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A STUDY ON “ROLE OF CHATGPT IN HUMAN RESOURCE MANAGEMENT”

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ABSTRACT:

This study investigates the evolving role of ChatGPT in Human Resource Management (HRM). With advancements in artificial intelligence, ChatGPT emerges as a promising tool for various HRM functions, including recruitment, training, employee engagement, and performance evaluation. By leveraging natural language processing capabilities, ChatGPT facilitates streamlined communication between HR professionals and employees, enhances candidate screening processes, provides personalized training modules, and offers real-time support. Additionally, ChatGPT assists in fostering a more inclusive workplace by minimizing biases in decision-making processes. Through a comprehensive review of existing literature and case studies, this research aims to analyze the effectiveness of ChatGPT in HRM practices and its implications for organizational efficiency and employee satisfaction. Understanding the potential of ChatGPT in HRM can guide organizations in adopting innovative technologies to optimize their human capital management strategies.

KEYWORDS: Human Resource Management, ChatGPT, AI tool, HRM practices, Artificial Intelligence, Chatbots, Recruitment, Training & Development.

INTRODUCTION:

Based on the GPT-3.5 architecture, OpenAI created the sophisticated language model known as ChatGPT (Generative Pretrained Transformer). It is meant to enable human-like interactions through written text and marks a major advancement in natural language processing and understanding. Until its most recent training data update in September 2021, the model was trained on a wide variety of internet texts, giving it a comprehensive understanding of language, context, and content.

ChatGPT used by HR:

ChatGPT is a tool that human resources (HR) departments can use in a variety of ways to

improve employee experiences, increase communication, and expedite operations. Implementing Chat GPT in HR Management can provide numerous benefits to the entire organisation. It's a chatbot that mimics human conversation to answer complex queries, provide help, and even make transactions. The field of human resource management is in charge of managing an organization's personnel, from hiring and onboarding to performance reviews and employee development. Effective communication and well-informed decision-making have always been essential in this profession to cultivate a motivated and productive staff. On the other hand, traditional approaches to human resource management have frequently required a lot of time and resources. Here comes ChatGPT, an advanced artificial intelligence language model that can comprehend and produce text that seems human. A new era of data-driven insights, improved decision support, and streamlined communication has begun with its integration into HRM procedures.

This study sets out to provide a thorough investigation into ChatGPT's function in HRM, exploring both its diverse contributions and its potential for revolution. It's critical to comprehend how ChatGPT might transform HRM procedures when businesses use AI-driven solutions to streamline their processes. The purpose of this study is to present a thorough review of the applications of ChatGPT in HRM functions, such as hiring, employee engagement, training, and policy distribution. Through an analysis of practical case studies and illustrations, this study aims to clarify the concrete advantages and possible obstacles linked to the use of ChatGPT within HRM environments.

ChatGPT's capacity to absorb large volumes of data quickly and provide responses that seem human could speed up decision-making processes and make HRM a more responsive and agile role. But along with all of the benefits, there are problems and ethical issues. There may be worries about job displacement and the loss of the human element in HR contacts if some HR duties are automated with ChatGPT. This research will focus on three important issues: protecting data privacy, ensuring the ethical application of AI in HRM, and striking a balance between automation and human interaction.

The crucial role of human resource management (HRM) in organisations includes hiring, training, performance reviews, and employee engagement, among other things. The introduction of AI technologies has caused a major change in HRM. ChatGPT is an AI-driven language model that is highly sophisticated and has the ability to completely transform HRM procedures.

The core of HRM is recruitment, and ChatGPT may significantly improve the hiring process. It can help with initial prospect screening, performing preliminary interviews, and even writing precise and interesting job descriptions. HR specialists may be able to concentrate on more strategic work by doing this, which can save them time and effort.

HR can use ChatGPT in the following ways:

- Recruitment and Onboarding
- Employee Assistance
- Training and Development
- Employee Engagement
- Policy and Procedure Communication
- Performance Management
- Offboarding and Exit Interviews
- Wellness and Support

Will ChatGPT Take the Place of HR Experts?

