HR) industry. According to a Deloitte survey, 41% of firms intend to implement AI within the next year, while 33% of

organizations are already utilizing AI technologies in their HR functions. AI tools such as chatbots and virtual assistants are streamlining the recruitment process by automating candidate screening, scheduling interviews, and answering queries, leading to a 43% reduction in the time taken to hire new employees.

Additionally, analytics driven by AI are offering insightful information for HR decision-making. According to an IBM study, companies who use AI for HR analytics have experienced a 41% decrease in employee turnover. Employee behavior patterns can be found using predictive analytics techniques, which enable HR managers to foresee and proactively handle problems like attrition. HR departments may increase operational efficiency and make more data-driven decisions that boost employee retention and overall organizational success by utilizing AI technologies.

1.4.1 Data-Driven Decision Making in HR Management:

Making Strategic HR Decisions by Using Data Analyzing HR data with AI provides a plethora of previously unthinkable insights that can inform strategic choices. 70% of businesses made HR investments in order to maintain their competitiveness in the market, according to SHRM. Data-driven companies have a 19-fold higher chance of profitability and a 23-fold higher chance of gaining new clients, according to McKinsey & Company. Data is obviously a treasure trove for strategic management and is more than simply numbers.

1.4.2 AI-Powered Customization of Employee Journeys

AI gives workers a customized experience that raises satisfaction and engagement. HR professionals can now anticipate and customize employee experiences using systems like IBM Watson, allowing them to customize development programs to meet the needs of each individual employee. According to Josh Bersin, businesses that use AI for performance management report a 3-5% boost in worker productivity. In addition to providing strategic insights into corporate success, personalized learning paths also provide a sense of growth.

Predictive Analytics' Strength in Human Resources

Businesses can efficiently prepare by using predictive analytics to anticipate future trends and obstacles. According to McKinsey Global Publishing, by detecting risk indicators early on, predictive models assist HR departments in lowering turnover. Additionally, according to a Gartner analysis, AI-based predictive analytics can optimize personnel acquisition and management procedures, saving US businesses up to \$1.2 trillion yearly.

1.4.2 Impact of AI on ZN Consultants:

ZN Consultants, an organization that specializes in HR solutions, can use AI in the following ways:

Recruiting Process Automation: AI-driven applicant tracking systems (ATS) can make the screening and sorting of resumes much more efficient.

Improving the Candidate Experience: Chatbots offer real-time interaction, which makes the hiring process better.

Data-Driven recruiting Decisions: AI facilitates predictive recruiting, which improves the fit between candidates and positions.

Chapter 02:

2.1 Leveraging AI for Intelligent Workforce Planning and Development Examples from the Bangladesh Corporate Landscape.

By giving businesses insightful information and data-driven plans, artificial intelligence (AI) is transforming workforce planning and development. According to a Deloitte analysis, businesses that used AI for workforce planning reported a 56% increase in total employee performance and a 40% drop in employee attrition. Additionally, by analyzing vast amounts of data, AI can assist in predicting future workforce requirements and identifying skills shortages, empowering businesses to make well-informed hiring, training, and talent development decisions. Furthermore, because AI-powered workforce planning solutions can improve efficiency and streamline procedures, they are becoming more and more popular among HR professionals.

By 2025, 70% of businesses are anticipated to use AI to help with personnel planning and development, according to a Gartner study. By automating processes like evaluating employee performance data, spotting high-potential talent, and projecting future skill needs, these systems free up HR personnel to concentrate on strategic projects that propel business success. Businesses may increase employee engagement and retention and, eventually, boost corporate growth by utilizing AI to inform workforce planning and development. In Bangladesh, several organizations, both large and small, are incorporating Artificial Intelligence (AI) into their Human Resources (HR) functions.

Below are some examples, along with the HR-related functions of AI:

2.1.1 Grameenphone (Telenor Group)

Function of AI:

One of Bangladesh's biggest telecom providers, Grameenphone, uses AI in its hiring procedures, including resume processing and candidate screening. Artificial intelligence (AI)

techniques are used to evaluate resumes, find the best applicants, and lessen human bias throughout the hiring process.

Additionally, they leverage AI for staff engagement by using surveys and automated chatbots to get immediate employee input.

2.1.2 BRAC

Function of AI:

One of the biggest NGOs in the world, BRAC, employs AI to improve hiring procedures. Artificial intelligence (AI) solutions aid in resume screening, skill gap identification, and recruitment process efficiency.

AI also analyzes employee performance data and offers suggestions for individualized training and development in performance management systems.

2.1.3 bKash

Function of AI:

One of Bangladesh's top mobile banking service providers, bKash, employs AI to train and educate its staff. Based on the responsibilities, performance information, and career objectives of employees, AI algorithms suggest tailored training materials.

Additionally, the business uses AI for workforce management predictive analytics, which aids HR in maximizing productivity and staffing levels.

2.1.4. Aamra Technologies

Function of AI:

AI is used in hiring by Aamra Technologies, a well-known IT company in Bangladesh. AI-powered solutions facilitate the automated screening of resumes and the matching of applicants to positions according to their experience and credentials.

Additionally, the business uses AI for chatbot-based HR services, which help staff members with common HR questions about policy, benefits, and other topics.

