

Enhancing Human Resource Operations in the Hospitality Industry Through AI Technologies

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Abstract: This study examines the impact of AI tools on the improvement and efficiency of HR functions within the Hospitality industry. It aims to examine how AI-driven applications enhance HR operations through automation and contribute to strategic decision-making. The study used a quantitative research approach with the alignment of the positivist research philosophy to ensure objectivity. An exploratory research design was adopted to evaluate prevailing literature on AI in the Hospitality industry. A deductive research approach was applied to construct the investigation reasonably. Purposive sampling was applied to select HR authorities and AI specialists from the Hospitality industry. A survey questionnaire with a 5-point Likert scale was used to collect data. The data were analysed by using MS Excel statistical tools, which helped to have a clear understanding through graphical representations. The study revealed that AI tools considerably enhance HR operations in the Hospitality industry, improving efficiency, reducing costs, and enabling faster decision-making. AI applications were used in talent acquisition, improving employee engagement, and setting proactive training and retention strategies. The study also highlighted that AI plays a vital role in enhancing customer care processes and making structured CRM analysis a further reinforcement of HR and hospitality operations. However, challenges such as high cost of implementation, a lack of AI-skilled workforces, and a lack of consistent AI adoption procedures are present. AI has transformative potential in HRM in the Hospitality sector. By leveraging AI, HR specialists have become able to focus more on strategic initiatives, which leads to improved workforce management. However, Hotels need to invest in AI training programs, AI integration guidelines, and employ cost minimization strategies.

Keywords: Artificial Intelligence, Human Resource Management, Machine learning algorithm, Hospitality industry, technological advancements

1. Introduction

In recent times, progress in technology has significantly stretched the applications of machine learning, artificial intelligence (AI), and automation in the business world. It has become a key strategy for improving operational efficiency in different fields. AI is now incorporated into organizational functions, together with human resources (HR) functions. AI-driven tools are effective in performing basic HR tasks quickly and accurately, enabling continuous data processing, improving time effectiveness, and aiding the effective administration of complex HR responsibilities. As a result, AI is becoming an indispensable element of HR functions (Hmoud, 2021). Using technological tools in HR surges operational efficiency, provides data-driven decision-making, and brings up HR development and empowerment (Votto et al., 2021).

From the existing views, the HR function can become more responsive and proficient with the combination of AI and related technologies (Murugesan et al., 2023). It has also emphasized that HR managers hold a crucial role, even as AI tools are progressively adopted across many HR functions. The growing confidence in AI in business is apparent, with its usage tripling every four years. For example, AI tool adoption was approximately 10% in 2015, which has increased in 2019 and will become nearly 37% by this year. Moreover, the market value of AI tools also



reached \$51 billion in 2020, which represented the Compound Annual Growth Rate (CAGR) of the AI tools market 36.1% from 2015 to 2020 (Statista, 2022). Confidence in the perspective of AI tools across various HRM roles is increasing among HR managers. The acceptance and belief of AI and related technologies in management, including HR, are likely to grow pointedly in the coming years. According to market research firm IDC, the AI market size was projected to triple in the next four years (Statista.com, 2022).

Rapid advancements in AI have enabled it to function effectively in areas that require human interaction and connection, which were once thought to be beyond its capabilities. This mounting capability of AI is expected to drive major transformations in HR functions, leading to quicker and more efficient service delivery (Ore & Sposato, 2022). While AI is greatly expected to enhance HR processes, it needs skilled HR managers and professionals to align human resource development with organizational goals and vision (Murugesan et al. (2023). Therefore, the integration of AI into HR functions can foster creativity and innovation and, ultimately, reform the field of HR management.

1.1 Research Aim

The aim of the research is to investigate the impact of AI tools on the progress of HR functions in the Hospitality industry.

1.2 Research Question

What is the role of AI tools in the advancement and effectiveness of HR functions in the Hospitality industry?