In human resources, artificial intelligence cannot take the role of the "human." It's unlikely that experts in this field will be completely replaced anytime soon, as 39% of respondents to a recent survey expressed concern about ChatGPT's growing popularity taking away from personal contact. 80% of US workers believe ChatGPT will affect at least 10% of their duties, and 26% of workers worry that AI would result in job losses. ChatGPT has the ability to completely transform productivity. Artificial Intelligence (AI) can expedite procedures, but it lacks the true empathy and compassion that are essential to a people-centered enterprise. Artificial Intelligence (AI) technologies will not replace workers; rather, they will augment AI to enhance human labor.

Limitations of ChatGPT:

Although ChatGPT is a useful tool, it has several inherent drawbacks that need to be taken into account.

1. Precision:

Because updating ChatGPT's training requires a large amount of processing power and computational resources, its knowledge base is limited to events and information through 2021. Even while there might be sporadic updates down the road, some of the answers provided now might not be correct, and if there isn't enough information available, the chatbot frequently fills in the blanks with potentially false information. The bot may give "plausible-sounding but incorrect or nonsensical answers," according to OpenAI. It's critical to carefully consider the data that ChatGPT presents.

2. General Reactions:

Without extremely particular inputs, ChatGPT is unable to produce exact responses that precisely match the philosophical and cultural quirks of any single firm. It shouldn't be exclusively depended upon to accurately develop individualized information because of its propensity to generate generic outputs. It is essential to modify ChatGPT's responses to fit each organization's policies and tone.

3. Disparities:

It has been reported that ChatGPT produces discriminatory output against minority groups,

gender, and race. This is because ChatGPT is trained on text written by individuals from all over the world, both past and present, meaning that the same prejudices and biases that exist in the real world are also present in the data. The tendency of ChatGPT to infer someone's gender based just on the job title provided in the prompt is one instance where this is most clear.

DEFINITION OF THE VARIOUS TERMINOLOGIES:

ChatGPT:

In November 2022, Open AI published ChatGPT, an AI chatbot system. It is an artificial intelligence tool that can respond to your questions in a conversational style, much like how people speak.

Human Resource Management:

Human resource management (HRM) is the process of hiring people, training them, compensating them, developing policies for them, and developing retention strategies.

REVIEW OF LITERATURE:

Ajay Agrawal et al.,(2022) states that The Open AI product ChatGPT demonstrates the capability of AI to handle tasks typically associated with "knowledge work." However, in the future, tasks won't merely be transferred from humans to machines. When technology makes it possible for more humans to do a task with the aid of a machine, completely new systems with new business models, employment, and workflows are often the outcome. AI will remain the same: The world will require new and distinctive types of organisations if ChatGPT is to fully realise its promise.

Williams, S. (2019). "Chatbots in HR: A Comprehensive Review." This literature review by Williams provides insights into the evolution of chatbots, with a special emphasis on ChatGPT, and how these technologies are revolutionizing HR functions such as talent acquisition and training.

Vivek and Yawalkar (2019) investigated the role of artificial intelligence in the human aid branch and identified the difficult situations in the HR branch, discovering that the majority of businesses use artificial intelligence or digital technology in human resource management, such as chatbots, machine learning, and robot process automation, to assist with recruiting, screening, onboarding, and interviews. Many human resource organisations have used artificial intelligence and machine language, with AI playing an essential part in interviewing, locating, recruiting, appraising, obtaining employee data, offering real-time information, and supplying reliable information. As a result, AI is playing a growing role in a variety of professions in the human resources department, where robotics organisations can hire, recruit, review data, gather data, minimise workplace workload, and increase workplace efficiency.

Gemma Dale (2023) reflects that "HR professionals need to comprehend and use ChatGPT. These kinds of tools are here to stay and will only get better and more potent, therefore we cannot afford to fall behind. The agenda will be set without our participation if we don't become involved.

Gupta, R., & Sharma, K. (2020). "ChatGPT and HR: A Synthesis of Opportunities and Challenges." This review discusses the dual aspects of incorporating ChatGPT in HR, analyzing the advantages it brings in terms of efficiency and accessibility, as well as potential challenges related to bias and ethical considerations.