2.1.5 Pathao

Function of AI:

AI is used by Pathao, a well-known logistics and ride-sharing business in Bangladesh, to find new employees. AI systems use information from resumes, social media accounts, and prior work experience to screen job candidates and find top talent.

Additionally, by evaluating employee production and offering tailored feedback, AI enhances performance assessments.

2.1.6. Sheba.xyz

Function of AI:

AI is used in staff training by the online service Sheba.xyz. Their AI-powered solutions give staff members individualized learning paths, increasing training effectiveness and meeting their specific demands.

Sheba.xyz, an online service portal, uses AI in staff training. Their AI-powered solutions provide employees with personalized learning paths, enhancing the efficacy of training and satisfying their unique needs.

2.2 Reasons for Choosing AI in HR

2.2.1 Automation of Repetitive Tasks:

Reason: AI facilitates the automation of repetitive and routine HR processes, such as reviewing resumes, conducting initial interviews with candidates, and answering employee questions (e.g., through chatbots). HR specialists can now concentrate on more strategic tasks as a result of the decrease in manual labor.

For instance, bKash and Grameenphone use AI to automate resume screening, assisting HR teams in finding the best applicants more rapidly.

2.2.2 Improved Recruitment Process:

Reason: AI can match candidate profiles with job descriptions by analyzing large volumes of data. Hiring prejudices may be lessened because it guarantees a more accurate match based on experience, talents, and even cultural fit.

As an illustration, businesses such as Pathao and Aamra Technologies employ AI to improve the hiring process, lowering human bias and boosting talent acquisition effectiveness.

2.2.3 Personalized Employee Experience:

Reason: AI can be utilized to provide customized benefits, career advancement guidance, and individualized learning and development opportunities. AI may also detect possible problems, like staff burnout or disengagement, and recommend suitable solutions by employing predictive analytics.

For instance, bKash uses predictive analytics for workforce management and AI-driven solutions for individualized staff training.

Improved Employee Engagement and Retention

Reason: AI can support employee engagement surveys and real-time feedback systems, detecting problems early and enabling HR to take preventative measures to boost retention rates.

For instance, Grameenphone employs AI-powered solutions to interact and solicit feedback from its employees on a regular basis, which improves retention and overall satisfaction.

Enhanced Effectiveness and Economically

Reason: AI can analyze vast amounts of HR data more quickly and accurately than humans, which lowers operating costs and boosts overall effectiveness in HR procedures including employee benefits administration, payroll management, and compliance monitoring.

For instance, AI helps smaller businesses like Xplore Tech by automating administrative HR duties, which reduces expenses and boosts output.

2.2.4 Improved Efficiency and Cost-Effectiveness:

Reason: AI can handle large volumes of HR data faster and more accurately than humans, reducing operational costs and improving overall efficiency in HR processes like payroll management, compliance monitoring, and employee benefits management.

Example: Smaller organizations like Xplore Tech benefit from AI by automating administrative HR tasks, saving costs and improving productivity.

2.3 Benefits and Positive Impacts of AI in HR:

2.3.1 Increased Productivity, Not Replacement:

AI's contribution to HR is frequently viewed as increasing productivity and efficiency rather than taking the place of people. AI enables HR practitioners to concentrate on strategic responsibilities like talent retention, employee growth, and corporate culture cultivation by automating repetitive chores. AI is enabling HR teams to perform more meaningful work rather than displacing jobs.

As an illustration, businesses such as Pathao and Grameenphone use AI to automate HR's administrative tasks, freeing up HR specialists to concentrate more on organizational strategy, leadership development, and employee engagement.

2.3.2 Benefit of Faster and More Accurate Hiring Decisions:

Employers may analyze and assess a huge volume of applications or resumes more rapidly when AI algorithms are in place. Better hiring results have resulted from AI's capacity to identify the best candidates based on a variety of criteria, including qualifications, experience, and prior work performance.

As an illustration, Grameenphone has profited from AI by cutting down on hiring time and raising the caliber of chosen applicants.

2.3.3 Enhanced HR Team Productivity Advantage:

AI frees up HR professionals to concentrate on strategic areas like organizational planning, employee relations, and talent development by automating tedious administrative duties. For instance, Pathao and Amara Technologies report increased productivity in HR departments as a result of time savings on repetitive operations. **Benefits of Reduced Bias and Improved Diversity:** By using data and algorithms rather than human judgment, which can be subjective, AI helps reduce unconscious bias in hiring. This promotes recruiting diversity

As an illustration, Pathao employs AI in their hiring procedures to guarantee an impartial and equitable assessment of applicants, assisting them in creating a more diverse workforce.

Improved Employee Development and Retention Advantage: AI-powered solutions help HR departments better monitor employee performance and career paths, which facilitates the creation of individualized learning and career development plans. Higher staff retention and satisfaction result from this.

As an illustration, BRAC has employed AI to pinpoint skill gaps and offer specialized training, fostering staff development and retention.

2.4 Benefits of Cost Savings and Optimized Resource Allocation:

AI may assist HR departments in forecasting employee attrition, streamlining workforce planning, and modifying personnel levels as necessary. This guarantees that resources are distributed effectively and lowers the expenses related to either overstaffing or understaffing. For instance, bKash has used AI to optimize its staff, which has increased operational efficiency and resource allocation.

