

INTERNSHIP REPORT

ON

**The Future of HR: AI and Automation in HR Functions in
Bangladesh: A Study on Hypertag Solutions**



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Bangladesh: A Study on Hypertag Solutions**

Submitted To

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UNITED INTERNATIONAL UNIVERSITY

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November 13, 2023

PIANA MONSUR MINDIA;

Assistant Professor;

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Subject: Submission of Internship Report on the Future of HR: AI and Automation in HR Functions in Bangladesh: A Study on Hypertag Solutions.

Dear Mam,

With all due respect, I am writing to inform you that, with the assistance of the almighty Allah and your direction, I have finished the report needed by the requirements of the course.

I would like to extend my appreciation to you for affording me the opportunity to familiarize myself with the corporate environment and the formal academic report. Both of these entities have proven to be advantageous to my endeavors. The objective of the study was to enhance the comprehensibility of the subject matter.

I am highly confident that this report will not only fulfil, but also surpass your requirements and anticipations. I would greatly appreciate it if you could provide your thoughtful evaluation and acceptance of the report.

Sincerely Yours,



MEHJABEN AKHTER

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Declaration of the Study

I, **MEHJABEN AKHTER**, a student of BBA program at United International University, hereby declare that the internship report titled “**The Future of HR: AI and Automation in HR Functions in Bangladesh: A Study on Hypertag Solutions**” submitted by me to the BBA Department of United International University is a record of authentic work carried out by me during the period of project as part of the academic requirement for the completion of my BBA program.

I confirm that the content presented in this report is the result of my own research, observations, and analysis, and I have duly acknowledged the contributions of all the sources and individuals who have assisted me in completing this report. Any similarities to other works are properly cited and referenced.

I understand the importance of academic integrity and the consequences of plagiarism, and I affirm that this report has not been submitted for the fulfillment of any other academic requirement at any other institution.

Thank you for your consideration.

Sincerely Yours,



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Acknowledgement

The completion of my academic internship and the writing of this report would not have been possible without the help of a number of people who I would like to express my most sincere appreciation to for their contributions. This experience has been immensely valuable in shaping my understanding and knowledge in internship course.

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I would like to express my appreciation to the participants and respondents of Hypertag Solutions generously gave their time and insights, making the data collection process possible.

I extend my thanks to my supervisor **MD TARIKUL ISLAM**, Deputy General Manager, Hypertag Solutions that contributed in any way to the successful completion of this report. This report would not have been possible without the collective support and assistance of his, my colleagues and organization. I am truly grateful for their contributions.

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Executive Summary

Originally conceptualized as a compulsory component of the BBA Program's curriculum, the research endeavor, tentatively titled "The Prospects of Human Resources: Artificial Intelligence and Automation in Human Resource Operations in Bangladesh: An Examination of Hypertag Solutions," was formulated with the purpose of dissemination to students as an integral component of the BBA Program. This study focuses on the HR functions and their current developments within the context of Hypertag Solutions. The main aim of this study is to gather firsthand narratives of experiences inside the business sector. Hypertag Solutions is a digital technology company that is at the forefront of its industry.

In the areas of software, hardware, finance, education, and artificial intelligence, Hypertag Solutions is proficient and knowledgeable. The organization's primary initiative, referred to as "BELANCER," provides comprehensive skill development and job support. The organization is well recognized for its commitment to excellence, ingenuity, and environmental responsibility, and it has received several accolades and acknowledgments for its achievements in the realm of information technology.

The study starts with a thorough introduction to Hypertag Solutions' general backdrop, which covers the company's goals, the scope of its vision, and the current challenges it is now facing. As a result, in order to reduce the labor shortage across several departments, the Human Resources department intends to install an AI and Automation in HR services system inside their company. AI and Automation have the ability to effectively and efficiently expand HR duties in line with the company's work goals. Numerous criteria may be used to assess the efficacy of applying AI and automation processes in HR functions, and the impact that these factors have on company performance can also be taken into account. The goal of this study is to assess the effectiveness of online recruiting as a strategy for finding applicants in the current competitive climate.

The background of the contribution of AI and automation in HR functions in Bangladesh and Hypertag Solutions are of special interest in this study. This report presents the findings of an inquiry that was conducted on the subject using a disruptive technique. The HR managers at Hypertag Solutions may find this research's ideas and key findings helpful as they develop their AI and automation technologies. In this study, these elements are provided.

CHAPTER 01
INTRODUCTION

1.1 Introduction of the Report

The integration of artificial intelligence (AI) and automation in human resources (HR) responsibilities has brought about a paradigm shift in the way organizations handle their workforce and HR functions. The introduction of these technologies may be attributed to an increasing recognition of their efficacy, precision, and advantages in facilitating decision-making processes. Artificial intelligence (AI) and human resources (HR) automation use advanced technology to streamline and improve the administration of HR processes. This modification enables human resources experts to operate in a more strategic and efficient manner with the use of advanced algorithms, machine learning techniques, natural language processing, and robots. The process being referred to is often known as a digital human resources (HR) transformation. The use of automated systems for paperwork, orientation materials, and business rules training has the potential to streamline and expedite the onboarding process. Artificial intelligence (AI) has the capability to aid in the process of resume filtering, applicant matching, and conducting first interviews, resulting in time and effort savings when it comes to identifying suitable workers. The use of artificial intelligence (AI) and automation in the field of human resources requires meticulous strategic planning, ethical deliberation, and a strong focus on optimizing user experience. When used judiciously, these technologies have the potential to enable HR professionals to assume the role of strategic partners in the organization's objectives.

The purpose of this project report is to fulfill the necessary criteria for obtaining a Bachelor of Business Administration degree. In the course of my scholarly investigation pertaining to the elegant group, I have acquired valuable proficiencies in the domains of human resources administration and adherence to procedure. The original study for my work, which extensively covers the aforementioned themes, was overseen by my academic adviser at the Department of Business and Economics.

1.2 Objectives of the Report

The following is a list that contains all of the goals that this research aims to achieve:

1.2.1 Broad Objective

In order to better focus future research, this study aims to identify the broad trends in the use of AI and automation to HR functions in Hypertag Solutions.

1.2.2 Specific Objectives

- a) To improve one's comprehension of the general structure of the Hypertag Solutions.
- b) The purpose of this initiative is to investigate the AI and automation-related aspects of Hypertag Solution's HR functions.
- c) The purpose of this research is to assess both the benefits and potential disadvantages of integrating AI and automation into HR functions at Hypertag Solutions.
- d) In order to acquire qualified employees for Hypertag Solutions, the HR manager requires assistance in developing and implementing AI and automation in HR functions. The following suggestions are provided in order to provide such assistance.

1.3 Methodology of the Report

To effectively complete the investigation, a combination of primary and secondary sources was utilized. This publication focuses primarily on the author's work as a Human Resources intern at Hypertag Solutions. These contributions include the surveys conducted during the author's stay at the location.

1.3.1 Primary Data

Interviewing current and former employees was the primary method used to obtain database information for this study. The remaining data could be gathered by employing the method described in the subsequent sections. This document discusses primary and secondary sources:

- A direct discussion with someone on a crucial subject.
- Employees at the headquarters of Hypertag Solutions were given questionnaires and interviews as part of the study's methodology.

1.3.2 Secondary Data

- This investigation relies heavily on the information found on Hypertag Solutions' official website.
- It is also intended to utilize secondary sources, such as articles, periodicals, annual reports, and newspapers that are pertinent to the research project's topic.

1.4 Limitation of the Report

This report was compiled using information garnered from multiple Human Resources departments. Certain employees believe that the information that could be used to identify them is

inconsequential and, as a result, should not be accorded the standard level of confidentiality. In addition, there was the issue of limited available time. Due to time constraints, a comprehensive evaluation of a representative sample could not be conducted during the analysis and study. My contract stipulated that it could be extended for no more than three months total. In spite of this, the allocated time is insufficient to conduct a thorough and conclusive investigation. Due to the paucity of pertinent information, logical deductions were required. The presence of scribbles in the report increases the likelihood that it contains errors. I made a concerted effort to complete the report to the best of my ability despite facing a number of obstacles.

CHAPTER 02
LITERATURE REVIEW

A thorough overview of the completed research is provided in this chapter. Regarding the topics of Artificial Intelligence and Automation, it is possible to trace the conceptual foundations of both fields back to a number of scientific fields. These foundations have evolved throughout time and will do as in the future as automation and artificial intelligence (AI) technologies advance in the field of HR Functions within the context of a firm.

2.1 AI and Automation

According to (Brewster, 2016), the terms "artificial intelligence" (AI) and "automation" are sometimes used interchangeably, yet they refer to two separate ideas that are revolutionizing many different fields of business and parts of everyday life. Programming computers with artificial intelligence (AI) enables those to do tasks that otherwise require human intelligence. Artificial intelligence systems may evaluate data, make decisions, and resolve issues by using either pre-established rules or machine learning techniques. Machine learning, a branch of artificial intelligence, allows computer programs to improve at doing certain tasks as they gain more real-world experience or are exposed to more data (Caldwell, 2018). AI systems may employ a range of data sources, including computer vision, data from many sources, and data from several sensors, to evaluate and understand their environment. AI can converse in conversational interactions, much like chatbots and virtual assistants, thanks to its capacity to understand and generate human language. Artificial intelligence is utilized for a wide range of purposes, from autonomous cars, medical diagnostics, and the detection of financial fraud to virtual personal assistants like Siri and Google Assistant and recommendation engines like those used by Netflix **(Dordevic, 2016)**.

Automation, on the other hand, is the process of completing tasks through the use of technology and apparatus as opposed to the direct participation of humans. This is the use of software robotics (bots) to automate rule-based, repetitive tasks in business processes. Examples of these positions include data entry, invoice processing, and customer service.

In the context of manufacturing and other industrial settings, automation may refer to the use of robots and computer control systems for material handling, quality control, and assembly, among other tasks. This involves automating the entire workflow or process, including customer relationship management, supply chain management, and order processing **(Bovee, 2021)**. This necessitates the automation of numerous IT operations, including the provisioning of servers, administration of configurations, and distribution of software **(Essang, 2021)**.

In order to create automated systems that are both smarter and more adaptive, AI and automation are often coupled. Robots powered by AI in the industrial sector can more effectively adapt to changes in the manufacturing process or perform quality control tasks. In the logistics industry, automation systems may handle the delivery itself while artificial intelligence can be utilized to calculate the most effective routes for delivery vehicles like trucks and drones. Artificial intelligence-powered chatbots may automate responses to common inquiries in the customer care sector. Artificial intelligence may help the medical industry by automating the interpretation of medical imaging, diagnosis, and patient record management. Artificial intelligence algorithms may automate trading decisions and fraud detection in the financial sector (**Gaber, 2028**).

One of the propelling forces behind the combination of artificial intelligence and automation is the desire to enhance decision-making, reduce human error, and increase the efficiency of processes. However, this does raise a number of moral and ethical concerns, such as the loss of employment and the proper application of the applicable technology (Kraus, 2018). When developing and implementing innovative technologies such as AI and automation, one of the most important considerations is how to strike a balance between maximizing their potential benefits and minimizing their potential drawbacks. Finding this balance is one of the most essential factors to consider (**Dupuis, 2020**).

AI and automation technologies provide advantages for people, businesses, and society at large. Here are a few advantages:

- Gains in productivity: Operational efficiency is increased by automation, which speeds up and eliminates errors in repetitive, difficult, and time-consuming processes. AI-driven systems improve operations and implement real-time adjustments to reduce waste and better allocate resources (**Mollah, 2017**).
- Cost savings: Labor expenses may be reduced by automating processes that would typically need human labor. Artificial intelligence has the potential to lower supply chain management costs, equipment downtime, and energy consumption (**Gomez-Mejia, 2017**).
- Gain in Accuracy: Automation lowers human error, which benefits data input, manufacturing, and quality control. The exact forecasts, diagnoses, and judgments of artificial intelligence are advantageous to both healthcare and finance (**Mullins, 2017**).

