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STRATEGIC ROLE OF ARTIFICIAL INTELLIGENCE (AI) ON HUMAN RESOURCE MANAGEMENT (HR) EMPLOYEE PERFORMANCE EVALUATION FUNCTION

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ABSTRACT: ***Purpose*** *– This research paper aims to create a realistic understanding of the favorable and unfavorable experiences that employees have as a result of adopting artificial intelligence (AI) or resorting to the old manual HR methods. It explains the difficulties and the benefits associated with developing human resources in light of the use of artificial intelligence or the old manual HR methods.* ***Design/Methodology/Approach*** *– For this study, the researcher employed a qualitative and exploratory research methodology. The primary element of the qualitative method which is adjusted to comprehend the literature, theories, motivations, viewpoints, and views in order to answer the study issue is exploratory research. This research used data from secondary sources.*

Findings *– The study found that some firms spend over two million hours annually conducting manual HR performance reviews and evaluations. This is a significant amount of time spent on a process that is unreliable because it relies on people's opinions and prior performance. Real-time Artificial intelligence AI-driven assessments not only enable incentives and praise for good performances immediately, but they also ensure accuracy throughout the entire process and sound an alarm if targets are not met on time or performance standards are declining. From the extensive review of literature, it was found that Artificial Intelligence has a positive and significant influence on HR function of employee performance evaluation.*

Practical Implications *– The study recommends a more robust top-level AI design and implementation within the entrepreneurial ecosystem and a robust application of Artificial Intelligence on HR function of employee performance evaluation.*

Originality/value *– This research makes the unique contribution of establishing a qualitative finding that will revolutionize the entrepreneurial ecosystem for more employee productivity and satisfaction.*

KEYWORDS: Artificial intelligence**,** Human Resource Management, Performance Evaluation, Employee Performance, Human Resource.

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INTRODUCTION

In the current dynamic technological environment, the incorporation of artificial intelligence (AI) into many sectors has emerged as a noteworthy catalyst for innovation. Artificial Intelligence (AI) is having a significant impact on human resources (HR) (Chukwuka & Igweh 2024). Organizations can boost productivity, improve decision-making procedures, and improve HR practices by utilizing AI technologies. This research paper will examine AI's place in HR and how it may affect work in the future (Ahmed, 2015).

The phrase "artificial intelligence" refers to a set of technologies that allow computers and other devices to gather data from sensors, mobile devices, and storage (including, but not limited to, speech recognition), analyze and comprehend the data using natural language processing, make intelligent decisions or recommend actions (expert systems), learn from acquaintances (M/L-machine learning), and respond to the demands of the situation (robotics) (Leonidas et al., 2022; Liu, Li, & Thomas, 2017). "Artificial Intelligence is a core transformative way by which we are rethinking how we are doing everything," said Sunder Pichai, CEO of Google as stated by Nikolaai (2015). Further known as machine learning, artificial intelligence is a broad field that mimics mortal abilities and cunning behavior. "The study of artificial intelligence focuses on teaching computers to perform tasks that humans are currently more adept at" (Bughin et *al*., 2017). "It can simulate the information process of the human mind and reasoning while quickly retrieving the database, obtaining information, correctly answering our questions, and providing the optimal answer immediately and logically" (Li R., Guo Y., Jia Q., Chen Y.W., & Li Y.R., 2018). A collection of technologies collectively referred to as artificial intelligence allows computers and devices to gather data from sensors, mobile devices, and storage (including, but not limited to, speech recognition), analyze and interpret the data using natural language processing, make informed decisions or recommend actions (expert systems), learn from friends (M/L-machine learning), and respond to the demands of the situation (robotics) (Leonidas et al., 2022; Liu, Li, & Thomas, 2017). Although HRM has always been an important practice, it has significantly changed in form and function during the last three decades (Cuizon, 2023). Business leaders are rapidly embracing the digital era, and AI powered by machine learning has the potential to drastically change the HR division on several fronts (Kaput, 2016). A workforce that is intelligent is the goal of evaluating the various abilities that make up HRM (Mannila, 1996).