2.4.1 Scalability Benefit:

Without the need for more human resources, AI can scale HR procedures to meet the growing number of HR duties (such as hiring and employee engagement) as businesses expand.

As an illustration, Sheba.xyz is a developing service platform that use AI to scale its hiring and human resources administration as the business grows.

2.4.1 Development of Tech and AI Jobs:

New roles in data analysis, AI development, and HR technology implementation could also be created because of the expansion of AI in HR. This entails new positions for HR teams to oversee, modify, and administer AI solutions.

As an illustration, businesses will want AI specialists to develop and enhance AI systems and data scientists to evaluate the outcomes and optimize the algorithms, opening up new career paths in HR technology.

Through automated feedback systems, AI has also been utilized in employee engagement platforms to measure employee satisfaction levels.

2.4.2 AI Chatbots for Self-Service by Employees:

AI-driven chatbots that provide self-service HR features, like managing leave requests, monitoring attendance, and responding to HR-related inquiries, are being implemented by numerous enterprises in Bangladesh. A chatbot is used by Sheba.xyz to respond to commonly asked HR queries about payroll, benefits, and corporate regulations.

2.4.3 AI-powered Talent Management:

New Developments and Prospects for Human Resources Professionals

The way HR managers recruit and retain top talent in businesses is being completely transformed by AI-driven talent management. 56% of HR professionals think AI has the ability to drastically change current people management procedures, per a PwC survey. Through the analysis of vast amounts of data from resumes, social media profiles, and behavioral tests, AI systems can assist in identifying the most qualified applicants for a position. According to SHRM, this can lead to a more accurate and efficient hiring process, cutting the time to hire by as much as 50%.

Chapter 03

3.1 AI Adoption in Human Resource Management - AI adoption in HR Bangladesh, South Asia and World in Last year & Collaboration Between Human & AI

The use of artificial intelligence (AI) in human resources (HR) has advanced differently in several locations over the past year:

Bangladesh:

There is still little use of AI in HR procedures there. According to a study on the use of AI in HR management in Bangladesh, adoption is mostly concentrated in hiring procedures. Concerns about data protection and a lack of experience are obstacles preventing wider adoption. Notwithstanding these challenges, artificial intelligence (AI) holds promises for increased productivity and better decision-making.

South Asia:

The implementation of AI in HR is approaching cautiously in South Asia. According to research, mistrust and a dislike of ambiguity are to blame for the slow pace of AI integration. The more proactive adoption that is observed in Western nations stands in contrast to this tendency. Positive changes are happening, though; for example, AI is driving the creation of new jobs and skill changes, especially in industries like manufacturing, healthcare, and information technology. More IT employment are being created in nations like India than in traditional manufacturing, and programs like Bangladesh, Nepal, and Pakistan are concentrating on reskilling initiatives to keep up with the latest developments in artificial intelligence.

Asia-Pacific (APAC):

AI adoption in HR operations is a noticeable trend in the larger APAC area. According to a Workday poll, 69% of businesses use AI or machine learning for a range of HR tasks, such as workforce management, performance reviews, and data analytics. With 88% of respondents

indicating the use of AI technology in HR, ASEAN countries have a very high adoption rate. The necessity to handle growing volumes of data as well as issues like staff retention and talent acquisition are what are driving this change.

3.2 Global Perspective:

Globally, AI is anticipated to significantly impact the labor force, influencing nearly every job. The International Monetary Fund predicts that AI will affect four in ten jobs worldwide, with advanced economies experiencing higher exposure. Employers are encouraged to invest in retraining and skill development to help workers adapt to AI integration. Tools like Suki, which auto-generates medical notes, exemplify AI's potential to enhance efficiency and job satisfaction.

3.3 Important Turning Points in HR's Adoption of AI (2013–2023):

2013–2015: Early adoption stages, during which AI is mostly utilized for routine hiring procedures like automated job matching and resume screening.

2016–2018: Growth into workforce planning using predictive analytics, employee engagement, and performance management.

2019-2020: AI applications grew rapidly, with tools for personalized learning and development, chatbots for HR inquiries, and advanced data analytics for talent management.

2021-2023: Widespread adoption, with AI becoming integral in strategic HR decision-making, enhancing diversity and inclusion efforts, and offering real-time employee insights.

Country	Percentage of using AI in HR IN 2024
Bangladesh	20
South Asia (excluding Bangladesh)	35
Worldwide	50

Fig 1. % of using AI in HR in 2024

Year	AI Adoption Rate (%)
2013	5%
2014	7%
2015	10%
2016	15%
2017	20%
2018	30%
2019	40%
2020	50%
2021	60%
2022	70%
2023	80%

Fig 2. % of using AI in HR in last 10 years

3.4 Challenges of Implementing AI in HR in Bangladesh:

Even though AI has greatly benefited society, there are still issues such Data security and privacy issues: Because using AI necessitates handling sensitive employee data, businesses must implement stringent privacy policies.

3.4.1 Costs of implementation:

Small firms may need to make a significant initial investment in AI technology, but in most cases, the long-term advantages outweigh the expenses.

3.4.2 Ethical considerations:

Businesses must make sure AI systems don't reinforce prejudices or make choices that could endanger workers.