- Increasing capability: Growing workloads may be quickly handled by automation and AI technology without raising prices or human labor.
- Gains in productivity: By allowing people to concentrate on more crucial and innovative jobs, automation boosts productivity. Professionals may benefit from AI insights that may help them tackle more difficult challenges more quickly.
- Increased Client Focus: Virtual assistants and chatbots powered by AI are available around-the-clock to serve customers. Customer relationship management is made easier by automation, which also personalizes client interactions (Kraus, 2018).
- A Competitive Edge: Automation and artificial intelligence (AI) enable businesses to develop cutting-edge goods and services and respond swiftly to market developments.
- Data evaluation and conclusions: Huge volumes of data may be gathered and analyzed by artificial intelligence to provide insights, patterns, and trends that assist businesses in making choices (**Ogbeivor, 2021**).
- Known as preventive maintenance: Automation and artificial intelligence (AI) may anticipate industrial equipment failures, allowing for preventive maintenance and minimizing downtime.
- Precautions and risk mitigation: Thanks to AI and automation, driverless cars and predictive health monitoring may improve safety in both healthcare and transportation.
- Quickness and agility: AI and automation may hasten processes and decision-making, enabling businesses to adapt to shifting market circumstances (**Osibanjo, 2018**).
- Environmental advantages: Automation might increase energy efficiency while lowering carbon emissions and other negative environmental effects. Artificial intelligence (AI) can maximize resource use, reducing waste and protecting natural resources.
- Reduce Repeated Tasks: The ability of automation to relieve employees of boring activities may increase job satisfaction and lower turnover. Accessibility and Inclusivity Call to Action. Access to information and services may be made easier for handicapped people via AI and automation (**Poljasevic, 2017**).
- Medical and scientific advances: AI accelerates the problem-solving process in the healthcare and other industries by making medicine manufacture, disease diagnosis, and scientific research simpler (**Power, 2017**).

The following are some of the most significant disadvantages and problems associated with AI and automation: Automation may result in the loss of employment or the displacement of workers, particularly in sectors of the economy where mundane and repetitive tasks can be automated. This may result in employment loss and necessitates retraining for those who are already employed. When AI systems collect and process large volumes of personally identifiable information, privacy concerns arise. Data breaches and improper data handling can both result in privacy violations and identity theft. An excessive reliance on artificial intelligence and automation could lead to the loss of human control over vital operations. This loss of control may have unintended consequences and may make the system more vulnerable to attack (**Ohmae, 2018**).

2.2 AI and Automation Process Steps

There are often numerous phases involved when using AI and automation in a situation or process (Dupuis, 2020). The general procedures for putting AI and automation into practice are:

- Define the scope and goals of the project: Establish the goals for automation and AI. Set project settings, such as required outputs and automated tasks.
- Gathering and preparing data: Assemble information on AI or automation. Before analysis or automation, data must be cleaned, preprocessed, and prepared.
- Choosing Models and Algorithms: Select the best AI models or algorithms for the project. Regression, classification, and clustering are appropriate algorithms that are needed for machine learning.
- Education and Training: The AI system may learn from unlabeled data or data that has been labeled via unsupervised or reinforcement learning. Modify the model's parameters until the desired outcomes are achieved (**Croucher, 2017**).
- Installation of Software and Hardware: Install the hardware and software needed for the AI and automation infrastructure. Configuring cloud computing, GPUs, or other AI-related technologies may fall under this category.
- Grade integration: Integrate automation and AI into current workflows, programs, and systems. Make that automation processes are activated and that data can readily move across systems.
- Testing and validation techniques: Conduct thorough testing to ensure AI and automation procedures operate as intended. Verify the correctness and dependability of the findings.

- Execution: Use automation and AI in manufacturing. Manage and keep an eye on systems in real time (**Gaber, 2028**).
- Constant Development: Regularly assess the efficiency of automation and AI. To increase accuracy and productivity, modify models, algorithms, and procedures.
- Private and security issues: Implement safety procedures to safeguard AI systems and data. Managing sensitive data requires adherence to all privacy rules.
- User guidelines: Inform users and employees about automation and AI. Describe the understanding and application of AI discoveries (**Mazzarol, 2016**).
- Support and Maintenance Assistance: Using a maintenance plan, be ready for system malfunctions, changes, and problems. Support consumers regularly with their queries and problems.
- ROI Evaluation: Continually evaluate how automation and AI impact business goals. To determine if the implementation is effective, do a ROI analysis (**Bovee, 2021**).
- Growth Potential: Take automation and artificial intelligence into account.
- Social and Ethical Aspects: Discuss the ethical and societal effects of automation and AI, such as job loss, fairness, transparency, and prejudice.
- The documentation contains: AI and automation processes need models, code, and techniques that must be documented (**Gomez-Mejia, 2017**).

Techniques and sequencing may change depending on the project and environmental factors. To effectively use AI and automation, a clear strategy and a diverse team of data scientists, engineers, subject matter experts, and legal advisers are required (**Mazzarol, 2016**).

2.3 Types of AI and Automation

The terms "AI" (Artificial Intelligence) and "automation" include a broad range of technologies and applications with various functions (**Gaber, 2028**). Popular AI and automation techniques include the following:

1. Weak or Narrow AI: Weak AI, also known as narrow AI, is created to do a single job. It performs well in one area but falls short in others. Chatbots, recommendation engines, picture recognition software, Siri, and Alexa are just a few examples of AI uses (**Bovee, 2021**).

2. General AI, or strong AI: An artificial intelligence system with human-level intelligence, known as general AI or strong AI, is capable of carrying out any intellectual job that a person is capable of. Since it has not yet been completely attained, it is currently just a theoretical aim.

3. Machine learning: Computers can learn from data using models and machine learning methods. It employs a number of techniques, such as: Spam filters and other prediction algorithms are trained on tagged data in supervised learning. Without labeled examples, unsupervised learning employs algorithms to find connections or patterns in data. AI that engages in gaming learns by interacting with its surroundings and experiencing positive or negative consequences for its decisions (**Kraus, 2018**).

4. Deep Learning: Artificial neural networks with several layers are used in deep learning to examine complicated data and derive knowledge. Its strengths include image and audio recognition, natural language processing, autonomous vehicles, and more.

5. CAM and robots: The study of robotics focuses on the creation, advancement, and use of autonomous machines (robots). The term "automation" refers to the process of automating processes in a variety of sectors using hardware, software, and computerized control systems. This comprises: Industrial automation refers to automation used in production and manufacturing. Using software robots, robotic process automation (RPA) automates office processes. Systems for home automation control the temperature, security, and other equipment (**Osibanjo, 2018**).

6. Natural language processing (NLP): NLP is a branch of AI that focuses on language processing. It is used in chatbots, machine translation, sentiment analysis, and text analysis.

7. Machine vision: Computer vision enables machines to see and comprehend images and video. It is used in autonomous vehicles, object detection, medical imaging, and face recognition (**Demo, 2018**).

8. Expert System: AI algorithms are used by expert systems to simulate a subject-matter expert's decision-making processes. They provide suggestions and findings based on knowledge bases and rule-based reasoning.

9. Recognition of Speech: Voice-recognition Voice may be translated by AI into text or instructions. It is used by speech-activated devices, transcription services, and voice assistants **(Mazzarol, 2016)**.

10. Cognitive AI: To understand humans, cognitive AI imitates human thought, problem-solving, and cognitive processes. It is used by medical experts to diagnose patients and counsel them on available treatments.

These automated and artificial intelligence technologies are only a few. New applications and subfields develop as technology develops and becomes more pervasive in society and the economy **(Dupuis, 2020)**.

2.4 Contribution of AI and Automation in HR Functions in Bangladesh

The utilization of Artificial Intelligence (AI) and automation has significant potential to impact Human Resources (HR) operations in Bangladesh, akin to its effects in many other geographical areas worldwide. These technologies have the capacity to streamline human resources operations, enhance decision-making processes, and enhance working conditions for workers. The following paragraphs outline some contributions that artificial intelligence (AI) and automation have made in the realm of human resources (HR) in Bangladesh **(Caldwell, 2018)**.

- The Process of Employee Recruitment and the Acquisition of Skilled Personnel: Artificial intelligence (AI)-powered tools have the potential to facilitate the process of identifying and attracting exceptional talent for human resources (HR) professionals. These systems possess the capability to scan resumes, align prospective candidates with job requirements, and even administer first interviews via the use of chatbots or video interviews **(Gomez-Mejia, 2017)**.
- The Assessment and Choice of Candidates: Automation may be used to conduct initial screening of job applications, therefore excluding those who fail to meet the fundamental criteria, and generating a curated list of applicants who do meet the standards. This has the potential to significantly reduce the time and effort used by human resources experts.
- Identifying potential candidates: Artificial intelligence (AI) has the potential to assist in the talent acquisition process by using online databases and social media platforms to identify qualified candidates with the necessary skills and credentials.

- The Orientation Process for New Hires: Automation can produce and manage paperwork, provide training materials, and lead new hires through important orientation activities, all of which may simplify the onboarding process (**Mazzarol, 2016**).
- An employee self-service portal: When employing self-service options supplied by AI-driven HR portals and chatbots that may be provided to workers, they may learn about their benefits, pay, leave balances, and company requirements without the assistance of HR.
- An Examination of the Advantages of Chatbots and Virtual Assistants: Chatbots has the capability to effectively address routine inquiries pertaining to human resources (HR), including matters such as policy inquiries, time-off requests, and benefit-related information, hence providing prompt responses to employees.
- Payroll administration: Automation reduces errors and ensures on-time salary payments by streamlining payroll, tax deductions, and disbursements.
- Performance Evaluation: Using AI-powered technologies that gather and analyze employee performance data, HR managers may be able to make more accurate performance evaluation decisions.
- Learning and Development: AI may provide staff training and development programs based on skills, career objectives, and performance information (**Mullins, 2017**).

It is crucial to emphasize that although AI and automation have made significant advances, in order for them to be used effectively, consideration must also be given to issues of ethics, data privacy, and justice. Additionally, it is critical to have ongoing human supervision to ensure that AI and automation solutions are compatible with the unique needs and cultural context of Bangladeshi workers (**Osibanjo, 2018**).

2.5 AI and Automation Performance and Organizational Outcomes

Automation and artificial intelligence (AI) have the potential to significantly impact how well businesses execute and produce outcomes in a range of different industries (**Gomez-Mejia, 2017**). If these technical developments are effectively implemented, they have the potential to result in a wide range of benefits. Some of the ways AI and automation impact an organization's performance and outcomes are as follows:

- An improvement in productivity: The use of automation may assist to streamline time-consuming and repetitive procedures, hence reducing the time and effort required to complete such activities. As a consequence, operational efficiency rises, which frees up staff members to focus on more strategic and innovative tasks.
- A Greater Productivity Level: By automating and enhancing their decision-making processes with the insights obtained by AI, organizations may increase productivity and accomplish more with the resources currently at their disposal.
- Expense reductions: Many operations may be automated without the need of human labor, which lowers the cost of labor-related expenses. Artificial intelligence has the capacity to reduce waste and improve resource allocation, resulting in cost savings (**Mollah, 2017**).
- Increases in Accuracy: Automation and artificial intelligence (AI) technologies carry out tasks with a high degree of accuracy, reducing the amount of errors that are brought on by people. This is particularly useful for sectors like data entry, quality assurance, and finance, among others.
- Making choices based on data analysis: Artificial intelligence is able to analyze massive amounts of data to provide insightful conclusions and recommendations, enabling data-driven decision-making that is more informed.
- Predictive Maintenance: Artificial intelligence-driven predictive maintenance may be used in industrial settings to anticipate future equipment defects, reducing both downtime and the costs associated with it (**Demo, 2018**).
- The individualization: Customer satisfaction and revenues may rise if AI systems can customize products, services, and user experiences based on specific preferences.
- Customer service and technical support: Artificial intelligence (AI)-powered chatbots and virtual assistants may provide round-the-clock customer service, fixing issues as they occur (**Briscoe, 2012**).
- Benefits in the Market: Businesses that effectively use automation and artificial intelligence may gain a competitive edge by coming up with innovative solutions, responding fast to changing market circumstances, and offering better customer experiences (**Dupuis, 2020**).

Despite these advantages, it's important to understand that using AI and automation will need overcoming challenges and taking a number of things into account. These include moral reasons, the potential loss of jobs, the demand for staff retraining, data privacy issues, and the obligation to follow the law. To guarantee that automation and artificial intelligence (AI) efforts are in line with corporate objectives and do not have unforeseen repercussions, businesses must carefully plan and manage these activities **(Croucher, 2017)**.

Robots, AI, and other intelligent automation developments may be advantageous to the world economy. These benefits could include enhanced goods and services as well as higher production. By 2030, these technologies might contribute \$15 trillion USD, or 14% of the world's GDP, using today's exchange rates. These technologies, however, might completely upend the industries of goods, services, labor, organizations, and government. The "algorithm wave," which is now in motion, automates straightforward computer processes and examines organized data in the fields of communications, IT, and finance. The augmentation wave automates repetitive jobs like filling out forms, conversing, and providing information utilizing dynamic technological assistance. It is now under progress but will develop in the 2020s. They acknowledge that they are not prepared to take advantage of the potential presented by the future because they favor conventional business practices, despite the fact that corporate executives may be more aware of the challenges related to automation in the future. Additionally, they struggle to make investments in cutting-edge technologies and mistrust their workers **(Gaber, 2028)**.