1.3 Research Objectives

Objective 1: To understand the potential of AI tools in advancing HR functions within the Hospitality industry

Objective 2: To observe the implications of AI tools in improving HR operations in the Hospitality sector

Objective 3: To analyse the influence of AI tools on different HR activities in the Hospitality sector

2. Literature Review

According to Xuanbei (2021), technology has long played an important role in HR functions. Artificial Intelligence (AI) is being widely implemented to augment various HR practices. Key uses of AI tools in HR include computerised application screening, easy talent search, candidate identification, and robotic communication. There are two major advantages of implementing AI in the HR department, such as improving HRM quality and reducing associated costs. On the other hand, Yang (2022) stated that in the hospitality sector, technical expertise, accuracy, and skilled personnel are important to ensure constant efficacy and avoid high-cost errors.

The importance of using AI tools is clearly reflected in the Hospitality industry. Al Haddad (2018) identified that the industry relies on AI applications to mitigate fraud by utilizing AI for document and credit management. According to Fares et al. (2022), AI applications in the service sector are important in the aspect of marketing and decision-making. AI tools are useful in improving organisational performance as it increases the capacity of productivity and efficiency. Authors also pointed out that AI has become useful in financial organisations as the development of the conventional risk model is a time-consuming process and less effective too. According to the findings of Tarafdar et al. (2019), it is pointed out and mentioned that the application of AI is crucial in the field of customer service in the service sector. Hotels rely on AI solutions to filter, sort, and analyze customers' information and have a better view of their customers. It puts the Hospitality industry in a position to adopt and offer customised services in relation to the consumers.

Farishy (2023) noted that the AI systems that have been adopted for the identification of cyber threats have improved the security aspects of customers in the service industry. These programmed systems help in the reduction of repetitive and time-consuming tasks for employees, allowing them to emphasise more innovative areas of their job role. Furthermore, AI tools produce a more secure environment for employees while aiding greater levels of customisation in customer services. Noreen et al. (2023) highlight that AI-driven automation has not only reinforced

security procedures but also upgraded data handling efficiency, enabling quicker and more operative processing. However, according to Tripathi et al. (2022), even though AI has transformed data handling, storage, and use in the service sector considerably, there is a gap in customer understanding of AI tools and their effective use. Therefore, there is a need to educate staff on how to use technology-based tools work effectively. AI tools are benefiting both in the industry and in streamlining operations for customers and employees. Employees and HR professionals need to use technologies conscientiously to ensure safe and efficient services through AI.

Votto et al. (2021) denoted that AI contributes to employee retention, which is one of the vital aspects of HR. It analyses employee history by using an algorithm, which calculates whether they are likely to be with the organisation for a long time or want to leave in the near future. In addition, AI helps in identifying key factors manipulating employee satisfaction. AI tools for sentiment analysis evaluate employee well-being by investigating feedback from surveys, emails, and other communications. AI enables HR managers to identify concerns proactively and create a positive work environment for employees. Moreover, AI-powered chatbots and virtual assistants are effective in assisting new employees during the onboarding procedure. It answers the queries of employees and provides the required information. The AI-driven learning platforms also help employees in their betterment by offering tailored training programs, which allow employees to develop skills related to their job roles in the organisation.

Qahtani and Alsmairat (2023) advocate that the main motive for the adoption of AI in the organization segment, as well as other businesses, is its perceived usefulness. Organizational authorities distinguish the potential of AI in augmenting HRM efficiency, which is a key to success in the industry. They believe that the growth and success of an organisation fundamentally depend on its human capital. AI has the ability to improve and accelerate the performance of even skilled employees according to the tailored needs of the present firm. The technological nature of the hospitality sector welcomes AI widely, and it plays an essential role in automation. It allows human resource professionals to focus on more strategic responsibilities. The authors also stated that the right applicants with AI skills could effectively use technologies and optimise operations.

