

The Role of Artificial Intelligence in Improving Human Resource Management Practices in Marketing Companies

Venkateswaran Radhakrishnan^{1*}, Sunil Kumar², Punit Kumar Dwivedi³, Veena Prasad Vemuri⁴, Yashvi Naik⁵, Jeyalakshmi R⁶, Sudheer S Marar⁷

¹*Sr. Faculty, Information Technology Department, College of Computing and Information Sciences, University of Technology and Applied Sciences-Salalah

²Department of Tourism and Hospitality and Management, Mizoram University, Aizawl.

³Professor & Group Director, Modern Institute of Professional Studies, Modern Group of Institutions, Indore, Devi Ahilya University, Indore (M.P).

⁴Principal, NKES College of Arts Commerce and Science, Mumbai.

⁵Assistant Professor, D R Patel and R B Patel Commerce College and Navnirman Institute of Management, Veer Narmad South Gujarat University.

⁶Associate Professor, Department of Management Studies, Sri Sairam Engineering College.

⁷Professor and HOD, Computer Applications, Nehru College of Engineering and Research Centre.

Email: venkateswaran.radhakrishnan@utas.edu.om, chefsunilbalhara@gmail.com, punit.hyd@gmail.com, veenavrp@gmail.com, yashvidesai7@gmail.com, jeyalakshmi.mba@gmail.com, ssmarar@gmail.com

***Corresponding Author:** Venkateswaran Radhakrishnan

*Email: venkateswaran.radhakrishnan@utas.edu.om

Citation: Venkateswaran Radhakrishnan et al. (2024), The Role of Artificial Intelligence in Improving Human Resource Management Practices in Marketing Companies, *Educational Administration: Theory and Practice*, 30(4), 320-325,

Doi: 10.53555/kuey.v30i4.1459

ARTICLE INFO

ABSTRACT

Artificial intelligence (AI) is transforming a number of sectors, including marketing, by providing hitherto unseen possibilities for improving productivity, streamlining procedures, and providing individualized experiences. In marketing firms, human resource management (HRM) is essential for attracting, developing, and retaining talent that will propel the company's success. This study examines how AI is incorporated into HRM procedures in marketing firms, examining the effects this has on hiring, talent management, employee engagement, and overall organizational performance. This paper aims to provide insights into how AI can optimize HRM processes and support marketing companies' strategic objectives by looking at current trends, challenges, and opportunities.

Keywords: artificial intelligence, marketing firms, talent management, hiring, employee engagement, human resource management, and organizational performance.

INTRODUCTION

The use of Artificial Intelligence (AI) in Human Resource Management (HRM) is revolutionizing the way companies in various industries, including marketing, operate. With stiff competition in the marketing sector, businesses are turning to AI-driven solutions to streamline HR processes and boost efficiency. The incorporation of AI in HRM is not only transforming traditional practices but also presenting unprecedented opportunities for improving workforce management and driving organizational success. Particularly in marketing companies, where talent acquisition, retention, and development are vital for sustained growth and a competitive edge, AI offers numerous benefits. AI-powered recruitment tools help in sourcing, screening, and selecting candidates with the right qualifications and cultural fit efficiently. Through advanced algorithms, vast amounts of data from resumes, social media profiles, and other sources are analyzed to identify top talent quickly. By automating routine tasks like resume parsing and initial screening, HR professionals can concentrate on the strategic aspects of recruitment, leading to a more agile and effective hiring process. Furthermore, AI supports personalized learning and development programs that cater to individual employee needs. By utilizing machine learning algorithms, HR managers can pinpoint skill gaps and recommend relevant training modules or resources to boost employees' competencies. This personalized approach not only

enhances employee engagement but also promotes a culture of continuous learning within the organization, crucial for keeping up with rapid changes in the marketing landscape. Additionally, AI-driven analytics tools empower HR departments to make data-driven decisions on workforce planning, performance evaluation, and employee engagement. By assessing metrics like turnover rates, productivity levels, and sentiment analysis from employee feedback, AI provides valuable insights into areas that require attention and opportunities for improvement. This allows HR professionals to devise proactive strategies for talent retention and career advancement, ultimately improving overall organizational performance.