Recent advancements in artificial intelligence and intelligent automation will disrupt all organizational management levels, from the strategic level to the frontline. This is in contrast to earlier forms of automation, which primarily affected repetitive-tasking blue-collar and service jobs. Leaders and administrators will be required to reevaluate their positions, as well as the fundamental concepts they use to manage their enterprises and the employees who work for them **(Mollah, 2017)**.

CHAPTER 03
COMPANY PROFILE

3.1 Overview of the HYPERTAG SOLUTIONS

Hypertag Solutions Ltd. is a leading corporate software developer and distributor. It offers goods related to AI, Fintech, and Edtech as well as software, games, and mobile apps. The company, which was formally founded in 2010, operates in Washington, DC and Dhaka, Bangladesh. AI influences business development by using cutting-edge technologies including big data, machine learning, AI, and the internet of things. Over the last three years, Hypertag Solutions Ltd. has put a lot of effort into becoming a leader in IT training, online outsourcing, and the first online marketplace. The company has a unique reputation as a result of these efforts. Numerous well-known banks, financial institutions, telecoms, corporate houses, industrial businesses, media outlets, travel agencies, and others are among the company's extensive list of clients. The company Hypertag Solutions Ltd. offers services for IT-enabled training and creating technologies. The company's original product, Belancer, has significantly improved Bangladesh's capacity for resource development. Over 10,000 students and professionals have been trained for work by the LICT initiative and SME Foundation. With the help of Belancer's job placement services, 4500 trainees have been put in different businesses. Belancer Marketplace is used by over 5,000 customers and 45,000 certified freelancers.



Customers and business associates are the most significant factors in Hypertag Solutions Ltd.'s overall success. When working with Apollogic, the contractors are guaranteed the highest possible quality and complete satisfaction with the delivered solutions. Apollogic's participation in an abundance of successful information technology initiatives has demonstrated this, leading clients to view us as a dependable business partner.

3.1.1 Mission

The Hypertag Solutions' objective is to be the most trusted provider of employment and training services in Bangladesh and Asia.

3.1.2 Goal

- Employment and Skills Services
- Modernization and Innovation
- Electronic Transformation
- Freelancing Network
- Customer satisfaction and expansion
- International Development
- Educating and Developing

3.1.3 Strength of Hypertag Solutions

According to Hypertag Solutions, the following are some of the firm's advantages and strong points:

- **Diversified Portfolio:** A broad variety of services are provided by Hypertag Solutions, including FinTech, EdTech, software development, mobile applications, games, and AI-based goods and services. Due to their diversification, they are able to meet a variety of customer demands.
- **Expertise and Establishment:** The business was founded in 2010, which means it has over ten years of expertise in the field. This experience suggests a degree of knowledge and dependability, which may be considered as strength.
- **Global Reach:** In Washington, D.C., USA, Hypertag Solutions maintains an international offshore office. This worldwide presence shows that they are able to collaborate internationally and provide services to a diverse customer.
- **Freelancing Marketplace:** One of their key advantages is the introduction of "balancer," a freelancing marketplace. It gives independent contractors chances and links them with customers, fostering Bangladesh's gig economy's expansion.

- **AI Start-up:** Desh, the company's AI start-up, demonstrates its commitment to cutting-edge technologies like AI, Big Data, ML, and IoT. AI exhibits a forward-thinking mindset and a dedication to innovation.
- **Training and skill development:** One of their strengths is their training and development programs, particularly their IT training center, balancer Training. It aids in preparing people with the skills required for work in the IT sector, which is crucial for the expansion of the sector.
- **Clientele:** Leading banks, financial institutions, telcos, corporate houses, and other businesses are among the remarkable list of customers for Hypertag Solutions. This clientele base shows a degree of customer satisfaction and service delivery success.
- **Collaborations:** The Company's partnerships with national and international partners for initiatives including IT training and technology development demonstrate their capacity to cooperate with a range of organizations.
- **Digital Transformation:** Hypertag Solutions' dedication to digital transformation is shown by their ambition to use new technologies to assist in transitioning Bangladesh into a digital economy.
- **Agile and DevOps Approach:** Their dedication to these methodologies shows that they place a high priority on giving customers high-quality services and goods.
- **Focus on security:** In today's technological environment, it is crucial that Hypertag Solutions places an emphasis on security at the server, application, and network levels.

These advantages show that Hypertag Solutions is well-positioned to provide a variety of technology-based solutions, support talent development, and contribute significantly to Bangladesh's and the world's digital transformation.

3.1.4 Buyers and Clients of Hypertag Solutions

The purchasers and clients of Hypertag Solutions represent a vast array of businesses and individuals from a variety of industries. Their clientele includes some of the most prestigious businesses in Bangladesh and abroad. The following are some of the purchasers and clients that Hypertag Solutions may serve. It is feasible that the identities of some customers will alter over time.



3.1.5 Products and Production Capacity

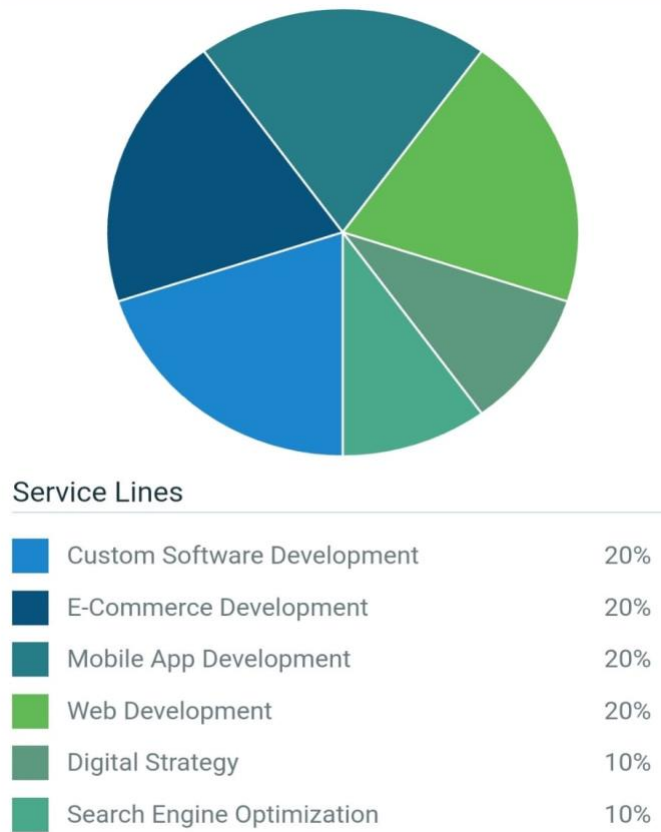


Figure3.1: Production Capacity of Hypertag Solutions

3.2 Hierarchy and Departmentalization of Hypertag Solutions

A technological business with a structure like Hypertag Solutions can include the following divisions:

- Executive Leadership: This refers to the company's top executives, including the CEO, CTO, and other senior officers.
- Technical Teams: These teams are in charge of creating and maintaining the company's goods and services, and may include software development teams, mobile app development teams, and AI/ML teams.
- Sales and marketing are the divisions in charge of advertising the business's products, bringing in new customers, and maintaining existing ones.

- HR: Recruitment, employee relations, and general workforce management are within the purview of human resources.
- Finance: Accounting, budgeting, and financial analysis are all part of managing the business's financial operations.
- Training and Education: If they provide services like freelancer training in the areas of training and education, there may be a department in charge of these initiatives.
- CRM: Customer support refers to assisting customers and consumers of their goods and services.
- Quality assurance: Verifying the accuracy and dependability of the business's software and applications via quality assurance and testing.
- R&D: Given their emphasis on AI and automation, a department devoted to research and development in these fields exist.
- Business development and partnerships: locating growth possibilities and forming alliances with other businesses or organizations.
- Legal and Compliance: Dealing with contracts, legal issues, and making sure the business complies with all applicable rules and laws.
- Corporate social responsibility (CSR) and sustainability: If they had a sustainability department, it would concentrate on social and environmental projects.

Strong technical skills, in-depth industry knowledge, and astute business judgment are the three main components of efficient management of Hypertag Solutions. Managers must be able to adapt to changing market conditions and strike a balance between the needs of customers, employees, and other stakeholders in order to succeed in this business.

CHAPTER 04

HR OPERATIONS AND HR FUNCTIONS OF HYPER TAG SOLUTION

4.2 HR Functions at Hypertag Solutions

Hypertag Solutions Ltd. specializes in providing essential wireless services and solutions for mobile advertising, mobile messaging, apps, content, device management, connection gateway, mobile banking, and mobile financial services. The department's human resources (HR) activities are managed by a staff of ten individuals, despite the department employing more than 200 people. There are currently five individuals who are feeling overburdened due to the large amount of labor that must be completed. This is because there is presently a great deal of labor to be completed.

Hypertag Solutions, being one of the leading software company platforms in Bangladesh, operates in a dynamic and competitive environment. Human resources (HR) functions in Hypertag Solutions, like in any other large-scale organization, are crucial for managing a diverse and skilled workforce. Here's a discussion on the specific HR functions within Hypertag Solutions in Bangladesh:

a) Talent Acquisition and Recruitment:

- **Strategic Hiring:** HR professionals in Hypertag Solutions are responsible for strategic hiring, ensuring the recruitment of individuals who align with the company's mission and values.
- **Partnerships:** Collaborating with universities and institutions to attract fresh talent, especially in areas like technology, marketing, logistics, and customer service.
- **Innovative Hiring Practices:** Implementing innovative hiring practices, such as online assessments and video interviews, to streamline the recruitment process.

b) Training and Development:

- **Skill Enhancement:** Organizing training programs to enhance technical skills, customer service, and leadership abilities among employees.
- **E-Learning Platforms:** Implementing e-learning platforms to facilitate continuous learning, allowing employees to stay updated with the latest industry trends and developments.
- **Cross-Functional Training:** Providing opportunities for employees to gain cross-functional knowledge, enabling them to contribute effectively in various departments.

c) Performance Management:

- **KPIs and Metrics:** Developing Key Performance Indicators (KPIs) tailored to different roles and departments, ensuring employees' performance aligns with organizational goals.
- **Regular Feedback:** Conducting regular performance reviews and feedback sessions to recognize achievements and identify areas for improvement.
- **Recognition Programs:** Implementing employee recognition programs to appreciate outstanding contributions, fostering a culture of appreciation and motivation.

d) Employee Engagement and Retention:

- **Employee Wellness:** Promoting employee wellness programs, including health check-ups, counseling services, and recreational activities, to ensure a healthy work-life balance.
- **Career Development:** Offering career development opportunities, mentorship programs, and clear growth paths within the organization to retain top talent.
- **Workplace Culture:** Nurturing a positive workplace culture through team-building activities, cultural events, and diversity and inclusion initiatives.

e) Compliance and Legal Responsibilities:

- **Regulatory Compliance:** Ensuring compliance with local labor laws, tax regulations, and other legal requirements related to employment and e-commerce operations in Bangladesh.
- **Ethical Standards:** Upholding ethical standards in business practices, ensuring transparency, and fostering trust among employees and customers.

f) Diversity and Inclusion:

- **Equal Opportunities:** Ensuring equal opportunities for employees regardless of gender, ethnicity, religion, or background, promoting a diverse and inclusive workplace.
- **Training and Awareness:** Conducting diversity and inclusion training sessions to raise awareness and foster understanding among employees.

g) HR Technology and Data Management:

- **Data-Driven Decision Making:** Utilizing HR software and data analytics to make informed decisions, analyze employee feedback, and identify areas for improvement.
- **Self-Service Portals:** Implementing self-service portals for employees to access HR-related information, manage leaves, and submit requests efficiently.

In the context of a dynamic software industry in Bangladesh, Hypertag Solutions' HR functions need to be agile, tech-savvy, and focused on nurturing talent while adapting to the ever-changing market demands and customer expectations. Continuous employee development, a positive work environment, and adherence to ethical and legal standards are key pillars of HR functions in Hypertag Solutions in Bangladesh.

CHAPTER 05

ANALYSIS AND FINDINGS

5.1 Approach of Data Collection and Analysis

The approach and procedures that were utilized to conduct the study and the analysis are thoroughly examined in this section. This study included a broad range of topics, including the design of the questionnaire, the sample size, the method of data collection, and the interpretation of the data collection findings.

5.1.1 Research Factors

The purpose of this research is to explore and assess Hypertag Solutions' use of AI and automation in HR functions. There was a great demand for a ton of explanatory elements as a consequence. Using the theoretical framework described in the following paragraphs, it is feasible to show how Hypertag Solution's AI and automation in HR functions efforts have contributed to the success of the business.