Among several AI applications, Know Your Customer (KYC) procedures have advanced significantly through automation, which has enabled continuous digital verification. Many customers prefer to interact with AI-powered chatbots rather than human representatives. Kaur et al. (2020) state that AI has demonstrated its capabilities incredibly over time. Automation has played a fundamental role in improving customer service and training processes in firms. Employees now have training tailored to their schedules, preferences, and learning needs. In addition, AI ensures that customers receive well-structured information to make more informed financial decisions. For service sectors, AI streamlines the process of pattern recognition and data analysis, enabling more precise decision-making while reducing errors.

The amalgamation of AI has strengthened the hospitality sector significantly by increasing its capacity to detect security threats and fraud proficiently. The Hospitality industry is one of the early adopters of AI. The sector was aware of its value before many other industries. AI has streamlined various operations, upgraded risk management, and improved customer service in the hospitality sector. However, despite these advantages, some challenges hinder its widespread implementation. Kaya (2019) identified key barriers, including the lack of skilled employees in data analytics and engineering, the lack of standard guidelines to implement AI, and the requirement for higher investment in terms of cost and time. In addition, AI adoption also needs a long-term planned approach, which will be complex and resource-intensive. While AI continues to renovate the hospitality sector, taking into account these challenges is important to exploit the potential of AI in hotels fully. It will ensure the seamless amalgamation of AI into the overall HRM system.

2.1 Research Gap

The rapid adoption of AI tools in different industries has been widely studied in recent times. Many authors have explored the applications of AI in various contexts. However, research concentrating precisely on the role and impact of AI in human resource management (HRM) remains inadequate. Soni (2022) noted that previous studies on AI have not sufficiently addressed its applicability across HR functions, representing a gap in the literature. Likewise,

Kshetri (2021) advocated that AI-based tools have the power to reform HRM practices. A review of the prevailing literature discloses a considerable inequality between the expected progressions of AI for HRM and its current level of application. This gap highlights the need for more research to evaluate how AI is being assimilated into HR processes and to apprehend the challenges and opportunities related to the adoption of AI across industries. Hospitality is one of the early adopters of AI, so the present research will fill the gap by investigating the impression of AI tools on the progress of HR functions in the hospitality industry.

3. Research Methodology

The impression of AI tools on the progress of HR functions in the hospitality industry was investigated in a quantitative manner. In order to conduct the investigation systematically the positivism research philosophy was considered. The positivism research philosophy enables the researchers to gather, transform, and analyse quantitative data in a bid to investigate the phenomenon in a more neutral manner (Maretha, 2023). The positivism research philosophy made it possible to get the study results from facts rather than from the perception of individuals. The use of survey methodology under the positivism research philosophy increases the reliability as well as replicability of research outcomes.

In this research, the exploratory research design was used. Exploratory research design enables the researchers to gain preliminary information on the research area from the literature review (Aithal & Aithal, 2024). The literature review of this research focused on gathering knowledge and understanding on the application of AI in the hospitality industry by analyzing research articles that have been published on the subject of AI in the hospitality industry. To understand the area of the research, different secondary sources of data were considered. The research design was useful in determining the research outcome through the comparison of the findings from the primary data to the existing views. This exploratory research design helped in improving the quality of the research findings.

In this research, the deductive research approach was used. The deductive research approach is appropriate for use in research that involves the use of quantitative data (Hall et al., 2023). The present research also seeks to understand the impact of AI tools on the advancement of HR functions in the hospitality sector using qualitative data. It supported the use of a deductive approach in this research as it helped in the formulation of hypotheses. The deductive research approach was used to maintain an orderly approach in the collection of data and enable the study to be conducted on a large scale. The approach also helped the researcher to minimize researcher bias since the research relied on empirical data to arrive at the research result.

According to the research design used in this study, the mono-method research was applied. To achieve the objectives of the study, the study relied only on primary quantitative data. The mono-method research choice enables the researcher to carry out a study using one form of data, for example, qualitative or quantitative data from one source, either primary or secondary (Schoonenboom, 2022). In particular, the study was to be conducted based on primary quantitative data only in the investigation of the area. The nature of the research enabled to choose the mono-method instead of the multi-method or the mixed-method.