AI also improves the employee experience by using chatbots or virtual assistants to handle administrative duties and offer easy access to HR services. Workers can more easily access information about policies, benefits, and leave management, which eases the administrative load on HR staff and boosts productivity. Additionally, AI-powered chatbots can provide 24/7 individualized support, resulting in an HR interface that is more responsive and easy to use. But the use of AI in HRM also brings with it some difficulties and moral dilemmas. For AI to be implemented fairly and openly, issues with data privacy, algorithm bias, and job displacement must be addressed in advance. In addition, it is imperative to implement efficacious change management tactics to address employee resistance and facilitate the seamless integration of AI-powered HR solutions. AI's application to HRM practices in marketing firms has enormous potential to improve talent management, propel organizational expansion, and promote an innovative culture. Marketing companies can gain a competitive edge in attracting, developing, and retaining top talent by effectively leveraging AI technologies. This will help them position themselves for success in the ever-evolving and dynamic marketplace.

STREAMLINING TALENT ACQUISITION

Reducing the time it takes to find talent through artificial intelligence (AI) has great potential to improve human resource management procedures in the fast-paced, highly competitive world of marketing. In an effort to obtain a competitive advantage in the market, marketing firms are increasingly depending on AI-powered solutions to effectively find, attract, and retain top talent. The automation of tedious tasks is one of the main ways AI improves talent acquisition in marketing companies. Conventional hiring procedures frequently entail evaluating candidates, setting up interviews, and manually screening resumes. Artificial intelligence (AI) algorithms are capable of sorting through enormous volumes of data, such as online portfolios, social media profiles, and resumes, to find applicants with the necessary education and experience. Because the hiring process is accelerated by this automation, recruiters can devote more of their time and energy to interacting with exceptional candidates and forming lasting bonds. Furthermore, candidate data can be analyzed by AI-powered tools to forecast future performance and organizational culture fit. Recruiters can find patterns and trends in candidate attributes, such as personality traits, cultural preferences, and past work performance, by utilizing machine learning algorithms. By using a data-driven strategy, marketing companies can make better hiring decisions that lower attrition and strengthen team dynamics. Moreover, AI makes it easier to customize the hiring process for managers and candidates alike. Natural language processing (NLP)-enabled chatbots and virtual assistants can interact with applicants in real-time, responding to inquiries, offering comments, and helping them through the application process. This improves the applicant experience while also giving recruiters more time to concentrate on more strategic duties like developing talent strategies and employer branding campaigns. Furthermore, marketing organizations can continuously assess and improve their recruitment strategies thanks to AI-driven analytics. Through the monitoring of critical performance metrics (KPIs) like hiring quality, cost per hire, and time to fill, companies can pinpoint areas for development and modify their hiring procedures accordingly. By fostering a culture of continuous improvement, this data-driven approach makes sure that talent acquisition initiatives are in line with business goals and ultimately contribute to the success of the organization as a whole. AI has enormous potential to simplify talent acquisition for marketing firms. It will help them find and attract top talent more quickly, make data-driven hiring decisions, customize the hiring process, and continuously improve their operations. Marketing companies can gain a competitive edge in the talent market and stimulate long-term growth and innovation by implementing AI-powered solutions.