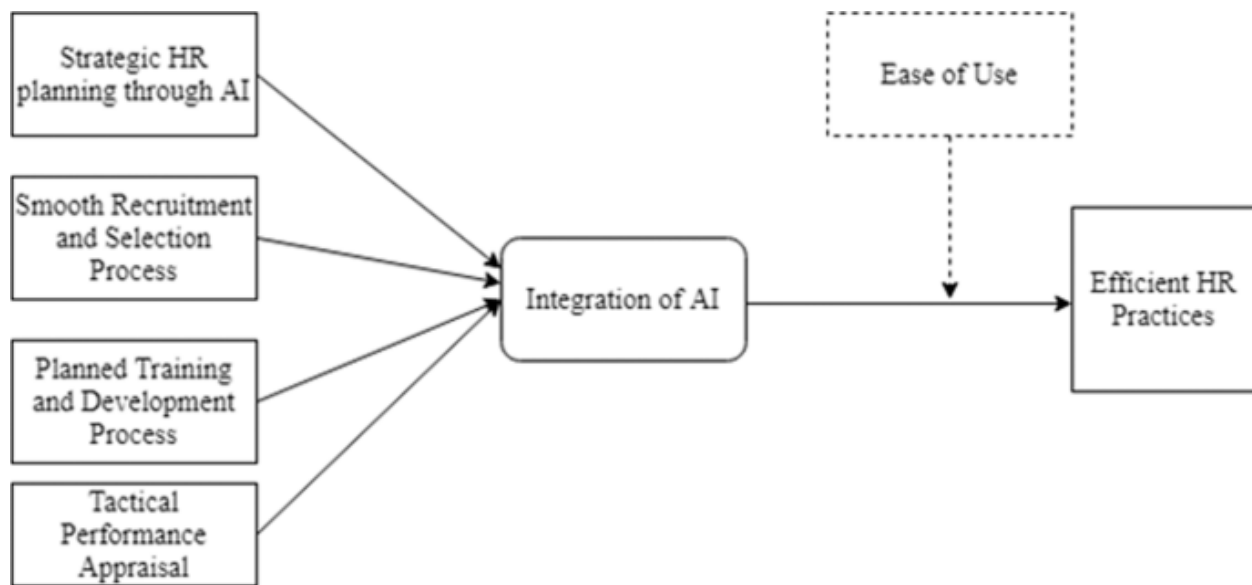


Figure 4. 1: Research Factors of AI and Automation in HR functions and Organizational Performance

5.1.2 Designing a Questionnaire and Collecting Information

The research gathered both qualitative and quantitative data. The following procedures were used to collect data for this study.

- Personnel at the headquarters of Hypertag Solutions were interviewed and engaged in informal discussions.

- To conduct a survey, the research endeavor required a questionnaire and data collection from a representative sample of thirty workers.

A standard questionnaire is used to investigate the issue. To capture data, a questionnaire with twenty statements and five-point Likert scales was developed, and help with data collection. The corporate headquarters of Hypertag Solutions surveyed a representative sample of twenty employees.

5.2 Demographic Characteristics

Thirty members of the Hypertag Solutions Head Office staff took the survey. The sample size is thirty as a result.

5.2.1 Percentage of Gender

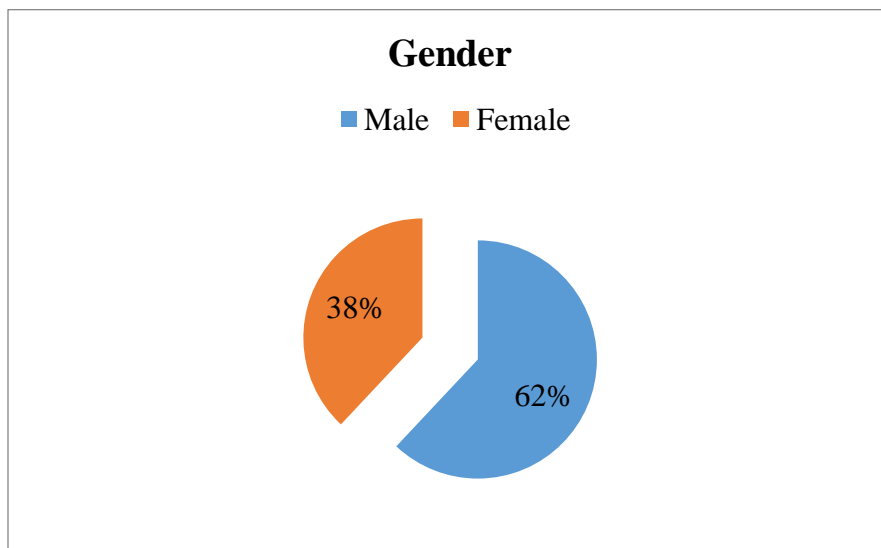


Figure: 4.2

Figure 4.2 reveals that 62% of respondents to the study were men and 38% were women. These numbers are contrasted. Male respondents to the poll outnumbered female ones as a result.

5.2.2 Designation of Staffs

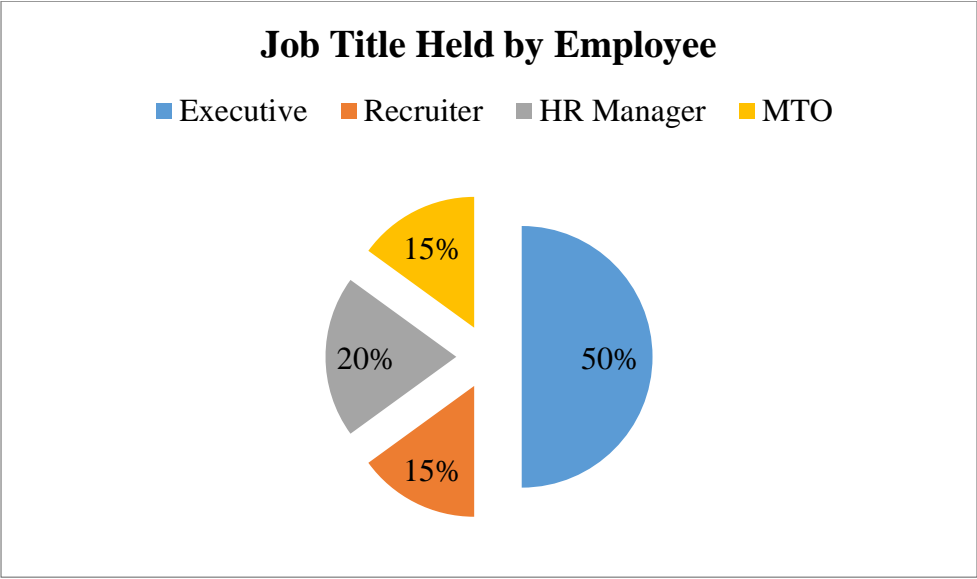


Figure: 4.3

In Figure 4.3, CEOs make up 50% of the thirty survey respondents, MTO employees make up 15%, HR managers make up 15%, and recruiters make up 20%.

5.2.3 Professional Experience

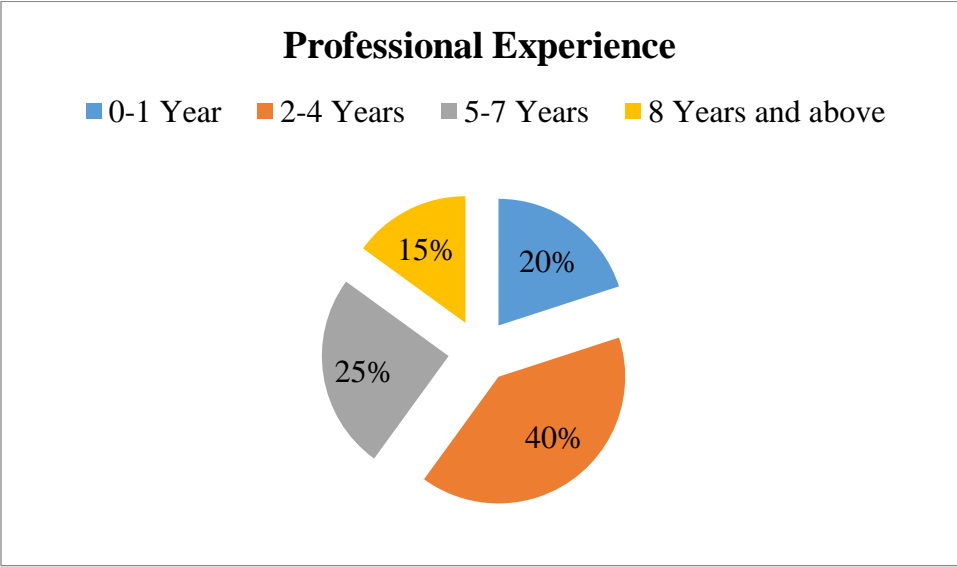


Figure 4.4

According to the survey, 40% of workers had two to four years' experience or more, while 20% had less than a year. 15% of the workforce had eight years of experience, and 25% had between five and seven.

5.3 Descriptive Analysis

Statement 01: Do your HR procedures now make use of artificial intelligence or automated tools?

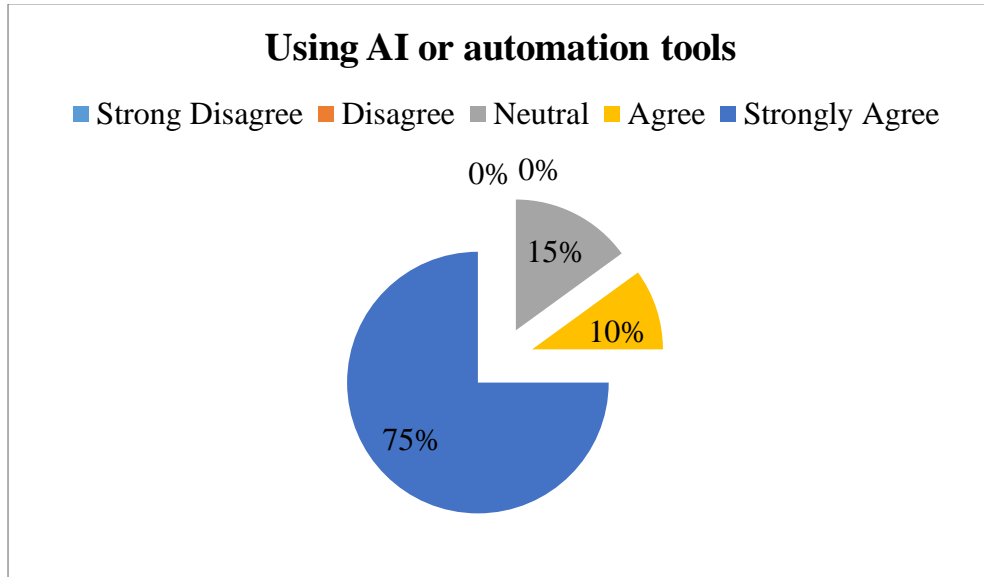


Figure: 4.5

According to the data in Figure 4.5, between ten and seventy-five percent of respondents agree that Hypertag Solution's human resources department works with the HR manager and a team to employ AI or automation to satisfy organizational needs.

Statement 02: Do you use technologies or platforms that you utilize if you are employing artificial intelligence or automation?

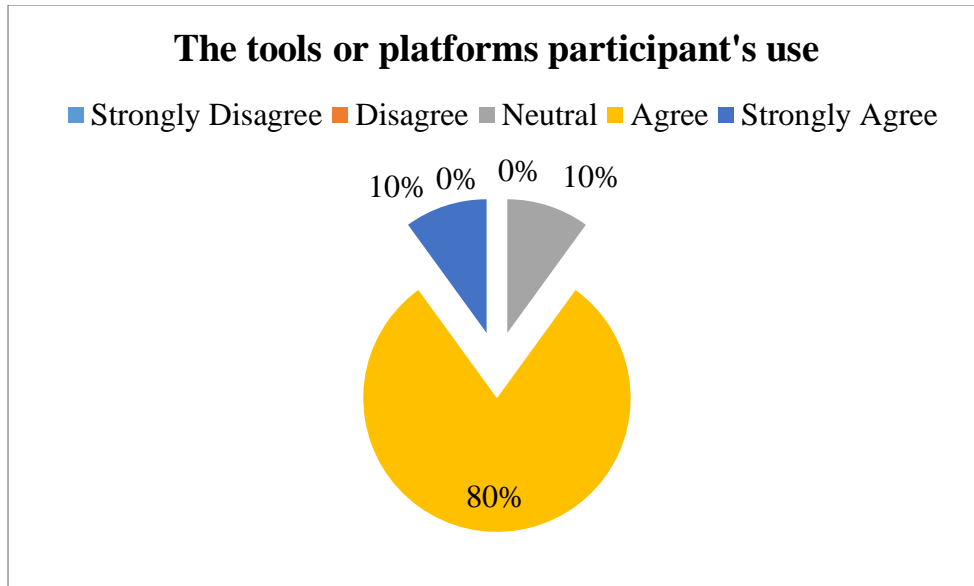


Figure: 4.6

The data shown in Figure 4.6 indicates that a majority of the participants 80% agreed with the assertion made earlier. The study's findings show that 0% of respondents held a perspective that was considered to be opposed to the idea that employers use a lot of platforms or technologies that use artificial intelligence or automation for tasks related to HR, while 10% of participants held a perspective that was considered to be neutral.