Numerous AI support systems are used in a range of situations, including artificial neural networks, fuzzy sets, and intelligent decision systems (Holland, 1992). Among them, research on AI applications for HRM is currently ongoing (Martinez & Casillas, 2013).

An organization's ability to exploit its human resources as a competitive advantage is a key factor in its success. Combining these human resources with their operational capabilities allows organizations to make the most of them (Muller, 2016). A paradigm shift in corporate operations has been brought about by the fourth industrial revolution (I4.0). However, it demands that human resources be integrated with operations and that they be up-skilled (Riaz & Ghanghas, 2024). This concept was first presented at the Hannover Fair in 2011, and in 2013, Germany formally acknowledged it as a strategic effort, signifying the industry pioneers who had revolutionized the manufacturing sector. This shows how automation is being widely used in the industrial industry, and it incorporates AI and organization in its sphere of influence enablers such as cloud computing, cyber-physical systems (CPS), and the internet of things (IoT) (Roetzer 2017). I4.0 aims to combine IoT, CPS,

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and machine-to-machine (M2M) technologies to better connect the real and virtual worlds. This revolution has led to the emergence of systems such as smart factories, and information and communication technologies (ICT) are the cornerstone of creative industries. I4.0, a new technological framework that integrates intra- and inter-organizational operations, has emerged recently. This will meet the sectors' growing information needs as they investigate the many advantages of digitizing different organizational activities (Sterne, 2017).

Artificial intelligence (AI) is becoming more and more important in our lives, changing the way we work and powering things. Recently, Pew Research Center conducted a poll on the effects of AI on society across 20 worldwide publics. It was carried out at 20 locations around the Asia-Pacific area, the United States, Europe, Canada, Russia, and Brazil at the end of 2019 and the beginning of 2020. This study found that 33% of respondents felt that the use of AI and computer systems had a detrimental influence on society, while more than half (53%) indicated that it had a good one. The majority of Asians have favorable opinions of AI. Regarding the robotic automation of human jobs, attitudes were also mixed (Russell & Norvig, 2010).

LITERATURE REVIEW

Artificial Intelligence and Employee Performance

The science of creating machines with human-like thought processes is known as artificial intelligence. It is capable of actions deemed "smart." Unlike humans, AI technology can process enormous amounts of data in many ways. AI wants to be able to do human-like tasks including pattern recognition, decision-making, and judgment (Chukwuka & Igweh, 2024).

AI can assist in automating tedious administrative chores, allowing HR staff members to concentrate on other facets of their jobs. HR staff may become more productive as a result, freeing them up to focus more on assignments that call for their specialized knowledge. HR teams may make more educated and data-driven decisions by using AI technologies, which can analyze massive volumes of data, spot patterns, and make predictions (Wierenga, 2010). Organizations may increase productivity, reduce procedures, and enhance the employee experience overall by introducing AI into HR. AI has drawn a lot of attention lately because of its potential to completely transform HR procedures. HR teams may make more educated and data-driven decisions by using AI technologies, which can analyze massive volumes of data, spot patterns, and make predictions. Organizations may increase productivity, reduce procedures, and enhance the employee experience overall by introducing AI into HR.