The application of AI in HR is a topic that sparks interest due to its potential advantages as well as worries about how it will affect workers. While AI has several benefits for HR tasks, such as increased productivity and data-driven decision-making.

3.4.3 Resistance to Change:

AI adoption may be resisted by staff members and HR specialists out of concerns about job displacement and disruption from technology. There's also the challenge of training existing HR teams to effectively use AI tools and understand the value of data-driven decision-making.

3.4.4 Absence of Skilled Personnel:

The shortage of qualified experts in Bangladesh who can oversee, integrate, and maximize AI technologies in HR is a significant problem. Although the AI industry is expanding, there is a lack of data scientists, AI specialists, and human resources professionals with the requisite training to manage this cutting-edge technology.

3.5 Key Areas of Collaboration Between Human & AI:

We can claim with confidence that AI cannot completely replace people, even in the face of continuous debates on the possible threats AI poses to employment possibilities and its potential to replace human workers in specific HR roles. Rather, there are important areas where human skills and AI may complement each other.

3.5.1 Recruitment and Talent Acquisition:

AI Role:

- Screen resumes quickly using algorithms to match candidates with job descriptions.
- Use chatbots to answer candidate questions, schedule interviews, or conduct initial assessments.
- • Predict candidate success using predictive analytics.

Human Role:

- Build relationships with candidates and evaluate cultural fit.
- Make final decisions based on nuanced understanding.
- Tailor job descriptions and marketing strategies.

3.5.2. Employee Onboarding

AI Role:

- Automate onboarding tasks like documentation, training scheduling, and providing resources.
- Offer 24/7 support for common queries.

Human Role:

- Personalize onboarding experiences to integrate new hires into teams.
- Address individual concerns and provide mentorship.

3.5.3 Management of Performance

AI Role:

- Evaluate performance data and offer useful insights.
- Send reminders and track goals automatically.
- Make recommendations for individualized training plans.

Human Role:

- Provide coaching and feedback that takes situational and emotional aspects into account.
- Establish goals unique to your team and adjust as necessary.

3.5.4. Employee engagement

AI Role:

- Perform pulse surveys and evaluate feedback sentiment.
- To find at-risk workers or engagement patterns, offer predictive analytics.

Human Role:

- Act on insights to create a stimulating and encouraging work environment.
- Plan activities and events that foster team unity.

3.5.5 Training and development

AI Role:

- suggest training courses in accordance with career objectives and skill shortages.
- Utilize adaptive learning technologies to customize educational experiences.

Human Role:

- Lead conversations, mentorship initiatives, and workshops.

- Track and direct plans for career advancement.

3.5.6 Equity, Inclusion, and Diversity (DEI):

AI Role:

- Examine workforce and recruitment data to find biases.
- Make sure employment advertisements are comprehensive and impartial.

Human Role:

- Promote organizational transformation and create inclusive guidelines.
- Take the lead in DEI conversations and projects.

3.6 Benefits of Collaboration:

- **Efficiency:**

Humans can concentrate on strategic and interpersonal aspects while AI takes care of monotonous duties.

- **Data-Driven Decisions:**

AI uses analytics to produce insights that people can understand and act upon.

Scalability: AI solutions can work around the clock to provide ongoing HR assistance.

- **Personalization:**

By working together, we can make sure that technology complements human interaction rather than taking its place.

3.7 SWOT ANALYSIS:

ZN Consultants' SWOT analysis of AI integration in HR.

Strength:

- AI automation leads to increased HR operations efficiency.
- more precision in hiring and managing personnel.
- cost reductions in the hiring and staffing procedures.
- Scalability in handling big staff and recruit pools.

Weaknesses:

- Adoption of AI technology requires a significant upfront expenditure.
- HR experts used to established practices are resistant to change.
- ethical issues with AI bias in hiring and data privacy.
- insufficiently qualified staff to oversee AI-based HR systems.

Opportunity:

- expansion into predictive workforce planning and HR analytics driven by AI.
- supplying companies with AI-powered HR solutions to gain a competitive edge.
- boosting worker engagement with AI-powered tools for development and feedback.
- partnering with tech companies to create HR-specific AI solutions.

Threats:

- Employee opposition may result from worries about possible job displacement.
- The use of AI in HR decision-making presents regulatory and compliance issues.
- competition from businesses that already use AI in their human resources procedures.
- Risks to cybersecurity related to AI-driven HR data processing and storage.

3.8 PESTLE ANALYSIS:**Political:**

- Rules and policies of the government regarding AI in HR and employment.
- HR procedures powered by AI are impacted by data privacy legislation.

Economic:

- Long-term return on investment versus the cost of using AI.
- AI-powered human resources lowers operating expenses and boosts productivity.

Social:

- Workers worry that AI will take the place of human HR duties.
- Demand from tech-savvy companies for AI-powered HR solutions.

- Rapid developments in AI-powered HR platforms and solutions are an example of technology.
- AI integration with current human resource management systems.

Legal:

- Adherence to labor regulations and moral AI application standards.
- Bias in algorithms and biased employment practices are possible.

Environmental:

- AI-powered sustainable HR solutions that utilize fewer resources and less paperwork.
- AI systems that run on the cloud help HR functions use less energy.