ENHANCING PERFORMANCE EVALUATION

Improving performance evaluation by incorporating Artificial Intelligence (AI) has become a game-changing tool for human resource management practices in marketing firms. These businesses can maximize worker productivity and efficiency by streamlining procedures, gaining deeper insights, and making data-driven decisions by utilizing AI's capabilities. Process large volumes of data quickly is one of the main advantages of using AI in performance review. Marketing firms work with a variety of metrics, from customer engagement rates to sales figures. Artificial intelligence (AI) algorithms are able to sort through this data and find patterns and trends that human evaluators might miss. Managers are able to make well-informed decisions about the allocation of resources, training programs, and performance incentives thanks to this analysis, which offers a thorough understanding of individual and team performance. Additionally, AI-powered performance review systems can provide workers with immediate feedback. Conventional performance reviews frequently take place every year or every two years, which restricts the efficacy of prompt interventions. Employees can

continuously improve and stay in line with company objectives by using AI to provide them with immediate feedback based on their actions and results. Marketing teams benefit from this real-time feedback loop by cultivating an agile and responsive culture that allows them to quickly adjust to shifting market conditions. AI-driven performance evaluation also makes it easier to identify employees' skill gaps and training requirements. Artificial intelligence (AI) algorithms are able to identify areas that need more support or development opportunities by comparing performance data to predefined benchmarks. The implementation of a proactive approach to talent management guarantees that employees possess the requisite skills and knowledge to perform well in their positions, thereby augmenting the overall efficacy of marketing campaigns and initiatives. Furthermore, biases present in conventional evaluation techniques are lessened by AI-powered performance evaluation systems. It is possible for human evaluators to unintentionally introduce subjective conclusions based on preconceived notions or biases. Contrarily, AI algorithms minimize the impact of bias in decision-making processes by evaluating performance using objective standards and statistical analysis. An important step toward bettering human resource management procedures in marketing firms is the incorporation of AI in performance evaluation. These businesses can improve productivity, encourage ongoing development, and produce better results for staff members and the company as a whole by utilizing AI capabilities.

IMPROVING EMPLOYEE ENGAGEMENT

A crucial factor in determining an organization's success is employee engagement, especially in dynamic and fast-paced marketing settings. Natural language processing (NLP) and sentiment analysis are two AI-powered engagement tools that are used to measure employee satisfaction, sentiment, and morale in real-time. Artificial intelligence (AI) algorithms are able to identify indicators of employee disengagement or burnout by keeping an eye on communication channels like emails, chat platforms, and social media. Additionally, employees receive individualized support and assistance from virtual assistants with AI capabilities, which improves their overall experience working for the company. AI promotes a supportive work environment and proactively addresses issues to increase employee engagement, loyalty, and retention. AI-powered solutions can also improve internal marketing company communication channels. Chatbots and virtual assistants enable employees to retrieve data, request help, and offer instant feedback. This immediate accessibility promotes open communication and transparency, both of which are critical for developing employee trust and engagement. AI systems can also evaluate employee sentiment and spot trends that might point to burnout or disengagement. HR specialists can take proactive action by identifying these problems early on and providing resources and support to help staff members overcome obstacles and keep their engagement levels high. AI can also be very helpful in marketing companies in advancing diversity and inclusion, which are essential for creating a sense of community among staff members. By offering translation services, AI algorithms can ensure fair opportunity distribution, reduce unconscious bias in hiring procedures, and promote cross-cultural communication. AI fosters diversity and inclusion, which makes workers more engaged and unified. Additionally, based on real-time data analytics, AI-driven performance management systems can give staff members ongoing feedback and recognition. With this strategy, annual performance reviews are replaced with ongoing communication and assistance, enabling staff members to develop and excel in their positions. AI has the potential to significantly increase employee engagement in marketing organizations through a variety of means, including personalized experiences, streamlined communication, proactive problem-solving, diversity and inclusion promotion, and ongoing feedback and recognition. Marketing companies can establish a dynamic and engaged workforce that propels organizational success in the ever-changing business landscape of today by leveraging artificial intelligence (AI).