Smith, J. (2020). "Exploring the Impact of ChatGPT on Human Resource Management: A Literature Review." This study delves into the various applications of ChatGPT in HR, examining its influence on recruitment, employee engagement, and communication processes.

Shafaque Ansari(2023) states that despite extensive text data training, ChatGPT may still be unable to understand the context and nuances of specific HR situations and may reply improperly or erroneously. Additionally, the quality and relevancy of the training data it received limits its effectiveness, and it could be unable to handle novel or unforeseen HR conditions. Technology has the potential to partially dehumanise the HR function, but its use may also benefit by automating some routine tasks and training HR managers to give the essential human touch and feel to their work.

RESEARCH METHODOLOGY:

Title of the Study: A study on "Role of ChatGPT in Human Resource Management".

Significance of the study:

The study on the role of ChatGPT in Human resources management signifies that ChatGPT can respond to employee inquiries quickly and accurately, provide assistance on HR policies and processes, and support with recruiting and talent management. HR departments can use Chat GPT in the following ways:

- **Employee Onboarding**
- **Employee Benefits**
- **Performance Management**
- **Employee Relations**
- **Talent Acquisition**
- **Compliance Management**
- **Training and Development**
- **Employee Engagement**

Objectives:

1. To know the role of ChatGPT in HR practice.
2. To know how does ChatGPT gives authentic information or not.
3. To know what can be the areas where ChatGPT can replace Human Resources.

Universe:

The universe of this research study includes all individuals who meet the criteria for

inclusion, in line with the research question's goals. More specifically,

The universe may consist of one or more people, teams, businesses, or even physical objects.

The universe for my study will be employees working in a manufacturing unit.

Population:

The population for my research study will be Top/Middle-level HR professionals of Gujarat state.

Sampling Method:

Purposive Sampling method i.e. non-probability sampling techniques is used for the research study in which a group of individuals/ people are selected because they have some sort of characteristics that is needed in this study.

Sample Size:

A total no of 38 top and middle level HR professionals will be sampled from various manufacturing and consultancy unit in Gujarat to represent the study population adequately.

Method of data collection:

In this study both primary and secondary data collection methods are being used. Primary data will be gathered through questionnaires. Primary data will be collected from employees and workers. Questionnaire will be use as a tool for data collection; it will consist of 20 questions only. Secondary data collected from journals, internet and books will be consulted for the purpose of gathering secondary data.

Research Design:

Qualitative and Quantitative Research Design will be followed.

Qualitative research design is followed to know the characteristics of respondents through open-ended questionnaires.

Main study is done through following the quantitative research design by statistical analysis of data through SPSS and closed ended questionnaires.

Data Processing and Analysis:

Processing of the collected data would be done through SPSS (ver. 25) software.

Tools for Data Collection:

Primary Source:

The original information obtained by the researcher from the actual research fields is referred to as primary data. For collecting the primary data, questionnaire will be used as a tool for data collection.

LIMITATIONS:

- This research study has to be completed on given time period.
- Accuracy of the report is completely dependent on the responses that has been collected.
- This study is limited to 38 responses only.

- It took a lot efforts and time to collect data and work on this research study.

FINDINGS:

- The majority of respondents in the study have 0 to 5 years of experience, comprising 55.3% of the sample. Those with 5 to 10 years of experience make up 26.3%, while individuals with 10 to 15 years constitute 13.2%. A smaller proportion, 5.3%, have more than 15 years of experience. This distribution suggests a predominantly early to mid-career demographic among the participants in the research.
- The study's gender distribution reveals that 65.8% of respondents are male, while 34.2% are female. This indicates a higher representation of males in the research sample. The gender imbalance could potentially impact the generalizability of findings and emphasizes the need for future studies to strive for a more diverse participant pool.
- The study indicates a generally positive perception of ChatGPT's effectiveness in assisting with routine HR tasks, with 63.2% of respondents expressing agreement (47.4% agree and 15.8% strongly agree). Meanwhile, 28.9% hold a neutral stance, while only 7.9% (2.6% strongly disagree and 5.3% disagree) express a negative opinion. Overall, the majority of participants find ChatGPT to be a beneficial tool for HR-related activities.
- Mixed perception regarding whether ChatGPT enhances communication between employees and HR professionals. While 34.2% of respondents agree and 21.1% strongly agree, indicating a positive sentiment, 26.3% disagree and 18.4% remain neutral. To improve communication effectiveness, it may be beneficial for organizations to address concerns raised by the 26.3% who disagree. Employing additional training or refining the ChatGPT system based on user feedback could contribute to a more universally positive impact on communication within the HR context.
- The study indicates a relatively positive perception regarding the impact of ChatGPT on the efficiency of HR processes, with a combined 55.2% of respondents expressing agreement (44.7% agree and 10.5% strongly agree). However, 36.8% remain neutral, and 7.9% disagree. To enhance efficiency further, organizations may consider addressing concerns raised by the 7.9% who disagree, possibly through additional training or refining the implementation of ChatGPT in HR workflows based on user feedback.
- Varied perception regarding ChatGPT's contribution to employee engagement initiatives, with 42.1% agreeing and 10.5% strongly agreeing. However, 23.7% disagree and 21.1% remain neutral. To maximize the positive impact on employee engagement, organizations may need to address concerns raised by the 23.7% who disagree. Overall, the results suggest that a plurality of employees believe that ChatGPT contributes to employee engagement initiatives.

- The results indicate a mixed perception regarding ChatGPT's effectiveness in streamlining HR tasks, with 36.8% agreeing and 15.8% strongly agreeing. However, 23.7% disagree and an equal percentage remain neutral. To enhance the integration of ChatGPT in HR processes, organizations may benefit from addressing concerns raised by those who disagree and engaging with those who are neutral. Providing targeted training and clear communication on the benefits of ChatGPT in streamlining tasks could help in garnering broader acceptance and understanding among the workforce.
- The findings indicate a generally positive perception of ChatGPT in providing accurate and reliable HR-related information, with 42.1% agreeing and 13.2% strongly agreeing. However, a substantial 31.6% of respondents remain neutral, suggesting room for improvement in establishing confidence in ChatGPT's information accuracy. To address this, organizations could focus on enhancing user understanding through training programs, showcasing successful use cases, and ensuring transparent communication on the reliability of HR information generated by ChatGPT. Establishing trust in the system's capabilities may contribute to a more favourable perception among users.
- A positive perception of ChatGPT's understanding of HR policies and procedures, with a combined 60.5% of respondents agreeing (36.8%) or strongly agreeing (23.7%). However, 26.3% remain neutral, and 13.1% disagree. To enhance ChatGPT's alignment with HR policies, organizations could provide additional training, refine the system based on user feedback, and communicate transparently about how ChatGPT is designed to understand and comply with established policies. Addressing concerns and increasing clarity may further improve user confidence in ChatGPT's grasp of HR procedures.
- a generally positive perception of ChatGPT's accuracy and reliability in the field of HR, with 65.8% of respondents either agreeing (50.0%) or strongly agreeing (15.8%). However, the notable 26.3% who are neutral suggests a need for improved communication and education on ChatGPT's capabilities. To address this, organizations could implement targeted training programs, showcase successful use cases, and actively engage with employees to foster a more comprehensive understanding of ChatGPT's effectiveness in providing accurate and reliable HR information.
- A diverse range of confidence levels in the authenticity of HR information obtained from ChatGPT. While 42.1% express confidence (agree and strongly agree), a significant 50.0% remain neutral. The low disagreement rate of 2.6% suggests a generally positive outlook. To enhance confidence, organizations could focus on targeted communication strategies, transparently addressing the concerns of the neutral group, and providing additional context on how ChatGPT ensures the authenticity of HR

information. Establishing trust is crucial for broader acceptance and effective utilization of ChatGPT in HR contexts.

