



Research Paper

The role of artificial intelligence in human resource management

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Receive: 03 Feb 2025

Revise: 18 Feb 2025

Accept: 05 Mar 2025

Published online: 20 Mar 2025

Abstract

Human resources are considered one of the most important resources and assets of any organization and society, playing a vital role in achieving organizational goals. The importance of human resources is so great that many researchers and managers believe that capable and skilled human resources are the key to the long-term and sustainable success of any organization. In today's world, where technology has penetrated the fabric of human life at an increasing rate, the role of artificial intelligence in transforming human resource processes is undeniable. The emergence of intelligent technologies has created a new role for human resource specialists, and the need to employ these new capabilities in learning systems and human resource development has become more evident than ever before. Today, artificial intelligence and other programs based on it are integrated into human resource management approaches and play an important role in employee management. In this regard, a new stream of research has emerged on topics such as the use of artificial intelligence and robotics in social studies, the impact of the adoption of this new stream on individual and organizational outcomes, business and work, and the evaluation of human resource management methods based on artificial intelligence.

Keywords:

Management, human resource management, artificial intelligence.

Please cite this article as (APA): Hassanzadeh, H & Pourheydar, R.(2025) The role of artificial intelligence in human resource management, *Journal of human resource management perspective*, 1(3), 191-215.

Sponsored by: Institute of Samamos Publications	10,22034/jphrm.2025.513979.1018	
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Extended Abstract

Introduction

Human resources, as the greatest asset of organizations, have attracted much attention in recent decades. The increasing growth of knowledge, the penetration of information technology, and the emergence of concepts such as virtualization and electronicization have changed organizations. These factors have caused human resource approaches to change their nature and electronic (smart) human resource management to gain special importance. In today's competitive world, training is essential as one of the important tools in creating transformation and survival of the organization and achieving goals through new human resource programs and approaches. Training skilled workforce, also called human resource development, is inevitable for the survival and progress of organizations in today's rapidly changing world. For this reason, education and training are one of the main tasks of human resource management and are always considered in organizational development and change programs. The environmental challenges of the present era, including rapid technological advancement, increasing customer expectations and the need for flexibility, have forced organizations to search for a way to continue their survival. Human resource empowerment, as a key method for improving the productivity, growth and prosperity of organizations, is currently of great importance. This approach focuses on developing the capabilities and competencies of individuals so that organizations can be successful in competition and achieve their goals. Skilled and efficient human resources are considered a vital element for the success of organizations, and the national wealth of each country is somehow dependent on the capabilities and motivation of its human resources.

Theoretical framework

Innovative Behavior:

Given the current conditions, which are the era of industrial and economic competition, it is obvious that countries with specialized and expert human resources in various fields of work will be in a better position. Therefore, developing countries should prioritize human resources and education in order to reach the desired economic and industrial stage and invest in training creative and innovative minds. Providing human capital requires regular and continuous educational activities at all levels of the organization. Education is considered the most important method of developing human resources in organizations. Effective training can lead to superior organizational performance and, on the other hand, pave the way for employee growth. It is considered an important factor in developing development or organizational change plans. Electronic human resource management, in fact, supports and supports human resource management by utilizing advanced information technology and having many advantages (Smurthwaite, 2019). Employee training is carried out in order to change employees' knowledge, how they do their work, their attitudes towards their work, or their interactions with colleagues or supervisors, and ultimately to increase their effectiveness and efficiency. In fact, one of the principled and logical ways of leading is the efforts of employees in the organization, which leads to the use of latent talents, the use of imagination, and the creation of a sense of necessary flexibility in employees. The world around us is changing and evolving more than can be imagined. One of the reasons for the speed of these



developments is growing technologies. In the meantime, artificial intelligence can be considered the most advanced and growing technology these days. Artificial intelligence gives computer systems the ability to learn and make decisions based on collected data. For this reason, in another definition of artificial intelligence, it is considered an "ideally intelligent" machine that, with flexible understanding and cognition of the environment, can act in a way that maximizes the chance of achieving the goal (2022.(Thayumanavar and Yasodha, It can be said that artificial intelligence is a new generation of workforce that is a key factor in the survival of organizations in the face of the challenges of a changing environment (Akbari Emami et al., 1402). Therefore, artificial intelligence is a field of computer science that focuses on the study and development of computer systems that are capable of performing tasks that usually require human intelligenc .(Russell & Norvig, ۲۰۲۱) Integrating human resource management processes with artificial intelligence can create many benefits for the organization. What adds to the importance of the issue is that the human resource management function of organizations plays an important role in the effective use of artificial intelligence. Evidence also indicates the rapid growth and widespread use of artificial intelligence and other innovative technologies, which are rooted in a fundamental transformation in the interaction between companies, employees and customers. As a result, the process of automating administrative activities and human resource management tasks has intensified more than expected.

Research Methodology

This research has an applied purpose and has been conducted using a descriptive-analytical method using previous studies and research, and it examines the potential of artificial intelligence in changing and evolving the field of human resources. In this article, first, a general study of the applied fields of artificial intelligence in the dimensions of human resources is conducted, and then the advantages and challenges of using this technology are analyzed and conclusions are drawn.

Conclusion

Artificial intelligence has a dual impact on human resources: it creates both new opportunities and serious challenges. This technology can play an important role in training, educating and empowering human resources and help organizations prepare their workforce for the future. By providing relevant training, accurate assessments, immediate feedback, developing talents and automating repetitive tasks, AI can improve the quality of training and employee productivity.

However, using AI without considering ethical and operational challenges and considerations can lead to undesirable outcomes, including algorithmic bias, unemployment in some educational jobs, worsening inequality in access to education, over-reliance on AI, reduced human interaction and high costs. Therefore, to maximize benefits and reduce negative impacts, continuous training, skill development, and attention to ethical and social issues in the development and use of this technology are essential. For the successful use of artificial intelligence in training and empowering human resources, there is a need for a comprehensive and balanced approach that explains a specific pattern based on social culture and organizational behavior patterns, taking into account all aspects.