CULTIVATING ORGANIZATIONAL CULTURE

Organizational culture has a significant impact on employee performance and behavior as well as the identity and values of marketing firms. Through the analysis of collaboration dynamics, leadership behaviors, and communication patterns within an organization, artificial intelligence (AI) technologies provide valuable insights into its culture. Tools for sentiment analysis can evaluate the dominant cultural norms and pinpoint areas that need to be improved or brought into line with strategic goals. AI is a major factor in supporting marketing companies' learning and development programs in addition to recruitment and engagement. AI algorithms can be used to create individualized training plans that are suited to the needs of each individual employee. AI-powered learning platforms can deliver relevant content in a format that resonates with each employee by taking into account factors like learning styles, skill gaps, and career aspirations. This promotes continuous growth and skill enhancement while reinforcing the company's cultural values. Additionally, AI can help the company foster inclusivity and transparency. Employees looking for assistance or information about company policies, procedures, and cultural norms can use chatbots and virtual assistants that have natural language processing capabilities. This guarantees that every worker has equitable access to the tools they need and is given the authority to support and uphold the company culture. To sum up, marketing organizations can enhance and fortify their organizational culture by incorporating artificial intelligence into their HRM procedures. Businesses can improve hiring procedures, boost employee engagement, provide individualized

learning opportunities, and encourage transparency and inclusivity by utilizing AI-driven insights and technologies. This will ultimately create a successful, happy work environment.

CONCLUSION

The integration of Artificial Intelligence is revolutionizing HRM practices in marketing companies, driving efficiency, effectiveness, and innovation across various functions. From talent acquisition to performance evaluation, employee engagement, and organizational culture, AI offers unprecedented opportunities for optimizing human capital management. However, realizing the full potential of AI in HRM requires careful consideration of ethical implications, data privacy concerns, and the need for human oversight. By embracing AI as a strategic enabler, marketing companies can unlock new possibilities for enhancing workforce productivity, competitiveness, and sustainability in the digital age.