Statement 03: Are automation and artificial intelligence affected companies HR practices?

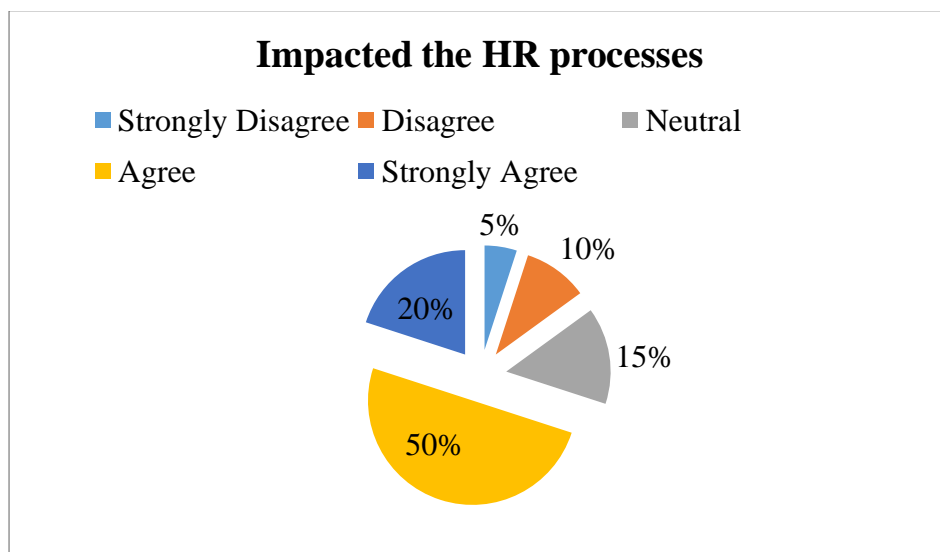


Figure: 4.7

According to the statistics shown in Figure 4.7, 50% of the participants agreed with the statement, while 15% of them maintained a neutral stance and 20% of them strongly objected.

Statement 04: The Company analyzes its positions and plans its staff to assess its current and future demands.

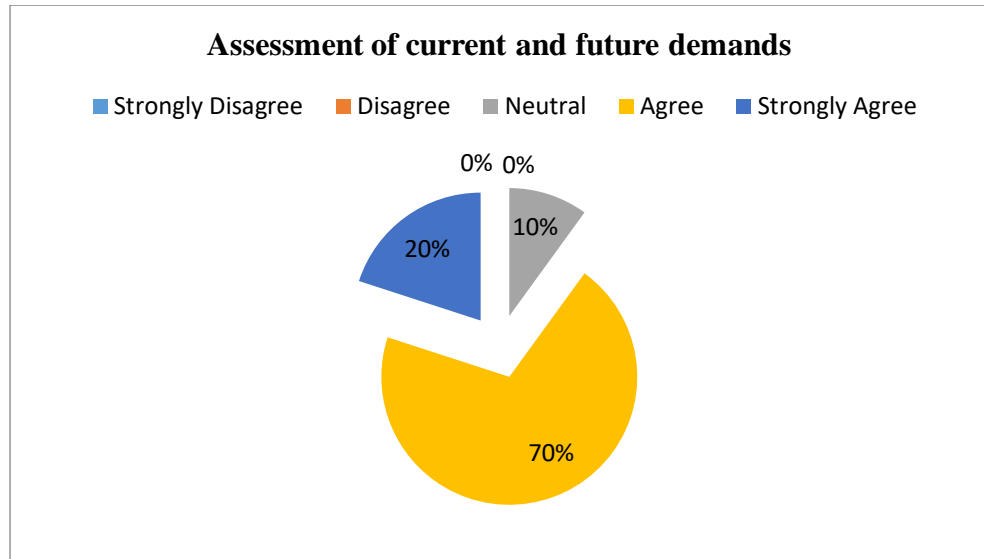


Figure: 4.8

70% of the participants, or the statistics in Figure 4.8, indicate that they agreed with the previous assertion. This is the majority of the participants. Only 10% of respondents, according to the study's results, had an opinion that might be classified as neutral toward the comment. None of the respondents, however, agreed with the assertion or its implication that the business examines its operations and sets up its staff to satisfy both its immediate requirements and projected future demands.

Statement 05: The organization encourages an increasing number of applicants to submit their applications effectively.

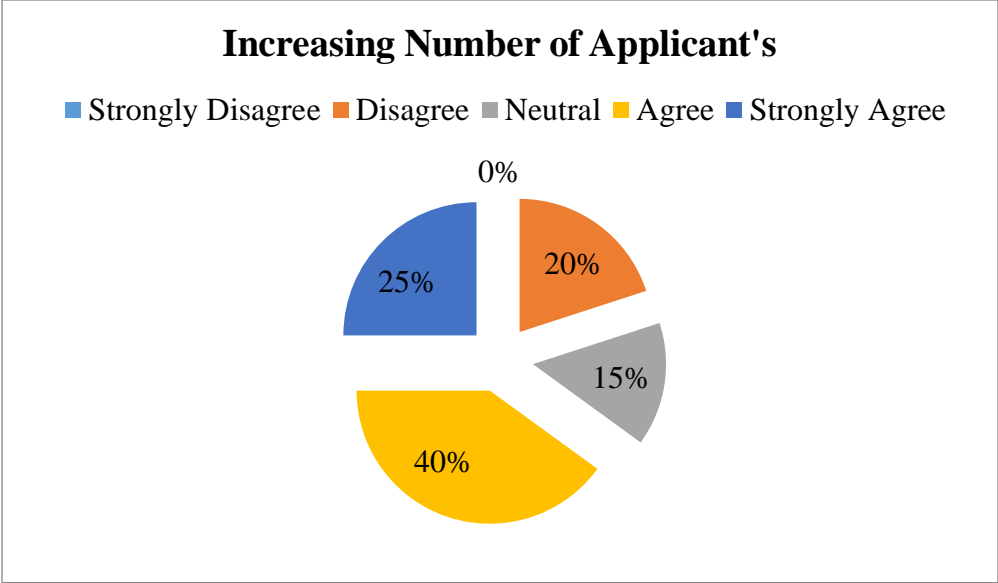


Figure: 4.9

Based on the findings shown in Figure 4.9, it can be concluded that the majority of respondents, or 40% of them, expressed agreement with the statement that the human resources department of Hypertag Solutions actively engages in luring and inspiring potential applicants to apply for positions within the company in an effort to foster positive perceptions of the hiring process. While 20% of respondents claimed that the company's human resource department has trouble finding a pool of prospective candidates at a price that is as low as feasible, the remaining 15% of participants have opted to preserve their neutrality.

Statement 06: How difficult was it to apply AI or automation into your HR procedures?

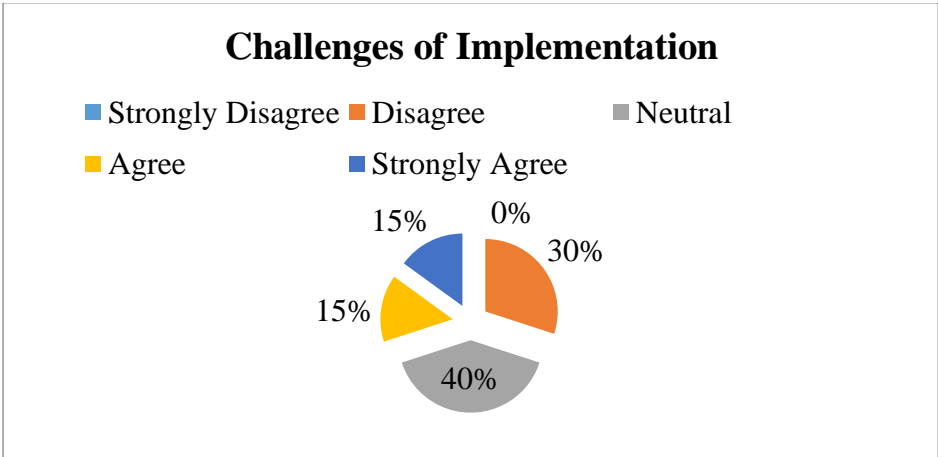


Figure: 4.10

As can be seen in Figure 4.10, a majority of the respondents, consisting of sixty percent, agreed with the aforementioned statement. On the other hand, thirty percent of the respondents disagreed with the statement and said that it was difficult to include AI or automation into the HR practices.

Statement 07: Have you made any efforts to teach or upskill your human resources team so that they can better adapt to AI and automation?

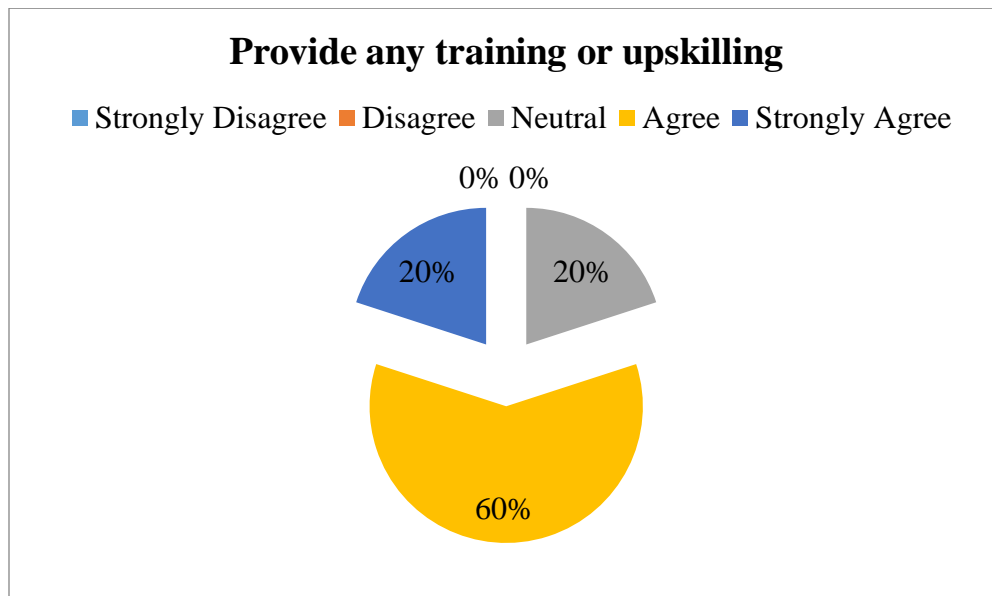


Figure: 4.11

According to the findings that are shown in Figure 4.11, the majority of the participants, which consists of 60% of them, agreed with the aforementioned assumption. This indicates that the majority of workers made any attempts to train or improve the skills of your human resources personnel in order to better adapt to AI and automation.

Statement 08: How satisfied are you with the overall success of putting artificial intelligence and automation into practice in your HR functions?

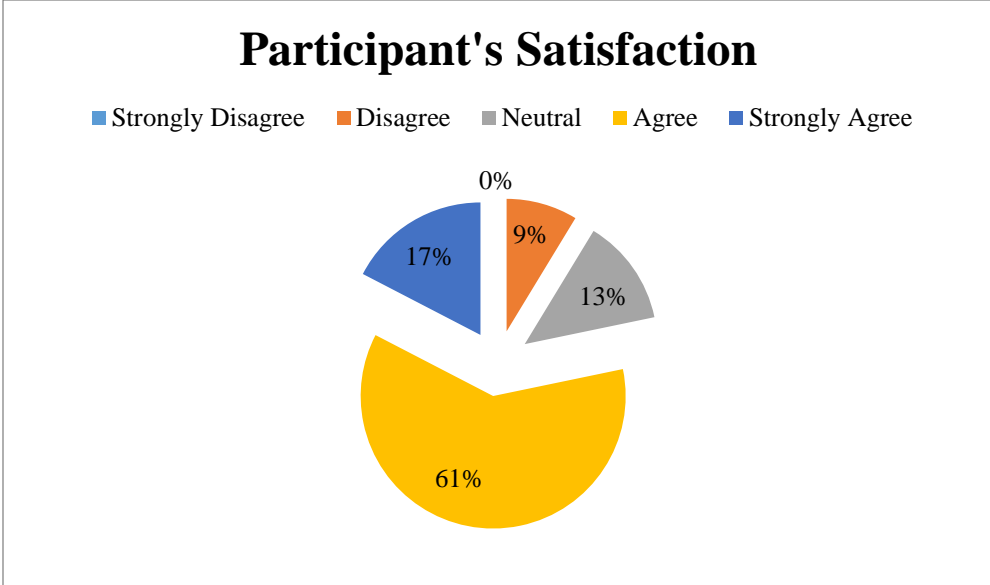


Figure: 4.12

According to the findings that are shown in Figure 4.12, the vast majority of the participants, or 61% of them, agreed with the aforementioned assertion. The fact that the remaining 9% of participants responded that on occasion demonstrates that participants are pleased with the overall success of putting into practice artificial intelligence and automation in the HR operations.