In this study, purposive sampling was used for examining the impact of AI tools on the improvement of the HR functions in the hospitality industry. The purposive sampling enabled the researcher to choose respondents who have had prior experience in the use of AI in the HR department (Robinson, 2024). HR professionals, AI specialist and hospitality industry leaders were approached to collect data from most suitable sources. In order to have more insightful findings the purposive sampling was adopted, as it facilitated the inclusion of diverse participants and ensured a detailed understanding of the phenomenon.

The 5-point Likert scale method were used to form the survey questionnaire. The survey questionnaire consisted of both demographic and variable based questions to collect required data. The information sheet has been designed and added with the questionnaire to inform participants about the study. Informed consent from respondents were collected before they participate in the survey. The collected quantitative data were analysed with the help of MS

Excel statistical software. The software helped to analyse the data and represents the findings through charts, which is useful for readers to grasp the outcome effectively.

3.1 Data analysis

1. Please select a suitable age group.

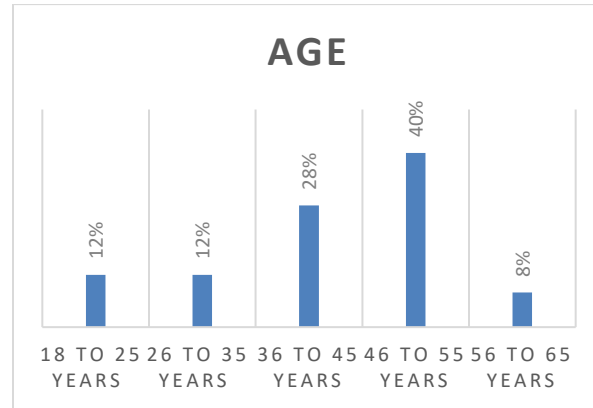


Figure 1: Age of respondents

(Source: Author, 2025)

The above illustration (Figure 1) shows that most of the respondents fall under the 46 to 55 years age group (40%), the next highest number of respondents were from the 36 to 45 age group (28%). There were a smaller number of people from 56 to 65 years age group (8%). On the other hand, there were similar numbers of respondents from both the 26 to 35 and 18 to 25 age groups (12% & 12%)

2. Please select your gender from the following options.

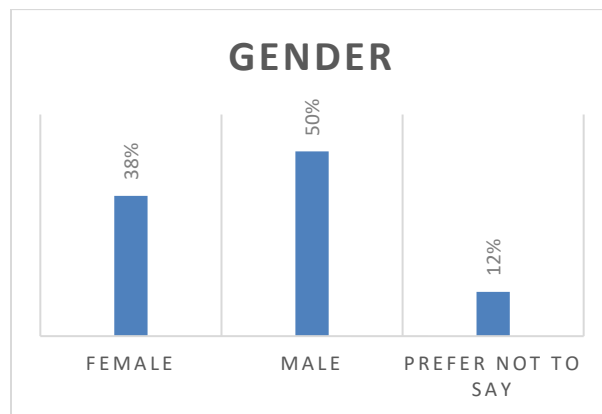


Figure 2: Gender of respondents

(Source: Author, 2025)

The above illustration (Figure 2) shows that there were different percentages of female and male respondents from the hospitality sector. There were more male participants (50%) compared to female participants (38%). However, a portion of respondents (12%) did not disclose their gender during the survey.

3. How many years of experience do you have in the hospitality industry?

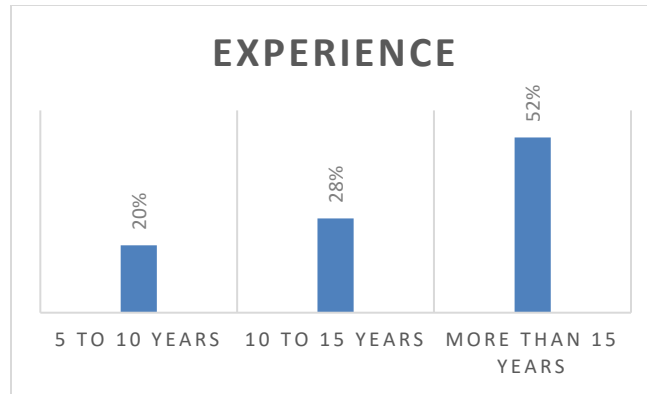


Figure 3: Years of experience in hospitality sector

(Source: Author, 2025)

