



**VIDYABHARTI TRUST COLLEGE OF
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Defining business analytics: an empirical approach

The Web using Google, and database searches of the academic and practitioner literature, return a large number of differing and varied definitions of the concept of business analytics. This article reviews the growing literature on Business Analytics (BA) using traditional and qualitative research tools. Our searches included using Google Search to identify examples of business analytics applications, and a focused keyword search of the available practitioner and academic literatures. Text analytics techniques identified frequently used terms in prior definitions of business analytics. Our empirical, inductive approach provides a basis for proposing and explaining a formal sentence definition for Business Analytics. The analysis provides a starting point for operationalizing a measure for the business analytics construct. Additionally, understanding business analytics can help managers assess skill deficiencies and evaluate claims about relevance of tools and techniques. Finally, carefully defining the Business Analytics concept should provide stimulus for new research ideas. Both business analytics and data analytics are specialized subtypes of analytics. The concepts diagnostic, predictive, and prescriptive analytics refer to types of models, and all three are shared subtypes of both business and data analytics. The focus and scope are on business decision-making in general, there is some detail about analytics, but every possible method and tool is not enumerated, the definition is concrete enough to assist in developing measures, and finally, the construction of the sentences and word choice are understandable and succinct. This definition is a brief stopping point on a journey.

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Source of Name: Journal of Business Analytics

Article Link: <https://www.tandfonline.com/tjba20>

Artificial Intelligence (AI) and Automation & Revolutionizing in Human Resource Management (HRM)

Introduction:

Artificial Intelligence (AI) and automation are revolutionizing human resource management (HRM) by streamlining processes, enhancing decision-making, and improving employee experiences. With the ability to analyse large datasets, predict future trends, and automate routine tasks, AI is transforming the HR function into a more strategic and efficient entity also how using AI tool

Benefits of AI and Automation in HRM:

- ✓ Hiring and Selecting: "By automating candidate screening and selection, decreasing bias, and improving the caliber of hiring decisions, AI-driven recruitment tools streamline the hiring process." (Upadhyay and Khandelwal, 2018)
- ✓ Feedback and Employee Engagement: AI-driven sentiment analysis tools give HR managers useful information about employee engagement that they can use to create interventions that will improve morale and output. (Et al., Chamorro-Premuzic, 2017)
- ✓ Education and Growth: "By providing individualized, on-demand training catered to each employee's needs and enhancing workforce performance as a whole, Artificial Intelligence is revolutionizing learning and development." (Bhatia, 2020)
- ✓ Management of Performance: "Real-time feedback and ongoing staff development are made easier by AI-based performance management systems, which improves performance and makes management more efficient." (Pillai & Shivathanu, 2019)
- ✓ Data insights and analytics: "Companies can make well-informed, data-driven decisions about workforce management and talent retention by utilizing predictive analytics in HR." (Johnson, Stone, Deadrick, and Lukaszewski, 2015)
- ✓ Virtual assistants and chatbots: AI-driven HR chatbots "reduce HR workload and improve employee satisfaction by providing employees with prompt answers to questions about company policies, benefits, and other HR-related matters." (Yakubovich, Tambe, & Cappelli, 2019)

AI's drawbacks and worries for HRM:

- ✓ Data security and privacy. AI systems handle sensitive employee data frequently, which raises privacy and security issues. Legal and ethical problems may arise from improper handling of this data. Example: If sensitive data is not managed securely, it could result in privacy violations when it comes to performance metrics and personal information (Davenport, 2018).
- ✓ Algorithm Bias: AI can perpetuate or amplify biases if the data used to train algorithms is flawed or biased. For instance, AI tools may inadvertently perpetuate past hiring biases if recruitment data from the past favors particular demographics (O'Neil, 2016).
- ✓ Absence of Human Contact: An over-reliance on AI in HR tasks like handling conflicts or performance reviews could lessen the importance of humans in people management.

The use of Artificial Intelligence (AI) in Human Resource Management (HRM) comes with both benefits and challenges. Whether AI is "good" for HRM depends on how it's implemented and the context in which it is used.

Advantages of AI in HRM	AI's Difficulties in HRM
Efficiency & Automation: Time is saved by automating repetitive HR tasks.	Data Privacy: Risk of mishandling sensitive employee data.
Data-Driven Decisions: By analysing HR data, this method offers insights.	Bias in Algorithms: AI can perpetuate existing biases in data.
Minimizes Human Biases in Hiring: This reduces bias in recruitment.	Lack of Human Touch: AI cannot manage people with empathy.
Customized Learning: Develops training curricula.	Employee Resistance: Concerns about privacy and fear of losing their jobs.
Cost Savings: Automation lowers operational expenses.	Legal and Ethical Issues: AI-powered choices might be in violation of labor laws.

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Student Portfolio



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