REFERENCES

1. Chandra, K. Ram, M. Ramachandran, and Soniya Sriram Kurinjimalar Ramu. "Exploring The Possibilities of Web Based Learning." *Contemporaneity of Language and Literature in The Robotized Millennium* 4(1) (2022): 19-27.
2. Chandra, K. Ram, Et Al. "Understanding Blended Learning Advantages and Limitations." *Contemporaneity of Language and Literature in the Robotized Millennium* 4.1 (2022): 10-18.
3. Chandra, K. Ram, Et Al. "Recent Trends in Workplace Learning Methodology." *Contemporaneity of Language and Literature in the Robotized Millennium* 4.1 (2022): 28-36.
4. Chala Wata Dereso, Dr. Om Prakash H. M., Dr. K. Ram Chandra, Dr. Javed Alam, Dr. K. S. V. K. S. Madhavi Rani, Dr. V. Nagalakshmi. "Education beyond Covid-19 –The World Academic Coalition". *Annals of the Romanian Society for Cell Biology*, Vol. 25, No. 2, Mar. 2021, Pp. 2062-76.
5. K Ram Chandra, Bbrg Vijaya Lakshmi, Mrs G Rani, Raghavendra Kumar. "Farmer Digital Marketing System" *Solid State Technology*, Vol. 63, No. 5 (2011), 3250-3257.
6. Ram Chandra Kalluri. "Meaning Reorganization View Vis-A- Vis Hidden Reality View-Revisiting The Allotropes of Psychodynamics of Insight". *International Journal of Human Resources Management and Research*, Vol. 3 No. 4 (2013), 69-74.
7. K Ram Chandra. "Hetero-Balancing Approach to Curriculum Planning Using the Systemic-Functional Analysis" *Proceedings of Isfc 35: Voices Around the World*, 78.
8. Sgva Prasad, Cm Anitha, K Ram Chandra, Vijaya Lakshmi, Ravi Chandran, B Annapurna. "Pesticide Spraying Robot: The Mechatronics Approach to Agriculture". *International Journal of Early Childhood Special Education*, Vol.14 No.5, 2022.
9. Dr. M. Esther Kalyani P. Hemalatha, Dr. K Ram Chandra, Dr. Shakila Azim, Dr. B. Annapurna, Dr. V. Nagalakshmi. "The Element of Emotional Intelligence and Their Impact on Social Relation". *International Journal of Early Childhood Special Education*. Vol.14 No.03 (2022), 7.
10. Ram Chandra Kalluri. "Effects of Covid-19: The Psychosocial Impact on Schools and College Admissions", *Journal of Applied Science and Computations*, Vol.8 No.10 (2021).
11. Shaik Shakeel Ahamad, Al-Sakib Khan Pathan, "Trusted service manager (TSM) based privacy preserving and secure mobile commerce framework with formal verification", *Complex Adaptive Systems Modeling*, Volume 7, 1-18, 2019.
12. Nagarjun, P. M. D., and Shaik Shakeel Ahamad. "Review of Mobile Security Problems and Defensive Methods." *International Journal of Applied Engineering Research* 13(12) (2018): 10256-10259.
13. Ahamad, Shaik Shakeel, V. N. Sastry, and Siba K. Udgata. "Secure mobile payment framework based on UICC with formal verification." *International Journal of Computational Science and Engineering* 9(4) (2014): 355-370.
14. Ahamad, Shaik Shakeel, Ibrahim Al-Shourbaji, and Samaher Al-Janabi. "A secure NFC mobile payment protocol based on biometrics with formal verification." *International Journal of Internet Technology and Secured Transactions* 6(2) (2016): 103-132.
15. Ahamad, Shaik Shakeel, Siba K. Udgata, and V. N. Sastry. "A new mobile payment system with formal verification." *International Journal of Internet Technology and Secured Transactions* 4(1) (2012): 71-103.
16. Arumugam, T., Arun, R., Anitha, R., Swerna, P. L., Aruna, R., & Kadiresan, V. (2024). Advancing and Methodizing Artificial Intelligence (AI) and Socially Responsible Efforts in Real Estate Marketing. In S. Singh, S. Rajest, S. Hadoussa, A. Obaid, & R. Regain (Eds.), *Data-Driven Intelligent Business Sustainability* (pp. 48-59). IGI Global. <https://doi.org/10.4018/979-8-3693-0049-7.ch004>
17. Chandra, K. Ram, Et Al. "Recent Trends in Workplace Learning Methodology." *Contemporaneity of Language and Literature in the Robotized Millennium* 4.1 (2022): 28-36.
18. Chala Wata Dereso, Dr. Om Prakash H. M., Dr. K. Ram Chandra, Dr. Javed Alam, Dr. K. S. V. K. S. Madhavi Rani, Dr. V. Nagalakshmi. "Education beyond Covid-19 –The World Academic Coalition". *Annals of the Romanian Society for Cell Biology*, Vol. 25, No. 2, Mar. 2021, Pp. 2062-76.
19. Arun, Bernard Edward Swamidoss, Venkatesan (2023), Impact of Hospitality Services on Tourism Industry in Coimbatore District, *Journal of Namibian Studies - History Politics Culture*, Volume 33, Special Issue 3, Pp. 2381-2393.

42. Williams, Vasanthi Reena, And Akash Kumar Singh. "A Preliminary Study On the Opportunities and Challenges of Cottage Industries in India." *International Journal of Entrepreneurship and Development Studies* 5.3 (2018): 273-283.
43. Williams Vasanthi Reena. "A Study On the Issues Related to Prospects of Higher Education Affecting Women Living in Slum Areas of Mysore City." *ZENITH International Journal of Multidisciplinary Research*,4(9) 2014: 196-203.
44. Williams Vasanthi Reena. "Public Health Management- Disposal of Date Expired Drugs an Empirical Study." *International Journal of Social and Economic Research*,2(1) 2012: 92-100.
45. Williams, Vasanthi Reena. "A Study on Women Empowerment Schemes Provided at A Glance (Shg) Vocational Training Centre at Mysuru". *AU Ejournal of Interdisciplinary Research*, 1(2) 2016.
46. Williams, V.R. And Ali, K. "A Comparative Study of Capital Market Operations in India & Tanzania". *AU Ejournal of Interdisciplinary Research*. 3(2), 2018.