It was seen that 52 % of the respondent had experience of more than 15 years; 28 % had 10 to 15 years of experience; and 20 % of the respondents had 5 to 10 years of experience (Figure 3). Individuals with less than 5 years of experience were excluded from the survey.

4. Current job role in the HR segment.

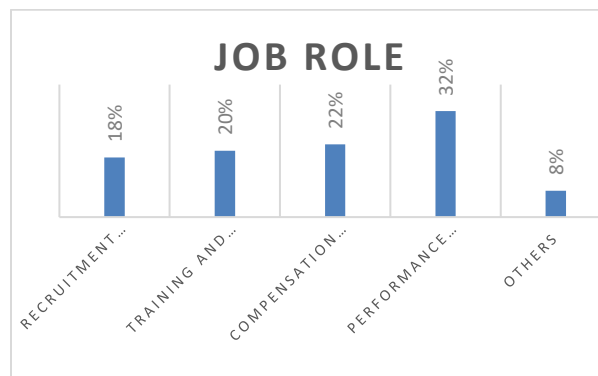


Figure 4: Job role of respondents

(Source: Author, 2025)

The analysis shows that about 32% of the respondent deals with performance management; 22% respondent were experienced on compensation and payroll; 20% respondents were experienced on training and development; 18% respondent were experienced in recruitment and talent acquisition, and remaining 8% had experience in other HR activities in the hospitality industry (Figure 4).

3.2 Variable based Questions

- 1) I am familiar with AI-powered tools in hospitality sector adequately.

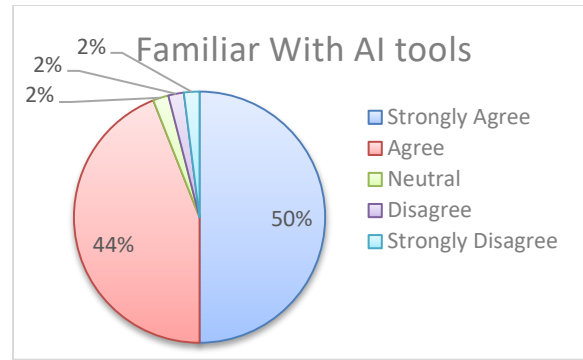


Figure 5: Familiar With AI tools

(Source: Author, 2025)

The analysis shows that about 44 % of the respondents agreed that they are familiar with AI tool in the Hospitality sector; 50 % strongly agreed; 2 % disagreed; another 2 % strongly disagreed and the remaining 2% remained neutral to the statement on familiarity with AI tools in the hospitality sector (Figure 5).

- 2) AI is required to enhance the accuracy of recruitment and selection of candidates.

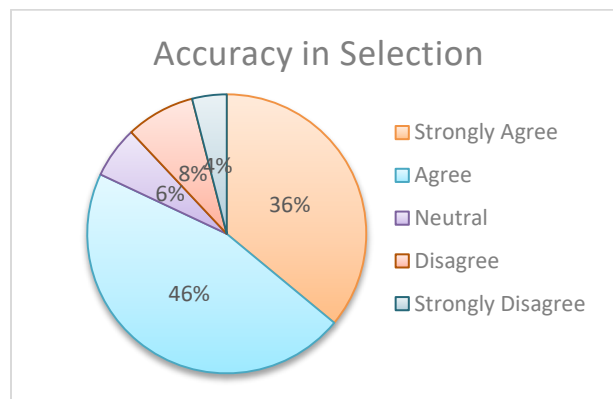


Figure 6: AI in enhancing the accuracy of recruitment and selection of candidates

(Source: Author, 2025)

The analysis shows that about 46 % of the respondents agreed that AI is required to enhance the accuracy of recruitment and selection of candidates in the Hospitality sector; 36 % strongly agreed; 8 % disagreed; another 4% strongly disagreed and the remaining 6% remained neutral to the statement on need o AI in candidate selection (Figure 6).