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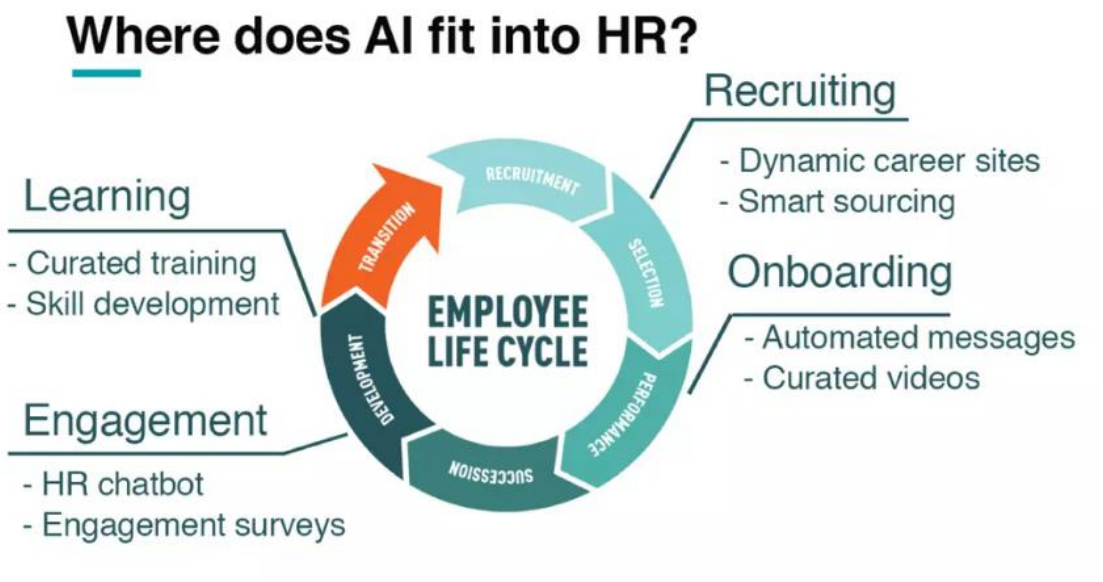

Source: Rama Krishna (2023). Artificial Intelligence (AI) Impact on Human Resources (HR)

Robotics innovation, which encompasses both AI and the Internet of Things (IoT), has made artificial intelligence (AI) a huge opportunity in the workplace. Industry 4.0 is thought to offer possible advantages in precision, efficiency, and flexibility (Chukwuka & Igweh, 2024).

Many adjustments are needed to achieve Industry 4.0, one of which is the Human Resource (HR) role. The HR department's ability is more important in Industry 4.0 and gives the company the upper hand. In order to respond to the challenges and demands, HR should be more circumspect and flexible. We research AI's contributions to Industry 4.0 HR practices and digitization. Two hundred and seventy-one (271) HR professionals with backgrounds in manufacturing, administration, and information technology (IT) were chosen to take part in this research, which focused on five AI applications in HR capabilities.

Possibilities for Artificial Intelligence (AI) in Human Resources (HR)

HR directors may greatly improve and customize the employee experience by implementing AI. Utilize AI to customize outreach and HR initiatives to each person's requirements and preferences in order to enhance important talent engagement and retention. All HR operations can benefit from this customization, including reward and compensation package suggestions, network creation for new hires, and automatic nudges to counter implicit prejudice. While AI has a lot of promise, HR directors must also carefully assess the dangers of prejudice and ethical issues that come with it. It is just as crucial to recognize the limitations of AI as it is to value its capabilities (Krishna, 2023). HR and other business leaders can gain a fundamental, nontechnical foundation in artificial intelligence as well as a deeper grasp of what AI is and is not by reading Artificial Intelligence for HR: Separating the Potential from the Hype. With this understanding, they can identify marketing-driven artificial intelligence (AI) hype and objectively evaluate how AI can impact HR's skills. Understanding the foundations of AI will make HR a more valued partner in determining the best combination of people and technology to achieve business objectives. Discover the present capabilities, recommended precautions, and possible uses of AI in a number of HR functions, including learning and development, talent mobility and career management, coaching, executive compensation,

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diversity, equity and inclusion, onboarding, talent acquisition, and total rewards (Riaz & Ghanghas, 2024).

Principal Applications of Artificial Intelligence (AI) in Human Resources (HR)

➢ **Talent Acquisition:** ·

- Boost the effectiveness of hiring procedures.
- Strengthen your employment brand.
- Strengthen marketing efforts for recruiting.
- Enhance the recruiting process for hiring managers and candidates alike.
- Make the most of sourcing.
- Improve the caliber of the applicant pool.

➢ **Onboarding:**

- Monitor the completion date of the necessary training for newly hired personnel.
- Introduce new hires to peers who suit them based on their backgrounds, responsibilities, and skill sets.
- Suggest appropriate avenues for advancement.
- Customize your onboarding experiences.
- Reduce the unfortunate attrition of recent hires.
- Improve the onboarding and job experience overall.
- Increase the productivity of onboarding professionals by taking on tedious and administrative activities.