Statement 09: Do you expect to be the most promising future developments in HR technology (whether it be automation, artificial intelligence, or other technologies)?

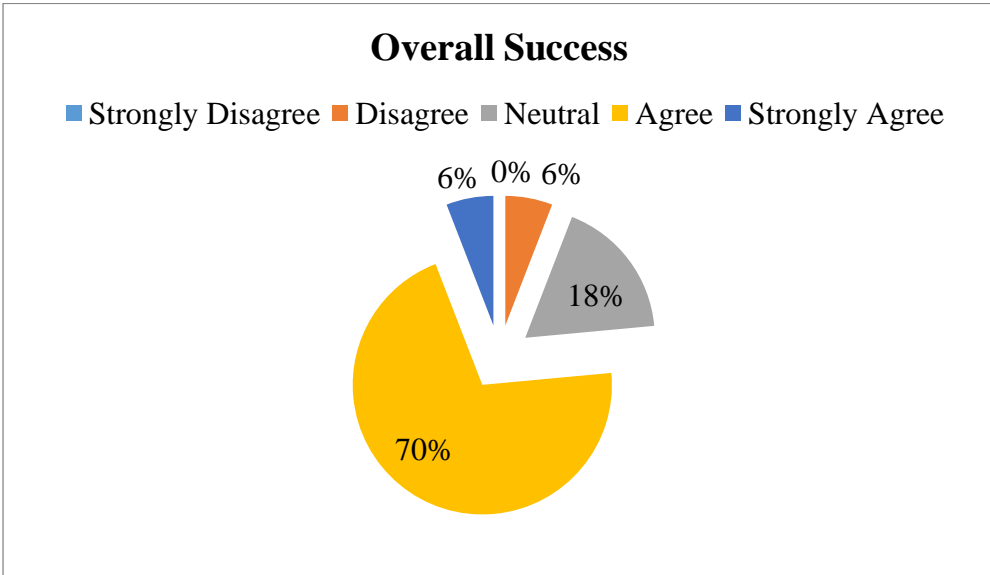


Figure: 4.13

The majority of the participants, or 70% of them, agreed with the assertion that was previously addressed, while 18% of them took a neutral posture, according to the statistics shown in Figure 4.13. The remaining 6% of participants claimed to have done so sometimes, which shows that they are anticipated to be the most promising future developments in HR technology.

Statement 10: Do you have any future plans to increase the amount of AI and automation that is used in your HR functions?

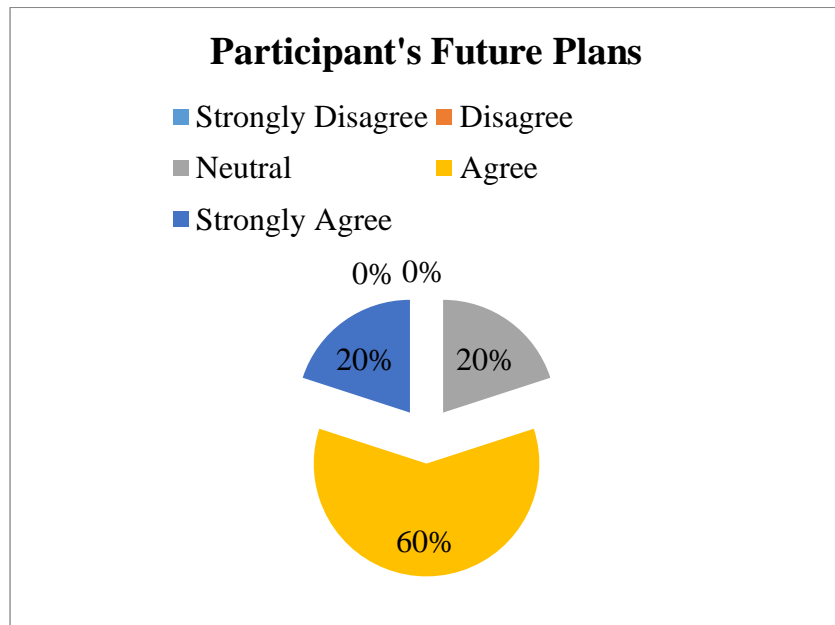


Figure: 4.14

According to the information that is shown in Figure 4.14, each and every one of the participants agreed with the claim that was previously given.

Statement 11: Any possible obstacles or worries do you anticipate in the future when it comes to deploying more AI and automation in human resources (HR)?

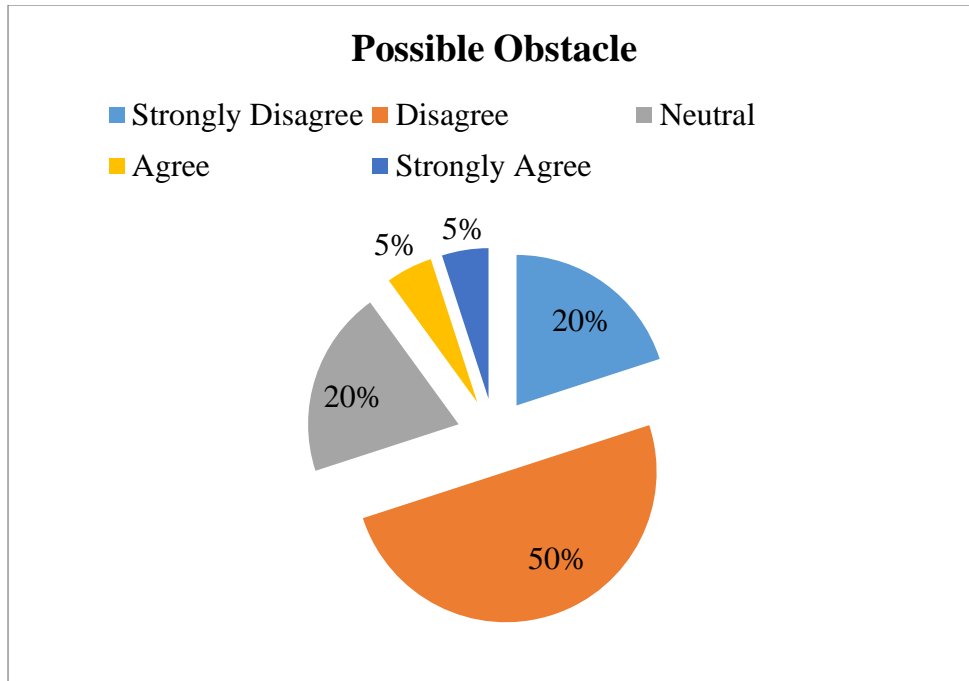


Figure: 4.15

In the given statistics 4.15, 50% of people disagree with the possible obstacles or worries that can be anticipated when deploying more AI and automation in human resources (HR). In comparison, 20% are neutral, and 5% thinks obstacle can happen.

Statement 12: What do you think the impact of AI and automation will be on the role that HR professionals play in the future at your organization?

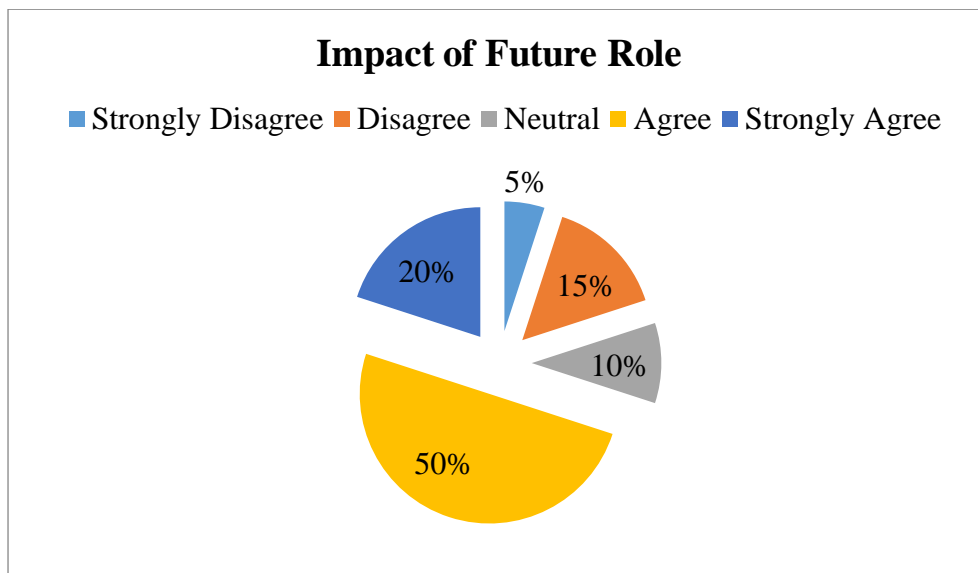


Figure: 4.16

According to the statistics shown in Figure 4.16, a significant majority of 50% of the participants agreed with the aforementioned statement. According to the survey findings, a notable proportion of the participants, namely 15%, said that the screening procedure for potential candidates presents a difficulty for the Human Resources Department (HRD).

Statement 13: When employing AI in human resources procedures like recruiting and performance assessment, is there any need of ethical concerns should be taken into account?

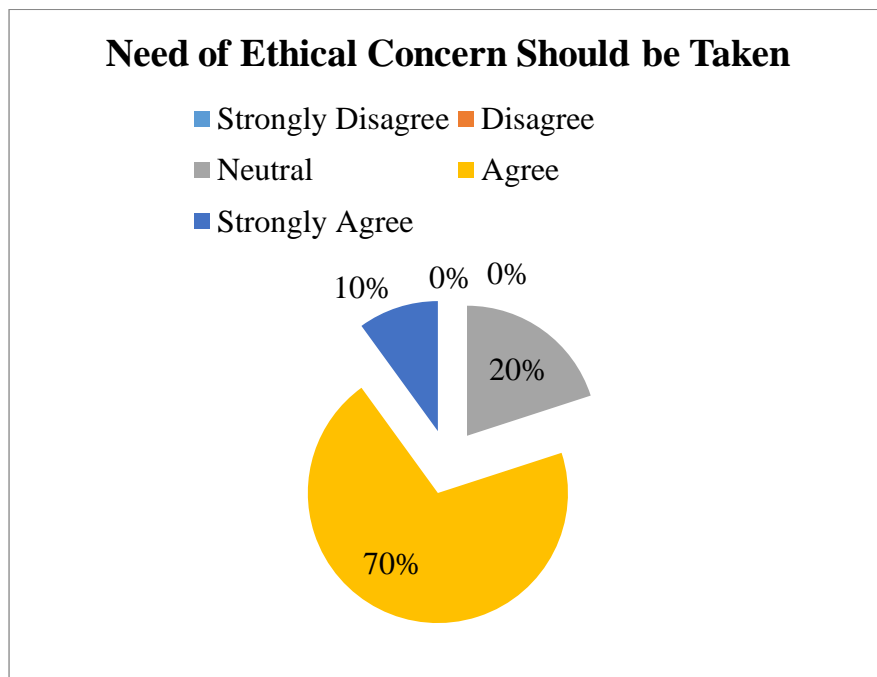


Figure: 4.17

According to the data presented in Figure 4.17, all participants agreed with the aforementioned assertion.

Statement 14: Do you feel that artificial intelligence and automated procedures should be avoided in any particular HR processes or tasks?