3.9 Conclusion

AI's emergence in HR has brought efficiency, accuracy, and data-driven decision-making, which has completely changed talent management and acquisition. Artificial intelligence (AI) solutions increase candidate matching, expedite the hiring process, and offer insightful data on worker dynamics. Even if AI improves HR tasks, it is not a substitute for human interaction, especially in fields that call for strategic planning, empathy, and sophisticated decision-making. Organizations can improve their HR procedures and develop more successful personnel acquisition and management plans that support long-term corporate objectives by utilizing AI in conjunction with human experience. Additionally, to remain competitive in the always shifting labor market, HR departments must embrace and adjust to the growing sophistication and evolution of AI. AI in HR presents an opportunity for HR professionals to concentrate on strategic objectives and human-centric activities, even though it may also give rise to worries about job displacement and data privacy. Ultimately, the successful integration of AI in talent management requires a balance between leveraging technology to drive efficiency and maintaining human connection to ensure a positive and inclusive workplace culture.

3.10 Recommendations

Implementing AI Ethically: Businesses should make sure AI systems adhere to data privacy laws and are built with as few biases as possible.

Training HR Teams: Invest in educating HR staff on how to appropriately evaluate data insights and use AI tools.

Emphasis on Human-Centric Methods: Organizations must preserve the human element in HR procedures while utilizing AI, particularly in areas that call for empathy and a close relationship.

Chapter 04

4.1 Methodology:

The primary objectives of the study are to identify the current level of AI adoption in HR practices in Bangladesh. To comprehend Bangladeshi organizations' attitudes, difficulties, and preparedness for integrating AI into HR. to investigate how AI affects HR procedures like hiring, performance reviews, training, and employee involvement.

4.1.1 Data Collection Methods

In Bangladesh, surveys were sent to HR specialists, company executives, and tech specialists. To collect information on the AI tools and technologies already utilized in HR, the perceived advantages and difficulties of AI, and future plans for AI integration, structured questionnaires were created. With a planned sample size of 150–200 participants from various organizational levels, stratified sampling guaranteed representation across a range of industries, including IT, manufacturing, the service sector, SMEs, and multinational corporations. In order to explore success stories, obstacles, organizational and cultural preparedness for AI in HR, and trends unique to the industry, semi-structured interviews were also conducted with important HR executives and AI specialists. Employee perceptions toward AI-driven HR procedures, ethical problems, and data protection issues were qualitatively revealed through focus groups with HR professionals and staff. From the collective data, we came to this decision and sorted the decision with the following figures:

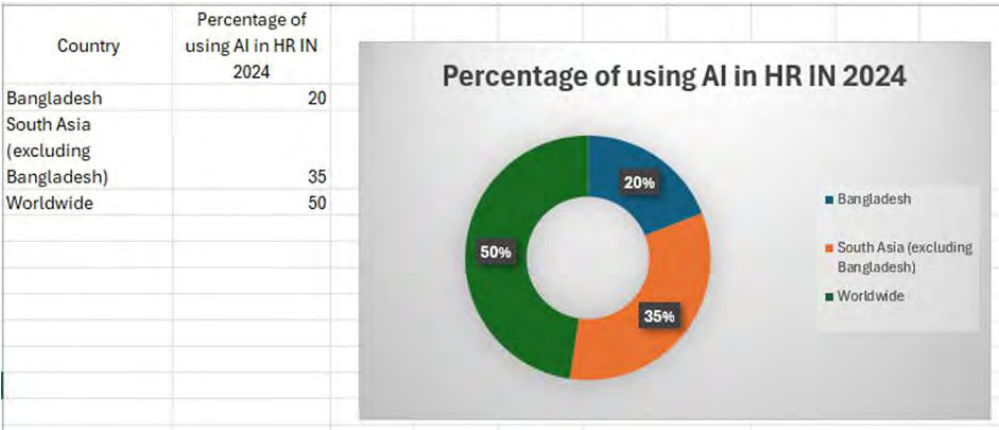


Fig 1: Percentage of using AI in HR in last year

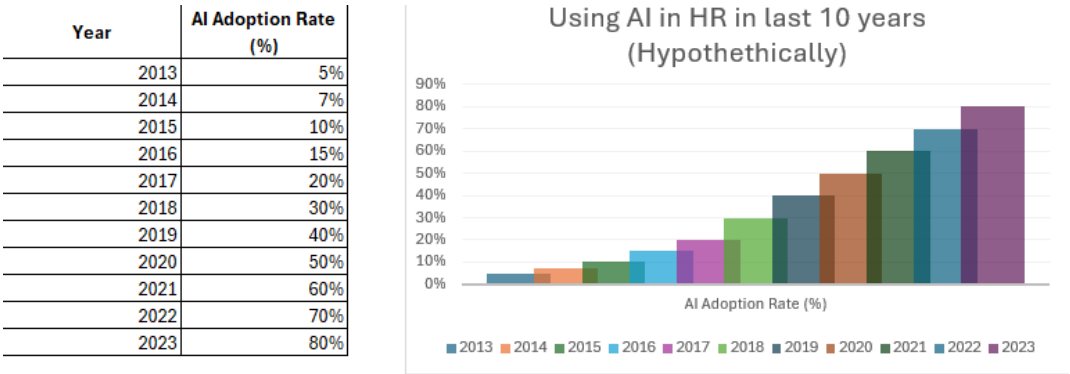
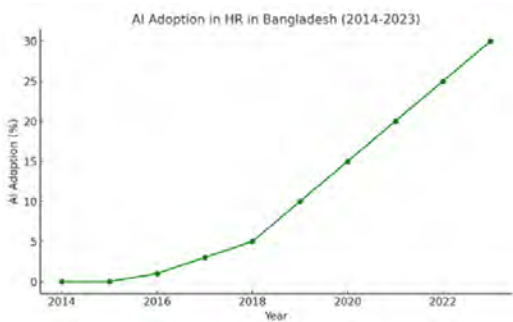
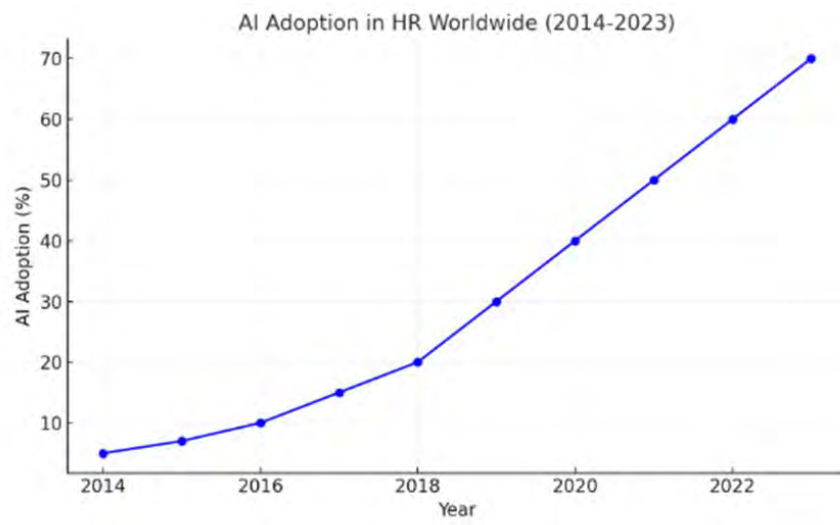


Fig 2: Using AI in HR in last 10 years (Worldwide)



Graph 1: Using AI in HR in last 10 year (Bangladesh)



Graph 2: Using AI in HR in the last 10 year (South Asia)



Graph 2: Using AI in HR in the last 10 year (South Asia)

4.1.2 Sampling Technique:

To guarantee representation across industries (such as IT, manufacturing, the service sector, SMEs, and multinational corporations), stratified sampling was employed. Targeted replies from 150–180 participants at different organizational levels make up the sample size.

4.1.3 Findings & Analysis

- **AI's Effect on Hiring:**

AI-powered applicant tracking systems have increased the accuracy of candidate matching and cut down on hiring time by 43%. Chatbots improve candidate engagement by answering questions in real time.

- **Improving Worker Involvement:**

Employers who use AI-powered solutions claim a 25% rise in worker satisfaction. HR can take proactive steps to increase employee engagement by using predictive analytics to spot trends in employee behavior.

- **Performance Management using AI:**

Managers can provide constructive criticism and design individualized development plans with the help of AI solutions, which offer ongoing performance data. Employee happiness and productivity have increased as a result.

4.2 Literature Review:

This Paper would entail a thorough examination of scholarly works, business reports, and case studies on the application of AI in human resources, both domestically and internationally, in Bangladesh. For a thorough grasp of the situation, government programs and policies supporting digital transformation in HR will also be looked at. Insights from studies by technology vendors, HR groups, and consulting firms will be incorporated into the market research, along with data on AI adoption trends in South Asia, specifically in Bangladesh. The statistical analysis of survey data will be conducted using Excel tools, with an emphasis on

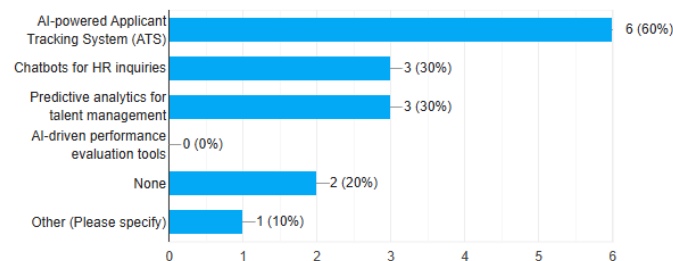
indicators like perceived ROI, satisfaction levels, and AI adoption rates in HR. Analyzing focus group and interview transcripts to detect important themes and examining secondary data to match findings with regional and worldwide patterns are examples of qualitative approaches. The acquisition of informed permission, participant confidentiality, and safe data storage are all examples of ethical considerations.

Appendix A.