➢ **Total Rewards**:

- Offer individualized, real-time communication regarding overall awards.
- Perform sentiment analysis on a regular basis.
- Utilize AI to establish sales targets and raise productivity levels at work.
- Optimize profits by making more educated choices.
- Establish equitable and productive sales regions.
- Verify the accuracy of the payment.
- Make job assessments simpler.
- Compensate benchmarking effectively.

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- Reduce the disparity in compensation.
- Provide personalized health-benefit suggestions to each employee, taking into account their particular profiles, family situations, prior usage, and other variables.
- Track employee attitude and discover organizational issues that may impact turnover by analyzing qualitative data, such as online chats and open-ended polling questions.

➢ **Executive Compensation**:
Choose performance metrics that will show if management is successful in producing short- and long-term company outcomes.

- Coaching: Extend the availability of coaching.
- Encourage coaching discussions.
- Strengthen the administration of coaching programs throughout the company.
- Determine suggested coaching subjects that might shorten new hires' time to productivity in a certain function.
- Achieve scalable impact with extensive data analysis on work responsibilities, career routes, and opportunities for employee growth, offering suggestions for the best chances of success for employees.
- Watch online sales presentations and give vendors instant, pop-up advice on how to make their pitches better.

➢ **Diversity, Equity, and Inclusion**:

- To guarantee that managers give equal reward for similar labor, suggest compensation packages based on performance data, external market trends, and equivalent internal data. Encourage managers not to use prejudiced language or stereotypes when discussing employees in performance assessments.
- Select candidates from sizable applicant pools using objective standards to lessen the influence of prejudice in decision-making.

➢ **Career Management and Talent Mobility Entails**:

- Matching employees' experiences and skills to future role openings to increase the pool of potential candidates and internal mobility;
- Accelerating and scaling up internal career moves and customized learning plans;
- Identifying talent gaps, identifying training needs, and embracing agile working;
- Creating customized career paths that include the necessary training and skills to reach desired roles;
- Making sure that all qualified candidates are taken into consideration for internal or geographic mobility; and
- Providing greater transparency regarding the options available to employees.

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➢ **Learning and Development:**

- Improve the way that learning content is delivered, making it seamlessly integrated to suit learner expectations and needs.
- Direct learners in real time to the knowledge they require to do their jobs.
- Derive insights from millions of data points to make strategic judgments about how well learning is implemented throughout the company.
- Examine employment-related statistics to forecast future changes in the workforce.

➢ **HR Operations and Technology:**

- Evaluate data in real time from various sources, add or remove resources from projects, arrange meetings, keep track of deadlines, take notes, and perform simple follow-up.
- Improve employee self-service for inquiries about payroll, benefits, or transitions.
- Identify competencies and create staff profiles for talent management strategies.

HUMAN RESOURCE MANAGEMENT EMPLOYEE PERFORMANCE AND EVALUATION

It is crucial to comprehend what HR comprises before exploring how AI affects HR. The strategic method that firms use to efficiently manage and maximize their personnel is known as human capital management. Recruitment, onboarding, training and development, performance management, pay and benefits, employee relations, and workforce planning are just a few of the procedures it includes. Maximizing the value of employees as priceless assets to boost corporate productivity and competitiveness is the HR's main objective (Krishna, 2023).

Upon the commencement of the appraisal period, a highly discussed topic concerning the completion of the fair-and-square evaluation is the relationship between "what is measured and what is achieved." Establishing clear performance goals and informing staff members of the standards or performance criteria are the first two steps in the performance appraisal process (Mondy & Martoschio, 2016). Employers must follow the crucial procedure known as performance appraisal in order to assess workers' work in relation to clear goals and standards and provide them feedback. The content of the performance evaluation itself may be one of the most important factors in regulating the performances (Murphy & Cleveland, 1995).