- 3) AI tools are effective in better workforce planning and decision making

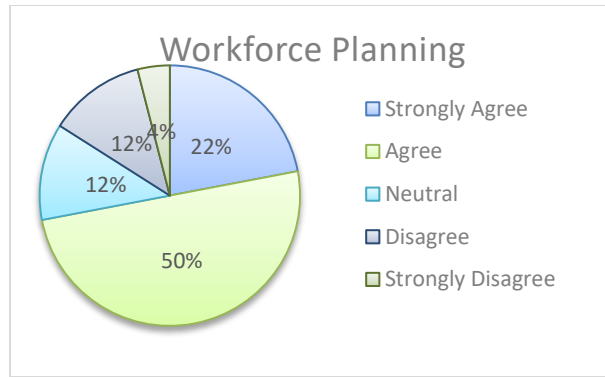


Figure 7: AI in workforce planning

(Source: Author, 2025)

The analysis shows that about 50 % of the respondents agreed that AI is required for better workforce planning in the hospitality sector; 22 % strongly agreed; 12 % disagreed; another 4% strongly disagreed, and the remaining 12% remained neutral to the statement on need of AI in workforce planning (Figure 7).

- 4) AI tools play vital role in transforming training and learning with tailored training programs.

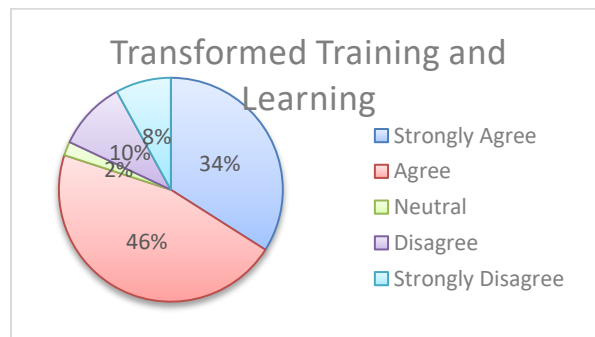


Figure 8: AI in transforming training and learning

(Source: Author, 2025)

The analysis shows that about 46 % of the respondents agreed that AI has transformed training and learning in the hospitality sector; 34 % strongly agreed; 10 % disagreed; another 8% strongly disagreed, and the remaining 2% remained neutral to the statement on impact of AI on training and learning (Figure 8).

- 5) AI has improved employee engagement and experience through chatbots and automation.

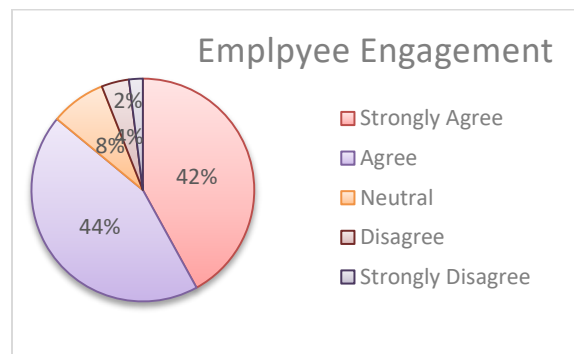


Figure 9: AI in employee engagement

(Source: Author, 2025)

The analysis shows that about 44% of the respondents agreed that AI has improved employee engagement in the Hospitality sector; 42% strongly agreed; 4% disagreed; another 2% strongly disagreed and the remaining 8% remained neutral to the statement on impact of AI on improved employee engagement (Figure 9).

6) AI helps in predicting employee attrition and retention strategies.