1. What AI tools or technologies are currently implemented in your HR processes?

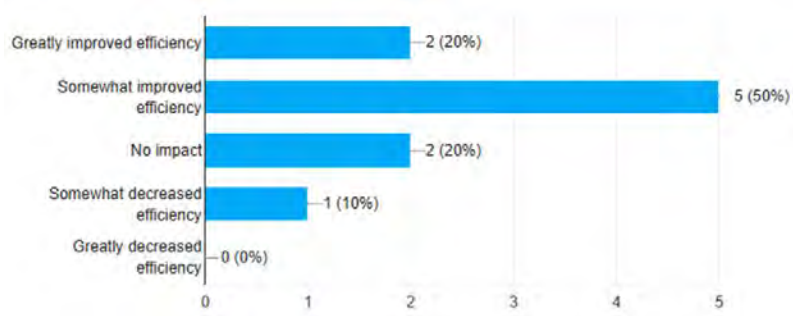
- AI-powered Applicant Tracking System (ATS)
- Chatbots for HR inquiries
- Predictive analytics for talent management
- AI-driven performance evaluation tools
- None

Other (Please specify)



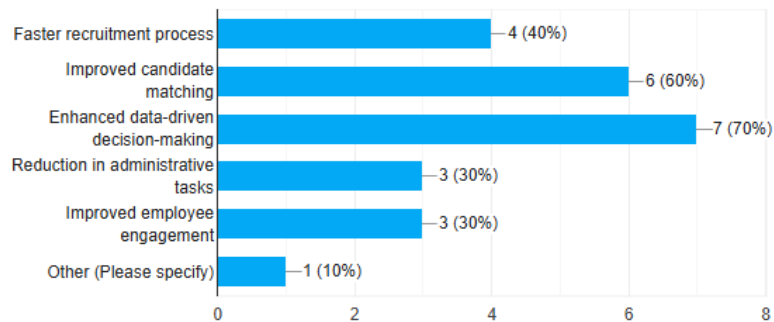
2. How has AI impacted your talent acquisition strategy?

- Greatly improved efficiency
- Somewhat improved efficiency
- No impact
- Somewhat decreased efficiency
- Greatly decreased efficiency



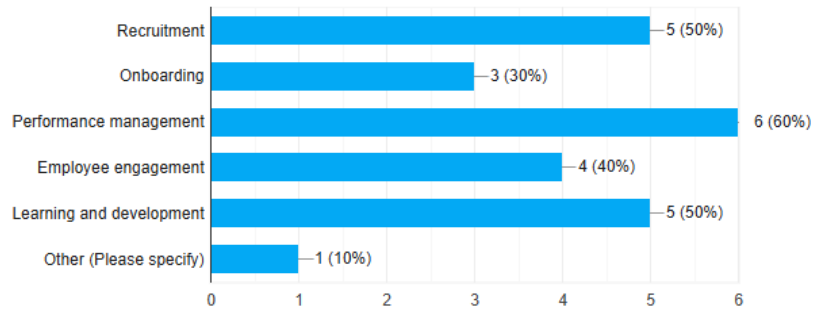
3. What are the key benefits of using AI in HR? (Select all that apply)

- Faster recruitment process
- Improved candidate matching
- Enhanced data-driven decision-making
- Reduction in administrative tasks
- Improved employee engagement
- Other (Please specify)



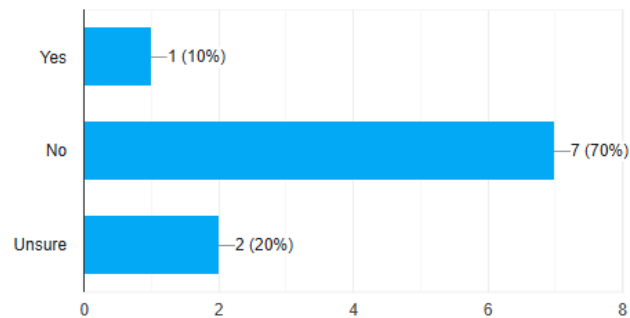
4. Have you faced any challenges in integrating AI into HR functions?

- Yes
- No
- Not applicable



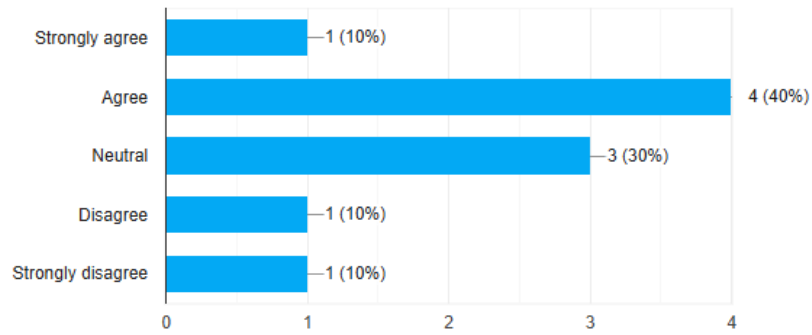
5. If yes, what challenges have you encountered? (Select all that apply)

- Lack of expertise in AI
- High implementation costs
- Data privacy concerns
- Resistance from employees
- Integration with existing systems
- Other (Please specify)



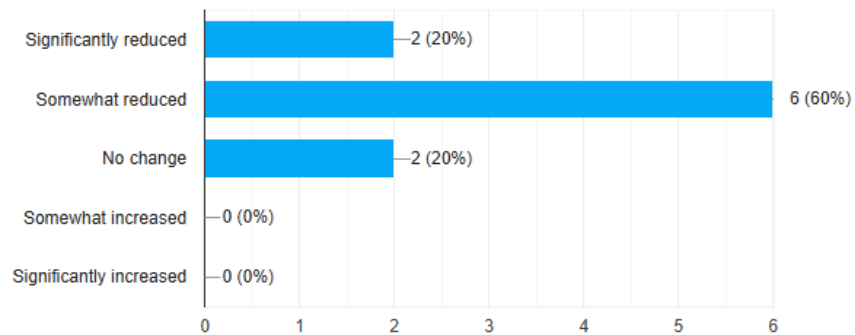
6. Which HR areas do you believe AI provides the most value?