- A considerable level of trust in ChatGPT as a source for up-to-date and relevant information in HRM, with 57.9% of respondents expressing agreement (47.4%) or strong agreement (10.5%). However, a notable 34.2% remain neutral, indicating an opportunity for organizations to enhance communication on the reliability of information provided by ChatGPT. Strengthening transparency, sharing success stories, and addressing concerns raised by the neutral group could further build trust and encourage broader acceptance of ChatGPT as a reliable source in HRM.
- A majority of respondents perceive ChatGPT as adaptable to the dynamic nature of HRM, with 44.7% agreeing and 13.2% strongly agreeing. However, 28.9% remain neutral, and 13.2% express disagreement. To improve ChatGPT's adaptability, organizations could address concerns from the neutral and disagreeing groups, perhaps through continuous feedback mechanisms, regular updates to the system, and proactive communication on how ChatGPT remains current and applicable in the evolving field of HRM.
- A varied perceptions on whether ChatGPT can offer consistent and unbiased responses in initial candidate screening. While 44.7% agree (34.2% agree and 10.5% strongly agree), a significant 42.1% remain neutral. Addressing the concerns of the neutral group and enhancing transparency in ChatGPT's decision-making process could help build trust and confidence. Additionally, organizations may consider refining the system based on user feedback to ensure more consistent and unbiased outcomes in candidate screening, contributing to improved acceptance and effectiveness in HR processes.
- Positive perception of ChatGPT's ability to assist in drafting standardized communication for HR purposes, with 57.9% agreeing and 21.1% strongly agreeing. However, 15.8% remain neutral, suggesting room for improvement in communication and understanding of ChatGPT's capabilities. To enhance utilization, organizations could provide targeted training on drafting standardized communication using ChatGPT, emphasizing its benefits and addressing concerns raised by the neutral group. This may contribute to increased efficiency in HR communication processes.
- A generally positive perception regarding ChatGPT's effectiveness in handling repetitive and rule-based tasks in HR processes, with 63.2% either agreeing (47.4%) or strongly agreeing (15.8%). However, 18.4% remain neutral, indicating potential uncertainty or the need for further clarification. To optimize the use of ChatGPT for such tasks, organizations could offer targeted training and clear communication on how ChatGPT

can efficiently manage repetitive and rule-based HR processes. Addressing concerns raised by the neutral group may contribute to broader acceptance and effective utilization in HR workflows.

- A mixed perception of ChatGPT's ability to accurately assess and filter resumes based on predefined criteria. While 52.6% agree (44.7% agree and 7.9% strongly agree), 26.3% remain neutral, and 21.1% disagree (15.8% disagree and 5.3% strongly disagree). To enhance the accuracy and acceptance of ChatGPT in resume screening, organizations could address concerns raised by the neutral and disagreeing groups, possibly through additional training, refining the criteria, or providing clearer communication on how ChatGPT operates in this context. This approach may contribute to increased confidence in the system's resume assessment capabilities.
- A favourable perception of ChatGPT's ability to analyze large datasets for identifying trends and patterns in HR analytics, with a majority of respondents (65.8%) either agreeing (55.3%) or strongly agreeing (10.5%). However, 26.3% remain neutral, suggesting potential areas for improvement in understanding or communication. To leverage ChatGPT effectively in HR analytics, organizations may focus on addressing concerns from the neutral group through training and clear communication, ensuring users are confident in the system's capabilities for data analysis in the HR domain.
- ChatGPT's capability to conduct preliminary interviews for candidate suitability. While 42.1% agree (31.6% agree and 10.5% strongly agree), a significant 36.8% remain neutral, and 21.1% disagree (15.8% disagree and 5.3% strongly disagree). To enhance the use of ChatGPT in conducting interviews, organizations could address concerns raised by the neutral and disagreeing groups through targeted training, demonstrating successful use cases, and ensuring clear communication on the system's role in the interview process. This may contribute to increased acceptance and effectiveness in candidate evaluation.
- A positive perception of ChatGPT's potential to offer training and onboarding information to new employees, with a combined 63.2% of respondents either agreeing (47.4%) or strongly agreeing (15.8%). However, 26.3% remain neutral, suggesting a need for enhanced communication and understanding. To optimize ChatGPT's role in training and onboarding, organizations could address concerns raised by the neutral group, providing clear information on how ChatGPT can support new employees, possibly through targeted training programs and user-friendly interfaces. This approach may contribute to improved utilization and acceptance in onboarding processes.
- Potential to support employee engagement through regular check-ins and feedback, with