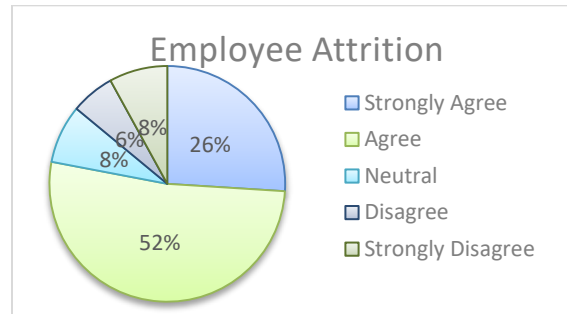


Figure 10: AI in predicting employee attrition

(Source: Author, 2025)

The analysis shows that about 52% of the respondents agreed that AI is important in predicting employee attrition and setting retention strategies in the Hospitality sector; 26% strongly agreed; 6% disagreed; another 8% strongly disagreed and the remaining 8% remained neutral to the statement on the impact of AI on improved employee engagement (Figure 10).

7) AI tools help in easing overall human resource operations.

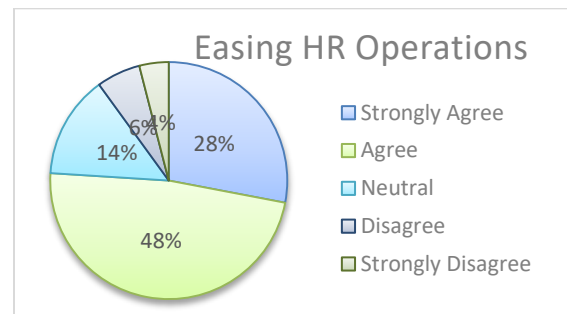


Figure 11: AI in easing human resource operations

(Source: Author, 2025)

The analysis shows that about 48% of the respondents agreed that AI is effective in easing overall human resource operations in the Hospitality sector; 28% strongly agreed; 6% disagreed; another 4% strongly disagreed, and the remaining 14% remained neutral to the statement on the effectiveness of AI in easing overall human resource operations (Figure 11).

8) Data handling and decision-making became easier after the implementation of AI.

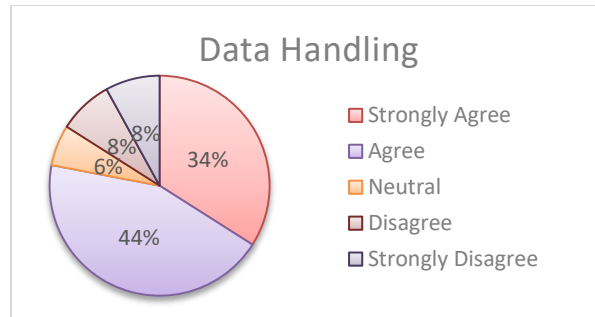


Figure 12: AI in data handling and decision- making

(Source: Author, 2025)

The analysis shows that about 44% of the respondents agreed that AI is effective in data handling and decision-making in the Hospitality sector; 34% strongly agreed; 8% disagreed; another 8% strongly disagreed and the remaining 6% remained neutral to the statement on is effectiveness of AI in data handling and decision-making (Figure 12).

- 9) I am confident that AI will continue to play vital role in HRM in the Hospitality sector.

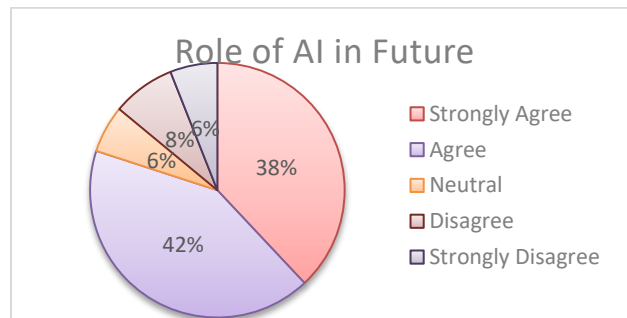


Figure 13: Role of AI in the future

(Source: Author, 2025)

The analysis shows that about 42% of the respondents agreed that AI will continue to play vital role in HRM in the Hospitality sector; 38% strongly agreed; 8% disagreed; 6% strongly disagreed and the remaining 6% remained neutral to the statement on continuation of AI in the hospitality industry (Figure 13).