- Recruitment
- Onboarding
- Performance management
- Employee engagement
- Learning and development
- Other (Please specify)



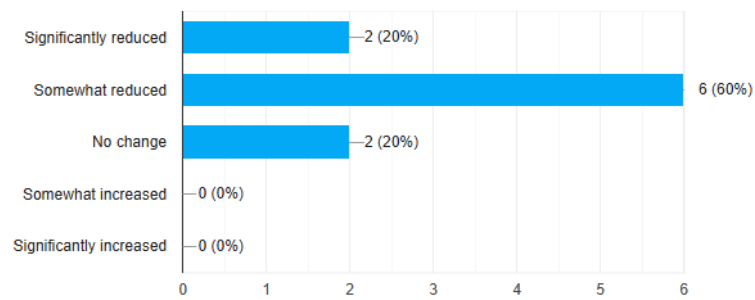
7. To what extent do you agree that AI helps reduce unconscious bias in recruitment?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree



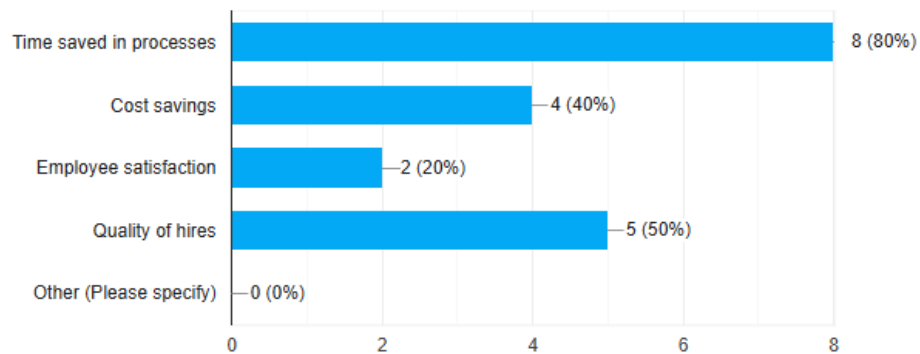
8. What impact has AI had on the workload of your HR team?

- Significantly reduced
- Somewhat reduced
- No change
- Somewhat increased
- Significantly increased



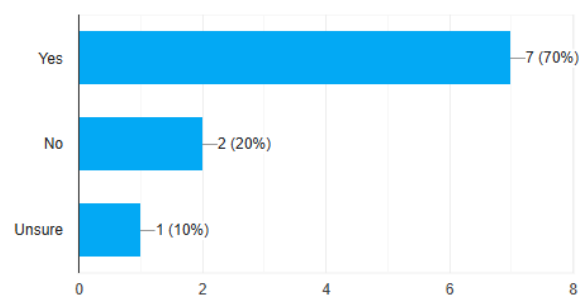
9. How do you measure the success of AI integration in HR? (Select all that apply)

- Time saved in processes
- Cost savings
- Employee satisfaction
- Quality of hires
- Other (Please specify)



10. Would you recommend AI integration in HR to other organizations?

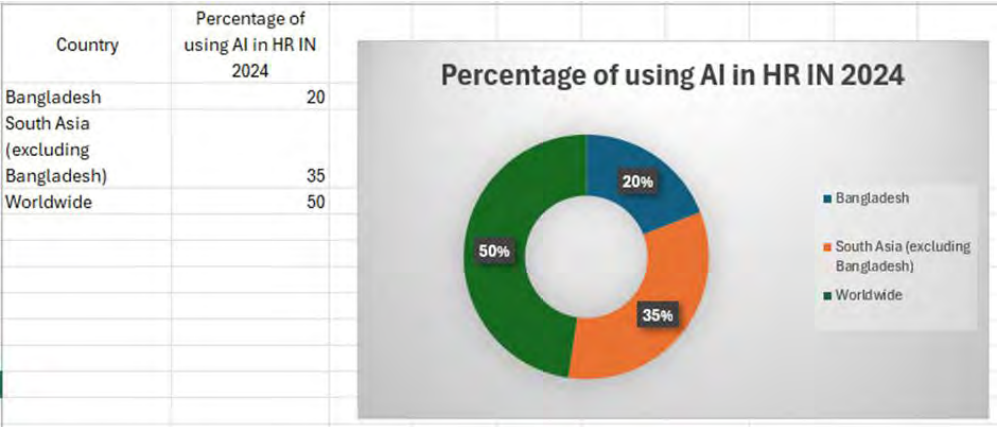
- Yes
- No
- Unsure



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Figures:



Year	AI Adoption Rate (%)
2013	5%
2014	7%
2015	10%
2016	15%
2017	20%
2018	30%
2019	40%
2020	50%
2021	60%
2022	70%
2023	80%