Cardinal's work from 2001 shows that specific goals had a negative relationship with innovation, but higher output expectations had a positive relationship with innovation. Additionally, focusing just on achievement may reduce the likelihood of taking risks, being creative, and taking initiative. Paul Cook, CEO of Raychem Corporation, said, "Reward intelligent efforts rather than just success" (Taylor, 1990, p.99). According to Social Facility Theory, workers are more productive when they are aware that they are being watched. But when faced with a challenging assignment, having other people around has a detrimental effect on their performance. Conversely, Bhave (2014) reported that similar results were obtained with electronic presence. As a result, careful consideration of procedure is crucial.

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The evaluation of individuals is based on a number of factors, including their job position, their commitment to their work and values, their ability to identify problems at the technical, non-technical, and strategic levels, their task performance, their professional attitude, their initiative and innovative skills, their punctuality, their attendance, their engagement at work, their interpersonal relationships, their customer feedback, their goals or the success of their actions as indicated by the quality of their products or services, and their productivity as indicated by their company's competitiveness in the market economy and economic indicators. While management by objectives, behaviorally anchored rating scales, 360-degree evaluation methods, assessment centers, and human resource analytics are some traditional but modern assessment techniques, they also include self-evaluation, peer review, and evaluation by superiors. Ranking methods, critical incident methods, graphic rating scales, and narrative essays are relatively older methods of evaluation (Riaz & Ghanghas 2024).

While many businesses use these strategies, managers of large firms may find it challenging to regularly and fairly evaluate a large team of personnel. Here, artificial intelligence (AI) can be very helpful in compiling vast databases and knowledge bases, mitigating errors, and impartially evaluating employees. Increased legitimacy for Organizations could gain AI/ML strategies by utilizing sophisticated algorithms to access and analyze new data sources (e.g., Sajjadani, Sojourneur Kanmeyer-Muller & Mykerezi, 2019). Researchers have found that algorithmic methods such as natural language processing (NLP) and human evaluations of quality are comparable within constrained domains and contexts (Campion et al., 2016; Park et.al., 2015).

While the accuracy of human judgment varies widely across and among individuals, NLP analysis is more standardized, quicker, and automated. Businesses may use these text data, taking into account the ethical and contextual implications of AI applications, to incentivize scores on psychological qualities (such verbal fluency, honesty, emotionalism, and aggression) (Tauzsik & Pennebaker, 2010) to forecast significant company and employee outcomes. (M Manuel F. González, John F. Capman, Oswald Fedrick L. Theys, et al., 2019). Because AI lacks bias, relies only on logic and reasoning, and has no personal preferences, it reduces human mistake and enables managers to provide managers with unbiased input.

IBM is setting the standard by incorporating artificial intelligence (AI) into its HR department to carry out a number of tasks, such as keeping an eye on employee satisfaction, promoting communication, enhancing employee education, changing and creating new employment roles, and looking for additional, best talents (Verne, 2018). The use of AI in HRM is still on the rise, notwithstanding the debate around human-machine collaboration. According to the McKinsey Global Institute, artificial intelligence has the potential to replace over 30% of employment across 60% of industries (Chui & Francisco, 2017).

Depending on the nature of the job, the needs of the company, organizational culture, and demographic boundaries, the AI integrated performance assessment can be evaluated differently. For example, local, international, and multinational companies have different AI mediated performance evaluation systems, with different employees having different job skills, different needs and demands according to their organizational culture depending on demographic areas, as well as willingness and affordability to choose AI systems within their capabilities and management process. These perspectives force us to take into account that the development and deployment of AI/ML applications is a significant managerial issue, with

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implications for society that point to the advancement of education and careers as means of improving the country, in addition to economic and technological considerations.

Artificial Intelligence Technologies in Sentiment Analysis and Performance Measurement of Employees

One of the subfields of "affective computing," which includes the study of how people perceive different things, such as events, issues, goods, and other things, is called sentiment analysis. More precisely, this field records people's writings, facial expressions, voices, motions, and other actions in an effort to chronicle their views, sentiments, and feelings through behavioral observations (Ameneh Gholipour Shahraki, Osmar R. Zaiane, & Ali Yadollahi, 2017).