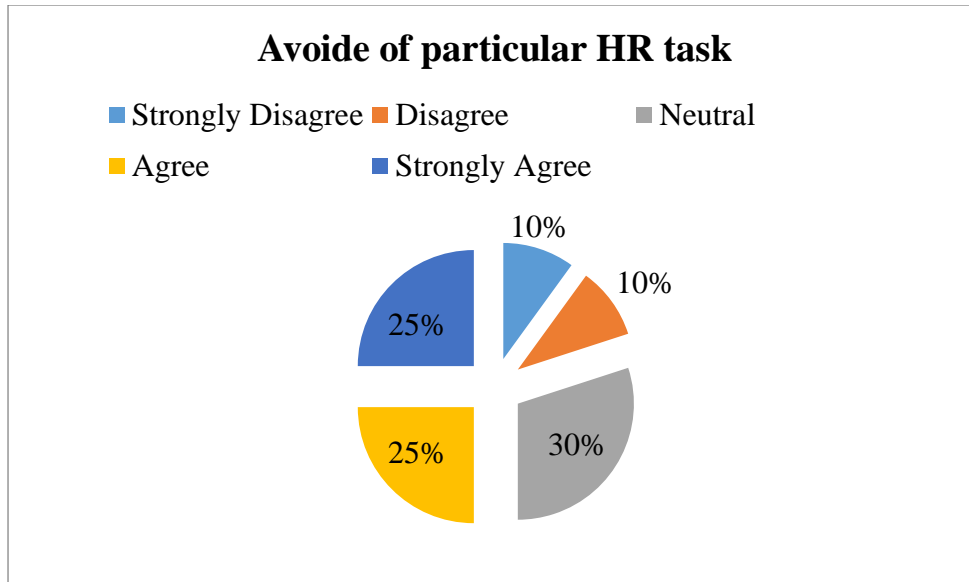


Figure: 4.18

In the abovementioned remark, Figure 4.18 illustrates that 10% of the participants disagreed. Conversely, 30% maintained a neutral tone regarding using artificial intelligence and automated procedures in HR processes or activities. It is advisable to refrain from using such technologies in specific HR operations. However, a quarter of the individuals had a positive outlook on the subject, while an additional quarter of the participants strongly agreed.

Statement 15: AI and automation in HR services have the potential to significantly reduce an organization's overall expenditures when correctly deployed.

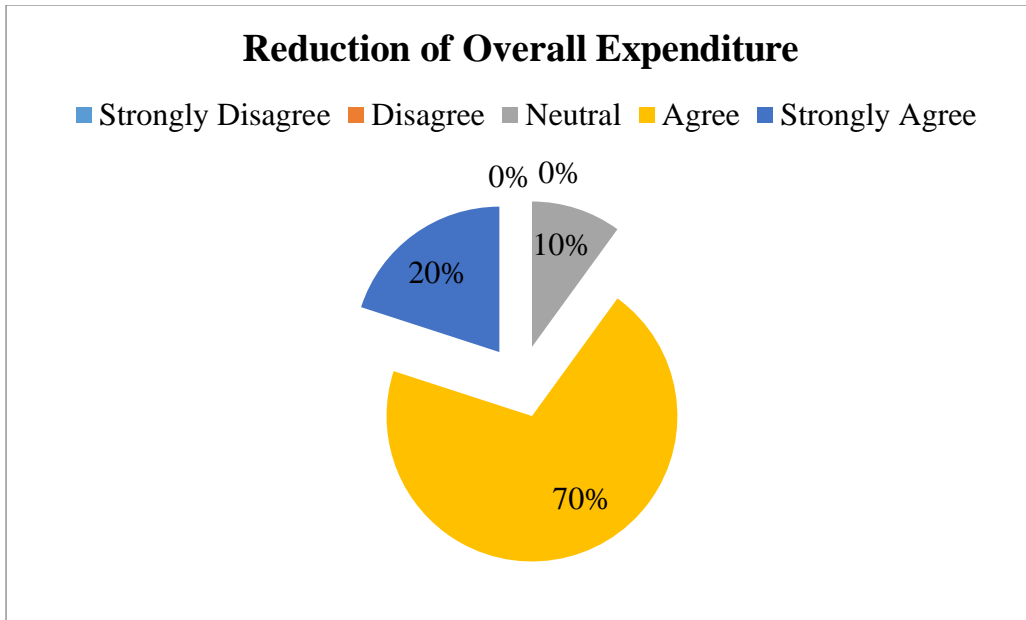


Figure: 4.18

According to the statistics shown in Figure 4.18, a significant majority of 70% of the participants agreed with the statement indicated earlier. The utilization of artificial intelligence (AI) and automation in human resources (HR) services has the capacity to substantially diminish an organization's total expenses if implemented appropriately.

Statement 16: The incorporation of AI and automation into HR processes at an organization makes such processes more user-friendly for the workers of the firm.

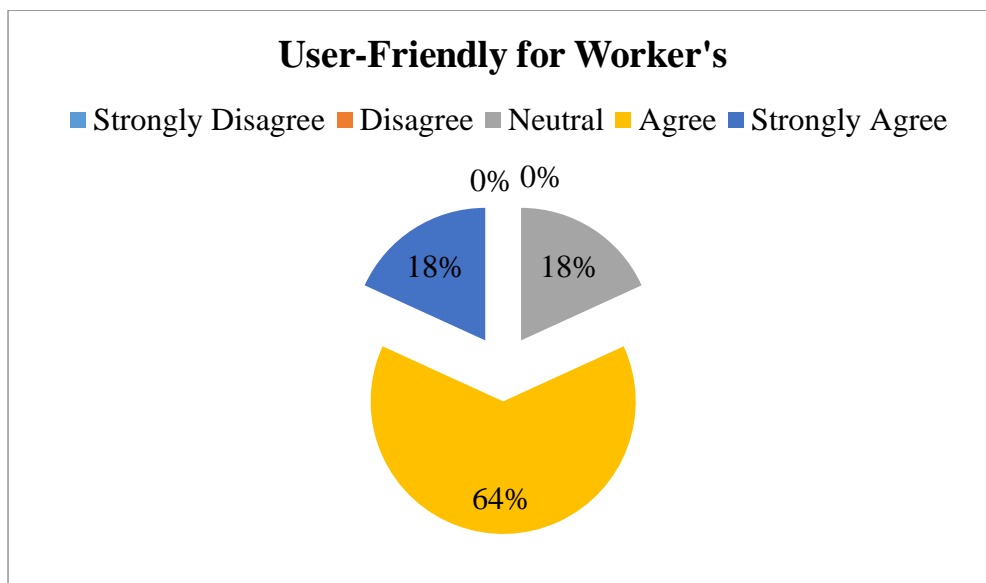


Figure: 4.19

According to the statistics shown in Figure 4.19, all of the participants agreed with the aforementioned statement.

Statement 17: Integrating AI and automation technologies successfully into HR procedures within a business may dramatically boost that firm's overall performance.

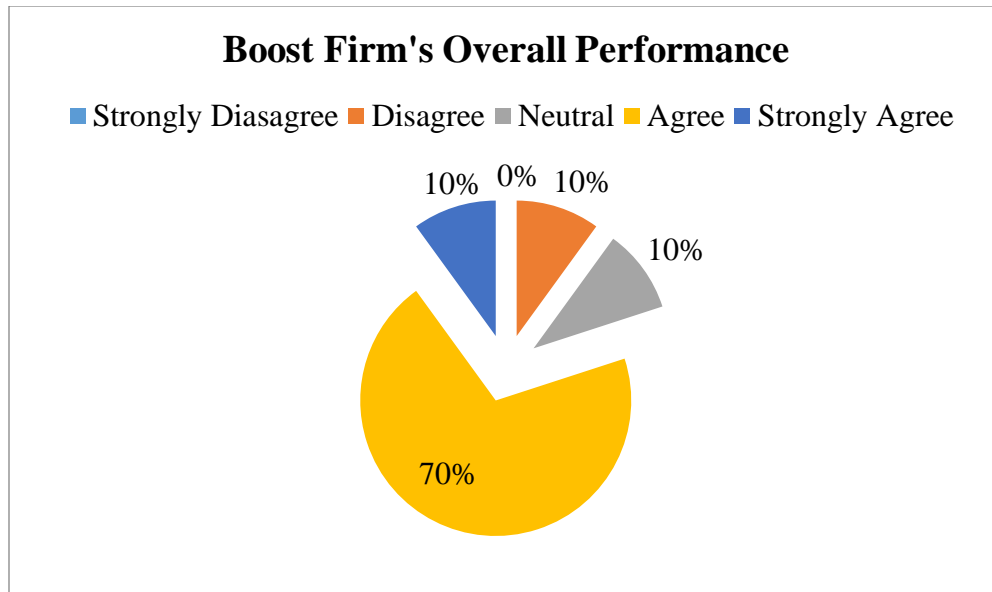


Figure: 4.20

Based on the data shown in Figure 4.20, it can be concluded that all of the respondents agreed that effectively integrating AI and automation into HR tasks and processes within an organization may significantly improve that company's performance as a whole. Both employee happiness and trust in the company's HR procedure might potentially increase as a result of this.

Statement 18: The use of artificial intelligence (AI) and automation in the HR activities of the business helps to increase employee satisfaction with their entire experience with the company.

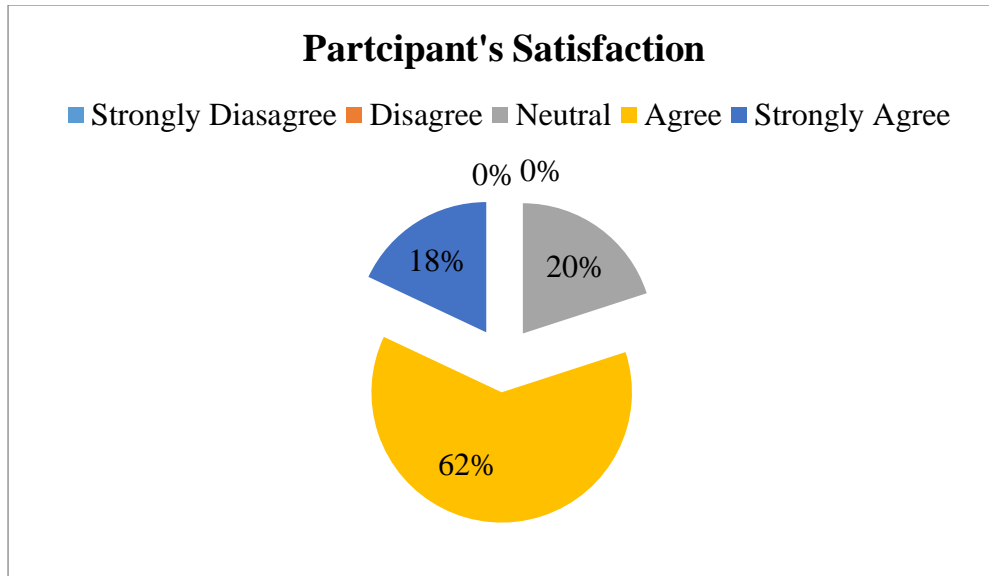


Figure: 4.21

It is possible to draw the conclusion, on the basis of the data that is shown in Figure 4.21, that every single person who was questioned agreed with the statement that was stated earlier.

Statement 19: It's possible that effective use of AI and automation in HR activities might cut down on employee turnover, absenteeism, and boredom.

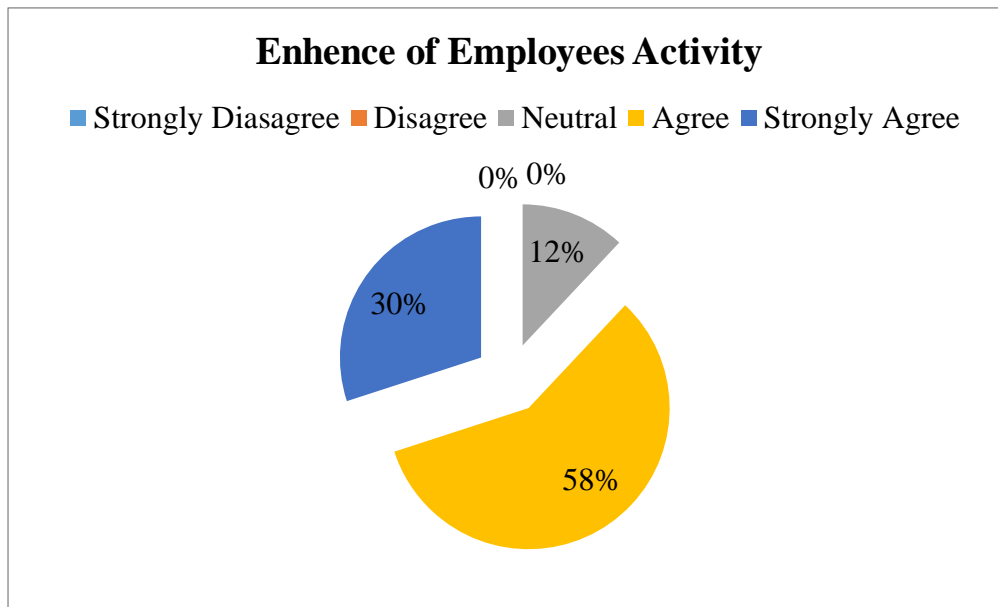


Figure: 4.22

According to the findings that are shown in Figure 4.22, each and every one of the participants agreed with the claim that was expressed before.