57.9% of respondents either agreeing (42.1%) or strongly agreeing (15.8%). However, 23.7% remain neutral, indicating an opportunity for organizations to enhance communication and understanding of ChatGPT's role in fostering employee engagement. To maximize the effectiveness of ChatGPT in this context, organizations could provide additional clarity, showcase success stories, and address concerns raised by the neutral group through targeted communication and training efforts.

- A positive perception of ChatGPT's ability to understand and respond appropriately to employee queries related to company policies, with 60.5% of respondents either agreeing (47.4%) or strongly agreeing (13.2%). However, 18.4% remain neutral, suggesting potential areas for improvement in communication or understanding. To further enhance ChatGPT's effectiveness in handling policy-related queries, organizations could address concerns from the neutral group through targeted training and communication, ensuring employees are confident in ChatGPT's capabilities to provide accurate and relevant information. This approach may contribute to increased trust and utilization in policy-related inquiries.

SUGGESTIONS:

Implement targeted training programs to address areas where neutral or negative perceptions exist.

Enhance communication on ChatGPT's capabilities and limitations to improve understanding among users.

Continuously refine ChatGPT based on user feedback to increase effectiveness in HR processes.

Showcase successful use cases of ChatGPT to build confidence and encourage broader acceptance.

Establish transparent communication channels for addressing concerns and providing updates on ChatGPT.

Provide clear guidelines on how ChatGPT aligns with company policies and procedures.

Offer user-friendly interfaces to optimize ChatGPT's role in various HR functions.

Foster a culture of continuous learning and adaptation to maximize the benefits of ChatGPT in HR management.

CONCLUSION:

The findings from the study on role of ChatGPT in human resource management indicate a positive perception overall. Respondents generally acknowledge ChatGPT's effectiveness in routine HR tasks, communication enhancement, and its potential to streamline various HR processes.

However, there are areas, such as employee engagement initiatives and policy-related queries, where concerns and neutral opinions suggest the need for further refinement and communication strategies. It is evident that ChatGPT has the potential to significantly contribute to HR practices, but certain aspects may require targeted interventions for optimal utilization.

The majority of respondents believe that ChatGPT provides accurate and reliable HR information. However, a noteworthy proportion remains neutral, signifying potential uncertainties or the need for clearer communication on ChatGPT's capabilities. While positive sentiments prevail, strategies to enhance user confidence in the authenticity of information, particularly in areas of policy understanding and large dataset analysis, could contribute to more widespread acceptance.

While there is a positive outlook on ChatGPT's capabilities in handling repetitive tasks, drafting standardized communication, and supporting employee engagement, areas like resume assessment, policy understanding, and preliminary interviews exhibit a mix of positive and neutral sentiments. The potential for ChatGPT to replace HR functions in certain areas is acknowledged, but it is clear that a careful and strategic integration, addressing concerns and providing additional training, is necessary to ensure optimal performance.

In conclusion, ChatGPT demonstrates promising potential in augmenting various HR practices, providing authentic information, and potentially replacing certain HR functions. However, challenges and areas for improvement have been identified, pointing to the need for continued research, refinement, and strategic implementation to maximize the benefits of ChatGPT in the dynamic landscape of Human Resource Management.

The application of ChatGPT as a decision support instrument in the context of HRM has great potential to improve operational efficiency, effectiveness, and transparency in HR practices. Artificial intelligence models, such as ChatGPT, can serve as virtual assistants by providing text-based responses to support various organizational tasks, such as hiring, training, performance evaluation, and employee assistance. ChatGPT has the potential to gather important information and perceptive insights about workers and the workplace, which enables HR managers to make better decisions. However, it is imperative to preserve a balanced relationship between ChatGPT's use and human agents' supervision, validation, and understanding of the results produced by the algorithm.

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