ENSEMBLE CLASSIFICATION:

To enhance forecasting performance, a generic meta-machine learning technique known as ensemble classification aggregates the predictions from many models. A cluster of classifiers with their own findings merged to provide an output of a consensus decision is called a group of classification algorithms. This method's main goal is to combine the outputs of predefined models, commonly referred to as base classifiers, to create a single output that outperforms each basis classifier taken apart. A collection of base classifiers is the first step in the process of building a classifier ensemble. Bagging, stacking, boosting and other ensemble learning techniques are the three sorts of ensemble learning methods that you must fully comprehend and take into account when developing your predictive modeling project (Riaz & Ghanghas, 2024).

- Averaging the outcomes of several decision trees that are applied to various samples of the same datasets is the process of bagging.
- Stacking is the process of applying many models to the same data in order to find the best combination of projections using a different model.
- Boosting is the methodical process of adding parts to an ensemble in order to correct previous models' forecasts and provide a cumulative average of the projections (Jason Brownlee, 'A Gentle Introduction to Ensemble Learning Algorithms,' April 19, 2021).

TEXT MINING:

Text mining is the process of identifying interesting and sophisticated patterns or information from unstructured text documents. It can be viewed as advancement in data mining or knowledge discovery from (structured) databases.

Text mining is a multidisciplinary field that includes information access, text analysis, information extraction, aggregation, sorting, visualization, database technology, machine learning, and data mining (Krishna, 2023).

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FUZZY LOGIC APPROACH:

Companies use a variety of standards to assess employees, which complicates the process because each standard has its own set of rules and requirements. Consequently, it is time-consuming to calculate an employee's total performance metric while accounting for all variables. Fuzzy logic takes into account a number of factors and suggests a simpler way to carry out the combined calculation based on provided norms, which is challenging to achieve in the conventional method. Fuzzy rule-based decision making could readily address this challenge. An additional way is by developing a model wherein employees' performances are rated in accordance with evaluation scales, for some defined factors to determine an employee's overall performance index.

Fuzzy logic helps determine an individual's performance as long as the company's opinion and perception-based rating and performance statistics are available (Sterne, 2017).

NAÏVE BAYES:

A popular data mining technique for categorization is Naïve Bayes (NB). The Naive Bayesian algorithm is a data mining technique that uses an estimation procedure to display relationships between data elements. It improves performance by handling text data and continuous variables, eliminating zero observation, retraining the model, and parallelizing the model with new data. All of these steps are based on the probability theorem and the removal of correlated features.

Artificial Intelligence/Machine Learning Algorithms

Almost all industries, including banking, retail, academia, and the health sector, employ artificial intelligence and machine learning algorithms to develop models and accomplish goals by gathering data from historical records. Classification, regression, clustering, and optimization issues can be handled by applying strategies like Decision Trees (ID3, C4.5, C5.0, CART), Support Vector Machines (SVM), Neural Networks, Naive Bayes, Linear Regression, and K-Nearest Neighbor (KNN). Among these techniques, the C4.5 and Iterative Dichotomiser 3 (ID3) decision tree algorithms are the most popular (Anuradha & Velmurugan, 2014). Using the decision tree technique, a thorough evaluation model is built for the performance appraisal system. The performance assessment measures are impacted by the C gathered data. The data that has been collected is weighted and categorized. The C4.5 methods are used after the data calculation is complete. After the key data has been bonded and classified, a decision tree is constructed. The decision tree is then used to construct a performance evaluation system. For example, the method is roughly 92% exact before optimization, and when the system needs to examine 300 signs, the algorithm's precision after optimization increases to 95%. As a result, decision trees are produced with fewer often quantified indications, increasing the overall assessment's competency and dependability (YiYan, 2022).