Statement 20: Is there any need for further remarks or understandings about HR roles, automation, and AI?

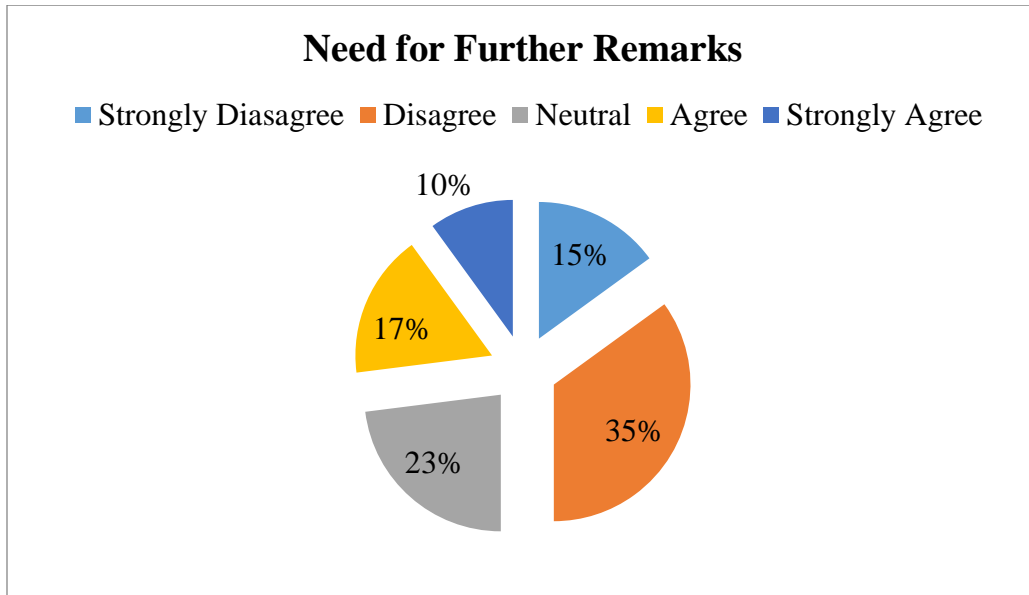


Figure: 4.23

Figure 4.23 shows that 35% of individuals believe there is no need for more comments in the firm. However, 23% of people have no opinion about the claim, and 17% believe building new remarks or understandings regarding HR jobs, automation, and AI are necessary.

5.4 Findings

By analyzing both primary and secondary data, the constraints and parameters of AI and automation in HR functions and their efficacy have been identified. This was done to establish a foundation for future research.

5.4.1 Scope in AI and Automation in HR Functions System at Hypertag Solutions

- **Recruitment and Ability Acquisition:** AI can assist in evaluating resumes and selecting the best candidates. Chatbots and virtual assistants are able to schedule interviews and inquire about prospective candidates. Interview scheduling automation and video interviewing technologies expedite the process.

- Orientation and training: Chatbots powered by AI can facilitate the onboarding of new employees. These chatbots can provide answers and vital information to new recruits. Automation facilitates the creation and administration of digital induction protocols and forms.
- Employee Engagement: Analyzing employee engagement surveys, remarks, and sentiment, artificial intelligence can identify improvement opportunities. Chatbots and other virtual assistants can respond instantaneously to staff inquiries and concerns.
- Administration of Performance: For performance evaluations and goal-setting, AI may provide insights and data-driven suggestions. Computerized performance evaluation instruments may enhance the administration of employee performance.
- Instruction and Profession Advancement: LMSs powered by AI can customize employee training. Automation can monitor training progress and deliver fresh content.
- Management of payroll and benefits: Payroll processing can be completed quickly and accurately thanks to automation. AI can assist employees in selecting the best benefit programs for them.
- Data Evaluation and Forecasting: AI and machine learning can predict employee turnover, identify top performers, and provide workforce planning strategies.
- Risk and Compliance Administration: Human Resources may be aided by automation to conform to evolving labor laws. Compliance issues can be identified and addressed by artificial intelligence.
- Worker Self-Service: AI-powered chatbots and self-service portals enable employees to independently access information, request time off, and complete other HR-related tasks.

5.4.2 Challenges in AI and Automation in HR Functions System at Hypertag Solutions

Implementing AI and automation in HR operations systems has the potential to bring about a wide variety of advantages, but it also brings with it a wide variety of issues that need to be addressed by Hypertag Solutions. The following are some of the most significant difficulties:

- Protecting critical information: AI and automation generally need private employee data. It is essential to safeguard sensitive data against theft and unauthorized usage.

- Being unbiased: Biases from HR data may be inherited by AI systems, which might affect recruiting decisions and performance review results. Fairness and bias in systems are challenging to accomplish.
- Ethical issues: AI in HR presents moral concerns concerning employee privacy, consent, responsibility, and transparency
- Change Reluctance: A potential reason why HR professionals are cautious of automation and AI is because they worry about losing their jobs or control over crucial HR functions.
- In terms of compatibility and integration: Older systems may need technology upgrades in order to integrate AI and automation.
- Insufficient Information: It's possible that many HR professionals lack the necessary expertise to operate AI and automation technology.
- Cost: Automation and AI may be expensive, particularly for smaller businesses with limited resources.
- The caliber of the data: To function properly, AI systems require high-quality data. Poor data quality might result in incorrect findings and suggestions.
- Public openness and accountability: It could be challenging to comprehend how AI systems make choices. Acceptance and responsibility may be hampered by a lack of openness.

CHAPTER 06

RECOMMENDATIONS AND

CONCLUSION

6.1 Recommendation

Incorporating AI and automation into HR tasks might prove to be a fruitful approach for Hypertag Solutions, which would allow for increased productivity, improved decision-making, and improved working conditions for staff members. The following are some suggestions for making successful use of artificial intelligence and automation in HR function systems:

- a) Establishing really clear objectives and a strategy for integrating AI and automation into HR practices is crucial before Hypertag Solutions get started. Identify the HR functions that will benefit most from the usage of these technologies.
- b) Make sure Hypertag Solutions human resources data is correct, current, and organized. The effectiveness of automation and AI programs depends heavily on the availability of high-quality data.
- c) Justice and ethical considerations need to come first. Regularly assess the possibility for bias in AI systems and take action to rectify any issues brought up by the results. Making choices in a transparent way is crucial.
- d) Participate actively in resolving the objections and worries of the HR personnel. Employees should be included in the implementation process, training and resources should be made available, and it is important to highlight the benefits of automation and AI.
- e) It is crucial to choose reputable vendors with a track record of upholding moral standards and safeguarding consumer data if Hypertag Solutions want to leverage AI or automation technologies offered by third parties. Conduct the necessary amount of study on their systems.
- f) Implementing strict data security protocols is necessary to protect employee information. Compliance with data protection laws such as the GDPR and HIPAA is crucial.
- g) Make it necessary for AI systems to provide explanations for their decisions. Establish protocols for the oversight of automation and AI systems as well as their responsibility.
- h) Keep an ongoing review of the efficiency of automation and AI in HR processes, concentrating on their impact. It is crucial to keep these systems updated and modified in order to solve any issues with HR or shifts in demand.

- i) Include Hypertag Solutions employees in the creation of new tools and the feedback-gathering process, particularly for those technologies that may impact their experience, such as chatbots or self-service portals.
- j) Keep abreast with the local labor rules and regulations that apply to your situation, and confirm that the AI and automation processes utilized in HR are compliant with them.
- k) The right training and upskilling programs will provide HR professionals the abilities they need to effectively use automation and artificial intelligence.
- l) Not just for HR professionals but also for employees who will interface with AI and automation technologies, a great focus must be placed on creating a good user experience. It is crucial to provide user-friendly interfaces.
- m) It is advised to start with smaller-scale pilot projects before initiating the full-scale deployment of AI and automation in order to gauge the impact and acceptance of these technologies.
- n) Automation and artificial intelligence (AI) in the HR division must align with the organization's broader strategic goals. Instead than impeding the achievement of the larger company objectives, they should support them.
- o) Be prepared to adapt and improve the automation and AI solutions you utilize in response to altering organizational and technical needs.
- p) Establish KPIs to track the effectiveness and return on investment (ROI) of automation and AI in HR. Keep a regular timetable for monitoring and analyzing these signs.
- q) Consider working with legal advisers that specialize in the confluence of AI and employment law, or consider including HR staff members with experience in employment law.

By heeding this guidance, Hypertag Solutions may maximize the benefits that AI and automation in HR provide while lowering the risks and challenges that can ensue. If its implementation is conducted in a manner that is smart and ethical, it will ultimately result in improved HR processes and better employee experiences.

6.2 Conclusion

In summary, the integration of artificial intelligence (AI) and automation in the realm of human resources (HR) represents a significant shift in the approach that organizations use to oversee their

staff and execute HR protocols. The integration of advanced technology has the capacity to induce a fundamental transformation in human resources (HR) procedures, resulting in data-centric, employee-centric, and enhanced operational processes. The use of artificial intelligence (AI) and automation technologies enhances the efficiency of conventional human resources (HR) activities, resulting in less reliance on manual labor and a decrease in error rates. As a consequence, there is an increase in precision and efficiency in several domains such as payroll, recruitment, and performance management. The use of automation in performing normal HR functions has the potential to provide significant cost savings for organizations, including both time and resource utilization. In order to use the benefits of artificial intelligence (AI) and automation while effectively tackling the associated challenges, organizations should begin by formulating a well-defined plan. This strategy should prioritize ethical and equitable practices, actively engage in change management, ensure the safeguarding of data security and privacy, and provide comprehensive training and assistance for human resources (HR) personnel. This will enable enterprises to use the advantages of artificial intelligence and automation while effectively tackling the aforementioned concerns. The implementation process necessitates the continuous monitoring, evaluation, and change in order to ensure effectiveness. This enables enterprises to augment employee experiences, improve their human resources operations, and sustain their competitive advantage in a sector that is experiencing rapid transformation in Bangladesh.

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Survey Questionnaire

The Future of HR: AI and Automation in HR Functions in Bangladesh: A Study on Hypertag Solutions

Dear Participant,

The following questionnaire will be used to get information from management and HR staff at Hypertag Solutions concerning AI and automation in HR roles and procedures. Only the academic community will have access to the information that provide.

Gender	Male		Female	
Job Title	Executive	Recruiter	HR Manager	MTO
Professional Experience	0-1 Year	2-4 Years	5-7 Years	8 Years and above

Statement		Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
AI and Automation in Human Resources						
01.	Do your HR procedures now make use of artificial intelligence or automated tools?					
02.	Do you use technologies or platforms that you utilize if you are employing artificial intelligence or automation?					

03.	Are automation and artificial intelligence affected companies HR practices?					
Planning of Human Resources and Analysis of Working Conditions						
04.	The company analyzes its positions and plans its staff to assess its current and future demands.					
05.	The organization encourages an increasing number of applicants to submit their applications effectively.					
Implementation of Artificial Intelligence and Automation						
06.	How difficult was it to apply AI or automation into your HR procedures??					
07.	Have you made any efforts to teach or upskill your human resources team so that they can better adapt to AI and automation?					
08.	How satisfied are you with the overall success of putting artificial intelligence and automation into practice in your HR functions?					

Into the Future: Trends						
09.	Do you expect to be the most promising future developments in HR technology (whether it be automation, artificial intelligence, or other technologies)?					
10.	Do you have any future plans to increase the amount of AI and automation that is used in your HR functions?					
11.	Any possible obstacles or worries do you anticipate in the future when it comes to deploying more AI and automation in human resources (HR)?					
Questions of a General Nature						
12.	What do you think the impact of AI and automation will be on the role that HR professionals play in the future at your organization?					
13.	When employing AI in human resources procedures like recruiting and performance assessment, is there any need of ethical concerns should be taken into account?					

14.	Do you feel that artificial intelligence and automated procedures should be avoided in any particular HR processes or tasks?					
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AI and Automation in HR functions and Organizational Performance

15.	AI and automation in HR services have the potential to significantly reduce an organization's overall expenditures when correctly deployed.					
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16.	The incorporation of AI and automation into HR processes at an organization makes such processes more user-friendly for the workers of the firm.					
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17.	Integrating AI and automation technologies successfully into HR procedures within a business may dramatically boost that firm's overall performance.					
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18.	The use of artificial intelligence (AI) and automation in the HR activities of the business helps to increase employee satisfaction with their entire experience with the company.					
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19.	It's possible that effective use of AI and automation in HR activities might cut down on employee turnover, absenteeism, and boredom.					
Extra Notes and Comments						
20.	Is there any need for further remarks or understandings about HR roles, automation, and AI?					