- 10) Hospitality sector has to address barrier for cost and skill shortage to leverage AI fully.

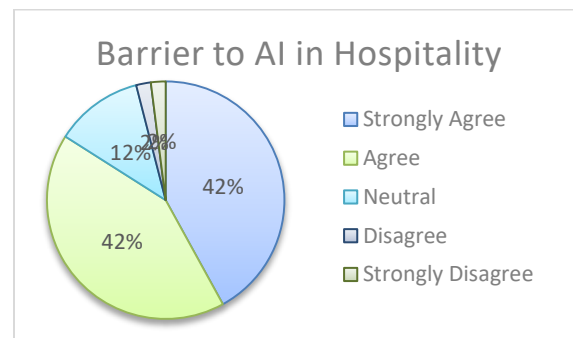


Figure 14: Barrier to AI adoption in the Hospitality sector

(Source: Author, 2025)

The analysis shows that about 42% of the respondents agreed that the hospitality sector needs to address challenges related to high cost of AI implementation and shortage of skilled personnel; another 42% strongly agreed; 2% disagreed; 2% strongly disagreed and the remaining 12% remained neutral to the statement on the barriers of AI in the Hospitality industry (Figure 14).

Based on the analysed data, it can be discussed that AI has transformed HR functions and the hospitality industry significantly, as AI tools enhance HRM operations by automating HR tasks. AI tools help in application screening, talent acquisition, and improving employee engagement. It improves efficacy and reduces cost. The findings of Xuanbei (2021) can be compared to the findings of the present study.

The findings of the present study revealed that AI tools are effective in data-driven decision-making. The insights of the present research revealed that AI tools are useful in predicting employee attrition and setting retention strategies. These tools enable the Hospitality industry to transform the training and learning process by offering tailored training programs. Previous authors also had similar findings, as they found that AI plays an important role in employee retention and well-being in the hospitality industry by enabling sentiment analysis (Votto et al., 2021). It helps HR authorities to predict employee turnover and address workplace concerns proactively. The Hospitality industry has confidence that AI will play an important role in HRM in the hospitality industry incessantly in the future. The industry distinguishes the potential of AI in increasing HRM efficiency. It also enables HRM professionals to focus more on strategic activities than repetitive tasks (Qahtani & Alsmairat, 2023). However, the present research identified that the hospitality industry needs to set strategies to deal with barriers to AI implementation, such as higher costs and a shortage of skilled employees. Even though it has several benefits, challenges such as a shortage of AI-skilled employees, lack of standardised implementation guidelines, and high investment requirements are evident (Kaya, 2019). Therefore, AI tools have potential to enhance HR functions in the hospitality industry.

4. Conclusion

The results show that the usefulness of Artificial Intelligence in Hospitality, HR is not limited to the automation of routine administrative processes. Instead of eliminating human resource professionals, AI is transforming their role to strategic workforce planning, talent development, and evidence-based decision-making. The research suggests that the most significant value of AI is that it can transform vast amounts of employee and organisational data into actionable information that can be used to improve the quality of recruitment, personalised learning, employee engagement, and retention strategies. This indicates that AI is to be considered as a strategic enabler of organisational capability, but not as a technological tool.

Meanwhile, the study points out that the success of AI implementation is not as much about the accessibility of technology as it is about organisational preparedness. The success of AI depends on the presence of qualified specialists, investments, regulatory frameworks, and staff acceptance. The anticipated advantages of AI cannot be realised without such complementary capabilities. These lessons suggest that the hospitality industry ought to implement AI through a balanced approach whereby artificial intelligence supplements human judgement in HR decision-making. On balance, the research adds to the emerging knowledge that sustainable

competitive advantage in hospitality HR will be the result of combining intelligent technologies with human skills to develop more adaptive, data-driven and people-focused HR functions.

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