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EMPLOYEE PERFORMANCE EVALUATION VIA AI TECHNOLOGY INTEGRATION

Sentiment analysis is one of the various AI tools and methods that can be combined to simplify performance evaluation. Examine textual data, including emails, employee feedback, and behavior by observing their voice, facial expressions, and chat interactions to determine their opinions, thoughts, and feelings. Information access, extraction, aggregation, sorting, visualization, and data mining are all included in text mining, which is the process of drawing conclusions and intricate patterns from unstructured data.
Fuzzy logic is a rule-based algorithm that takes into account a number of variables, manages uncertainty and imprecision in the evaluation process by giving each factor a degree, and performs a combined calculation based on a set of rules to determine the employee performance index, something that is not achievable with conventional assessment techniques. On the other hand, topic modeling uses recurrent themes and patterns in performance appraisals to pinpoint strengths and problems (Riaz & Ghanghas, 2024).

A variety of classification algorithms, such as random forests, ensemble classifiers, logistic regression, decision trees, artificial neural networks, naive bayes, and support vector machines, are used to address classification, regression, clustering, and optimization of employee performances. Social network analysis, on the other hand, maps communication networks from social media platforms, such as Facebook, Twitter, and LinkedIn, within the organization to identify influential people to behold them or those who may need assistance. Reinforcement learning, on the other hand, clearly defines beneficial and non-beneficial actions, with positive feedback given to desired actions and negative feedback given to non-desired ones. This technique conserves resources and optimizes individual employee goals while saving time and money. Real-time feedback is provided (Riaz & Ghanghas 2024).

Natural language generation automatically generates performance report cards based on data collected from various AI based evaluation models and facilitates communication between managers and employees. For effective employee performance measurement, there has to be transparency, privacy, ethical and legal compliance to ensure accurate, fair and unbiased performance evaluation.

Natural language generation helps managers and staff communicate by automatically creating performance reports based on information gathered from multiple AI-based assessment models. Transparency, privacy, ethical and legal compliance are necessary for an efficient employee performance measuring process that guarantees impartial, fair, and accurate performance review.

Human capital management is changing as a result of artificial intelligence. Organizations may improve HR procedures, streamline decision-making, and increase output by incorporating AI technologies. But a solid base of human capital is necessary for AI in HR to succeed. For nations to fulfill the needs of AI work and guarantee a competent labor force going forward, STEM (science, technology, engineering, or mathematics) education must be given top priority. Organizations and nations may successfully traverse the rapidly evolving technological landscape and prosper in the AI-driven HR future by embracing AI and investing in human capital.

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METHODOLOGY

For this study, the researcher employed a qualitative research methodology. The primary element of the qualitative method which is adjusted to comprehend the motivations, viewpoints, and views in order to answer the study issue is exploratory research. This research used data from secondary sources.

RESULT DISCUSSION

The study found that some firms spend over two million hours annually conducting manual HR performance reviews and evaluations. This is a significant amount of time spent on a process that is unreliable because it relies on people's opinions and prior performance. Manually accessing unbiased and fair data is an arduous process that can lead to unfavorable encounters and undermine the purpose of the process. As a result, managers can take early preventative measures and intervene before issues become more serious and unmanageable. Real-time AI-driven assessments not only enable incentives and praise for good performances immediately, but they also ensure accuracy throughout the entire process and sound an alarm if targets are not met on time or performance standards are declining. From the extensive review of literature, it was found that Artificial Intelligence has a positive and significant influence on HR function of employee performance evaluation.

CONCLUSION

Human capital management is changing as a result of artificial intelligence. Organizations may improve HR procedures, streamline decision-making, and increase output by incorporating AI technologies. But a solid base of human capital is necessary for AI in HR to succeed. For nations to fulfill the needs of AI work and guarantee a competent labor force going forward, STEM (science, technology, engineering, or mathematics) education must be given top priority. Organizations and nations may successfully traverse the rapidly evolving technological landscape and prosper in the AI-driven HR future by embracing AI and investing in human capital. The study concludes that Artificial Intelligence has a positive and significant influence on HR function of employee performance evaluation.

RECOMMENDATION

The study recommends a more robust top-level AI design and implementation within the entrepreneurial ecosystem and a robust application of Artificial Intelligence on HR function of employee performance evaluation.

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