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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCE MANAGEMENT

Досліджено особливості управління у період розвитку штучного інтелекту. Опрацьовано наукові підходи до тлумачення терміна «штучний інтелект». Визначено, що за останні роки спостерігаються надзвичайно високі темпи розвитку науки, техніки та технологій, спрямованих та розроблення та впровадження у практичну діяльність людини штучного інтелекту. Наведено пропозиції в сфері управління розвитком штучного інтелекту.

As artificial intelligence gradually enters people's production and life, the era of artificial intelligence 1.0 has come. In the era of artificial intelligence, the widespread application of artificial intelligence will greatly improve production efficiency and management efficiency. Simple and repetitive tasks are gradually being replaced by intelligent robots. At present, artificial intelligence products have been increasingly used in the practice of human resource management, which will certainly promote the further flattening of the organizational structure and have a profound impact on human resource management. In order to effectively respond to the impact of artificial intelligence on human resource management, people need to take effective countermeasures based on a deep understanding of the relationship between artificial intelligence and human resource management, such as actively promoting the reform of human resource management, including actively promoting digital human resource management, Improve the core technical capabilities of human resource management and redefine human resource management in the era of artificial intelligence.

According to the role of knowledge in different historical stages of the organization, the organization can be divided into three stages of development: In the 1.0 stage, both hardware and software can only evolve naturally, and cannot be designed into an organizational shape; In the stage, the hardware can only evolve naturally, but the software can be designed into an organizational form to a large extent, that is, knowledge can act on the organization itself to a large extent; in the 3.0 stage, both software and hardware can be designed, that is, to achieve The organizational form of "Integrated Intelligent Era", the organizational mission at this stage is that everything comes from knowledge and everything returns to knowledge. Artificial intelligence will play an increasingly important role in the process of promoting organizational evolution, and its impact on human behavior will also

increase. Human resource management practices need to respond in a timely manner to this and make appropriate adjustments or adjustments. Develop specific response strategies. The application of artificial intelligence in the field of human resource management has already begun. Today, with highly developed information, it can be predicted that AI (Artificial Intelligence) will be widely used in human resource management in a short period of time.

According to a 2016 report by the Sankei Shimbun, BiReach, YAHOO and Salesforce.com in the United States have collaborated across borders and announced the development of an artificial intelligence technology HRTech, which will be another collaboration with IT after education and finance. Closely integrated emerging fields. Wal-Mart in the United States has begun to introduce this technology and is expected to gradually implement it to 2,000 companies in June 2019. HRTech is not only implemented in Europe and America, but China has also launched HRTechChina, a comprehensive service platform for human resources technology. In April 2018, Silicon Valley's new product AI recruitment management tool Hiretual3.0 version was launched. This product is based on the research and development concept of reducing the burden on recruiters. It has added three new items: adding recruiting managers, customizable workflows, and email integration. Function, and has more advantages in deep learning of customer behavior feedback.

At present, many artificial intelligence products have been used in the field of human resource management. For example, the Japanese have developed interview robots; Rusi HR Human Resources Network, as the first HR circle ecological community in China, has been launched. By introducing a deep learning mechanism, it can help people answer questions about human resources; Dabang Network integrates SaaS Cloud service model for enterprises provide solutions for salaries, benefits and social security; AI-based HRMIS system well realizes the scientific management of employee files. Although these products have not yet been fully popularized, the scope of application and design functions are constantly expanding. Wang Liang (2017) believes that the advent of the artificial intelligence era will bring huge value-added to the field of human resources, promote the development of human resources, and use artificial intelligence technology to improve the level of human resource management.

Nowadays, artificial intelligence is the most widely used in recruitment and the most products. The common function of these products is to cover big data, to establish a talent pool with their own characteristics, and to use data mining to accurately locate the target talents needed by the enterprise, and to avoid repeated comparisons between resumes and job descriptions (job description) by HR. Its deep learning ability can analyze HR recruitment work and establish a model for automatically screening resumes. Even in the later interview process, artificial intelligence can perform the preliminary screening of structured interviews, and can predict the possibility of leaving the candidate from the performance of the candidate, and possible future career plans.

In our opinion, countermeasures for human resource management in the era of artificial intelligence can be:

- Promoting digital human resource management.

- Improving the basic technical capabilities of human resource management.

- Relocation of human resources management.

Technological changes promote the continuous development of society, and the widespread application of artificial intelligence heralds the arrival of the artificial intelligence era. Artificial intelligence has had a profound impact on people's work content and working methods, and artificial intelligence and human resource management will gradually achieve deep integration. Judging from the current situation, the widespread application of artificial intelligence has not only a positive impact on human resource management practices, but also a negative impact. On the positive side, artificial intelligence can improve the quality of human resource management, reduce the cost of human resource management, and promote human resource management reform; on the negative side, artificial intelligence may lead to human resource structural processes and lead to artificial intelligence professionals Shortage, and even subvert traditional human resource management.

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Исследованы особенности управления в период развития искусственного интеллекта. Обработаны научные подходы к толкованию термина «искусственный интеллект». Определено, что за последние годы наблюдаются чрезвычайно высокие темпы развития науки, техники и технологий, направленных на разработку и внедрение в практическую деятельность человека искусственного интеллекта. Приведены предложения в области управления развитием искусственного интеллекта.

The peculiarities of management in the period of development of artificial intelligence are investigated. Scientific approaches to the interpretation of the term "artificial intelligence" have been developed. It is determined that in recent year there

has been an extremely high rate of development of science, technology and technology, aimed at the development and implementation of artificial intelligence in human practice. Suggestions in the field of artificial intelligence development management are given.

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