



WEBINAR

EXCITING USE CASES OF AI IN HR

Speaker

Gargi Bhattacharya, Ph.D.

 **accenture**

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Moving the Needle on Inclusion



Adobe



Speaker



Gargi Bhattacharya, Ph.D.

Senior Manager,
Organizational Sciences,
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Agenda

- What is AI?
- Uses of AI throughout HR lifecycle
 - Candidate Selection
 - Screening Algorithms
 - Sourcing Optimization
 - Recruitment
 - Employee Experience
 - Workforce Planning
 - Learning
 - Leadership development and coaching
 - AI enabled assessments
 - Turnover modeling
- Responsible AI and Best Practices

Artificial Intelligence

- The term Artificial Intelligence was coined by Professor John McCarthy in 1955 in Stanford University.
- AI Typology is based on either capabilities or functionalities

Capability based Typology

Narrow AI	Artificial General Intelligence (AGI)	Super AI
• Task specific e.g. Facial Recognition	• Still theoretical model • Will be capable of applying on set of learning rules to another task	• Still theoretical • AI which emulates a human complex thinking and feeling

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Functionality based Typology

Reactive AI	Limited Memory AI	Theory of Mind	Self-Aware AI
• Cannot learn from past outcomes. Works on present data. e.g. Recommendation engines	• Can use some past data • Gets better with model training. e.g. Generative AI	• Still theoretical • AI which emulates a human complex thinking and feeling	• Still theoretical • AI which emulates a human complex thinking and feeling and has self-awareness

Common AI Methods

Machine Learning

Natural Language Processing

Deep Learning

Neural Networks

Robots and Robotic Process
Automation

Rules Based Expert Systems

Uses of AI throughout HR life Cycle

- Candidate Screening
- Recruitment
 - Interviewing and Interview Transcripts
 - Job Description Developer
 - Recruitment process automation
 - Generative AI assistants for recruiters
- Learning
 - Generating Learning Modules
 - Applications of NLP in evaluating learning modules
 - Coaching
- Employee Experience
 - Employee Listening
 - Employee service (Pay-Roll Benefits information/service desk/compliance etc.)
 - Turnover Modeling
- Pay Rewards/Benefits Modeling

Responsible AI and Best Practices

- Use data responsibly
- Know where your data comes from
- Know your regional data privacy and data retention laws
- If vendor is providing you with certain information that has personal identifiers, ask them where they got them from
- Know what biases can affect AI models you are using and how to address them
- Establish acceptable model accuracy parameters
- Build policies around transparency of data collection and usage

Thank you!

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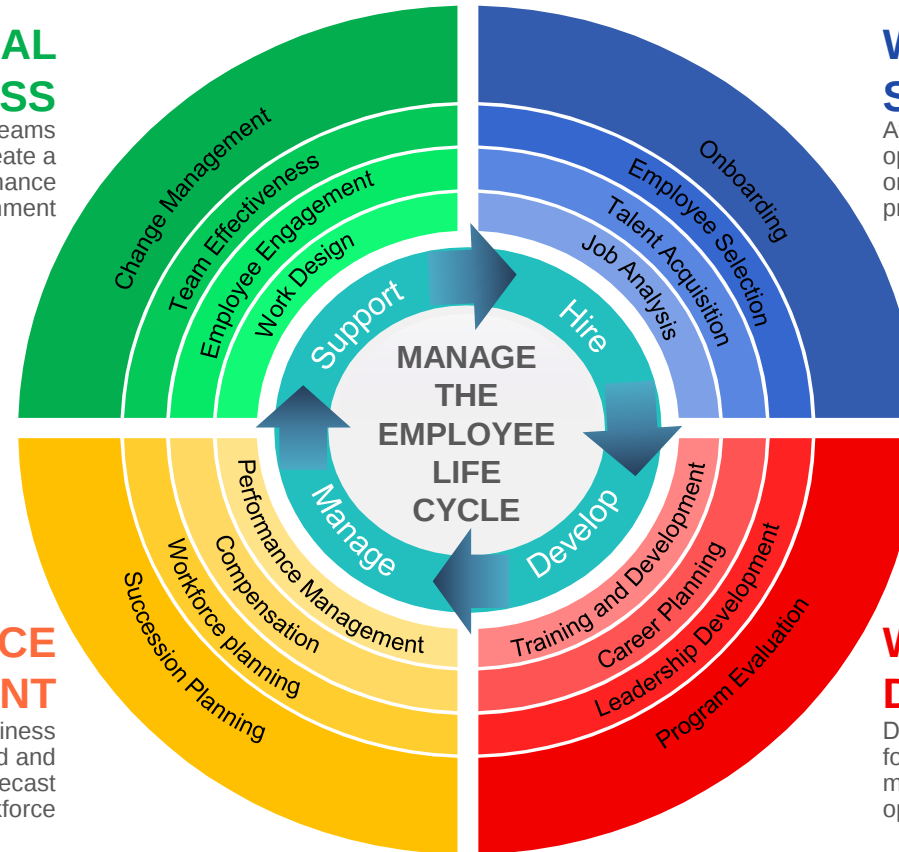
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HCG Model of Integrated Talent Management

ORGANIZATIONAL EFFECTIVENESS

Managing the experiences of teams and employees to create a supportive and high-performance work environment



WORKFORCE MANAGEMENT

Align performance to business needs, accurately reward and recognize performance, forecast and plan for the future workforce

WORKFORCE STAFFING

Attract and retain the best talent, optimize person-job, person-organization fit, reduce time to productivity

WORKFORCE DEVELOPMENT

Develop employees' capabilities for current and future roles, manage career aspirations and optimize program outcomes