

## **DIGITAL TRANSFORMATION THROUGH ARTIFICIAL INTELLIGENCE TOOLS FOR EFFECTIVE E-HRM PRACTICES IN IT COMPANY**

**D. Suba and K. Arockiam**

Digital transformation has made an in-road into the daily operations of companies wherein human resources are involved in data-informatics management. The entire society also goes through an experience of digital transformation which includes profound changes taking place in industries and societies through digital technologies. This research study is aimed to analyse role of AI (Artificial Intelligence) tools like chatbot in the hiring process, the effect of AI training applications on employee skill development, and the impact of HR analytics on employee retention with a descriptive design. The data were gathered from 108 employees from an IT Company in Chennai city through a semi-structured questionnaire by Google Forms. This study has resulted in Chatbot check suitability having shown increased efficiency as an e-HRM practice while Chatbot initiates screening has shown a moderate level of increased efficiency as an e-HRM practice. HR analytics has shown a significant relationship with increased efficiency.

*D. Suba is Ph.D. Research Scholar, Department of Human Resource Management, St. Joseph's College (Autonomous), Tiruchirappalli. Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu, and K. Arockiam is Research Supervisor, Department of Human Resource Management, St. Joseph's College (Autonomous), Tiruchirappalli. Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu. Email: arockiamk@gmail.com*

**Keywords:** *Digital transformation, e-HRM practices, Artificial intelligence, Chatbots, AI-powered training, HR*