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RESEARCH ARTICLE

AI IN HUMAN RESOURCE MANAGEMENT: TRANSFORMING TALENT ACQUISITION AND EMPLOYEE ENGAGEMENT

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ABSTRACT

This study aims to explore the impact of Artificial Intelligence (AI) on Human Resource Management (HRM) practices in Bangladesh, focusing on talent acquisition and employee engagement. The research seeks to analyze the use of AI in recruitment processes, the extent to which AI enhances employee engagement, and the challenges organizations face in adopting AI technologies within HRM. A qualitative research design was employed, utilizing semi-structured interviews with HR professionals, employees, and industry experts across various sectors in Bangladesh. A total of 60 interviews were conducted to gather insights on AI adoption, its effects on HRM, and the challenges encountered during its implementation. The study reveals that AI has significantly improved recruitment efficiency, reduced bias in selection, and enhanced employee engagement through personalized experiences and real-time feedback systems. However, challenges such as high costs, resistance to change, and concerns about privacy and job security were also identified. This research provides valuable insights into the benefits and challenges of AI integration in HRM, contributing to the understanding of how AI can shape HR practices in developing economies like Bangladesh. It also opens avenues for further studies on AI adoption in HRM, particularly in emerging markets. Organizations in Bangladesh can leverage AI technologies to improve recruitment processes and enhance employee engagement. However, careful consideration of ethical issues, employee concerns, and infrastructural barriers is essential for successful adoption. AI in HRM can improve job matching, reduce bias, and enhance employee satisfaction. However, its adoption needs to be managed carefully to avoid potential negative impacts on job security and privacy. This study offers novel insights into AI adoption in HRM within the context of Bangladesh, providing a basis for future research and practical applications in HRM across developing countries. The study is limited to a small sample size and specific geographic context, which may limit the generalizability of the findings to other regions.

KEYWORDS

AI, Human Resource Management, Talent Acquisition, Employee Engagement, Bangladesh, AI Adoption, HR Technology.

1. INTRODUCTION

Artificial Intelligence (AI) has become essential to company operations across many sectors, significantly affecting Human Resource Management (HRM). The use of AI in Human Resource Management has revolutionized conventional procedures, especially in talent acquisition and employee engagement. Organizations in both established and developing economies are rapidly using AI-driven technology to refine recruiting processes, optimize workforce management, and enhance employee experiences. In Bangladesh, where human resource management techniques are still developing, the deployment of artificial intelligence offers distinct potential and problems. The incorporation of AI into HR operations is progressively gaining momentum, particularly in multinational firms, big enterprises, and technologically advanced organizations. Nonetheless, the general adoption rate persists at a sluggish pace owing to causes like insufficient knowledge, lack of competence, aversion to change, and infrastructural limitations. Innovative firms are investigating AI-powered solutions, including application tracking systems, chatbots for candidate interactions, predictive analytics for recruiting choices, and AI-driven employee engagement platforms. As firms in Bangladesh strive to augment their competitive advantage in the global market, the significance of AI in Human Resource Management is escalating.

The rapid development of AI-powered HRM solutions worldwide has resulted in a fundamental transformation in the methods firms utilize to attract, recruit, and retain personnel. Artificial intelligence may mitigate recruiting prejudices, optimize talent acquisition procedures, and elevate employee engagement via tailored work experiences (Allal-Chérif et al., 2021). Conventional HRM methodologies often exhibit inefficiencies, such protracted recruiting processes, subjective decision-making, and insufficient employee support systems (Agarwal et al., 2022). AI-driven HRM technologies tackle these difficulties by using machine learning techniques, natural language processing, and predictive analytics to optimize processes. In Bangladesh, where human resource management procedures mostly depend on manual interventions, the use of artificial intelligence is yet nascent. Numerous enterprises persist in using traditional recruiting techniques, resulting in inefficiencies in talent acquisition. Nonetheless, as digital transformation programs proliferate, firms are increasingly acknowledging the potential of AI to enhance HRM processes. The increasing use of digital technology and the accessibility of AI-driven solutions provide organizations the chance to update HR operations and enhance overall organizational efficiency.

In recent years, enterprises in Bangladesh have encountered difficulties with labor management, especially in the acquisition and retention of competent personnel. The talent acquisition process in the nation is often

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marked by inefficiencies, including protracted recruitment cycles, inadequate candidate screening, and discrepancies between job needs and applicant qualifications (Emon and Khan, 2025b; Fettes et al., 2020). AI-driven recruiting technologies address these difficulties by automating screening procedures, evaluating applicant data, and delivering insights that empower HR professionals to make educated hiring choices. Moreover, employee engagement continues to be a significant issue for firms in Bangladesh, with several workers expressing discontent with workplace culture, career advancement prospects, and general job contentment (Haque, 2023). AI-driven engagement solutions using sentiment analysis, real-time feedback systems, and tailored communication tactics may assist firms in resolving these challenges and enhancing staff retention rates. With the growing acceptance of digital transformation across enterprises in Bangladesh, the use of AI-driven human resource management methods is anticipated to rise, resulting in a more efficient and data-centric methodology for workforce management.

Notwithstanding the prospective advantages of AI in Human Resource Management, several obstacles impede its extensive implementation in Bangladesh. The deficiency of knowledge and comprehension of AI technology among HR professionals is a substantial obstacle to deployment (Emon and Khan, 2025a; Ledro et al., 2023). Numerous HR professionals continue to depend on conventional techniques for recruiting and employee engagement, constraining their capacity to use AI-driven solutions efficiently. Moreover, apprehensions over data privacy, ethical considerations, and biases in AI-driven decision-making have engendered pessimism towards the use of AI in Human Resource Management. The substantial expense of adopting AI technology acts as a disincentive for small and medium-sized firms (SMEs) with constrained financial resources. The lack of definitive legislative frameworks overseeing AI applications in HRM generates ambiguity for companies seeking to use AI into their HR procedures. Confronting these difficulties necessitates cooperative endeavors by politicians, business leaders, and academic institutions to foster awareness, establish regulatory frameworks, and provide training programs that improve AI literacy among HR professionals.

The main aim of this study is to examine the influence of AI on HRM practices in Bangladesh, particularly on talent acquisition and employee engagement. This research seeks to analyze the use of AI-driven technologies in recruiting, the degree to which AI improves employee engagement, and the issues related to AI adoption in human resource management. This study aims to provide significant insights into the efficacy of AI in improving HRM processes by examining the perspectives of HR professionals, workers, and industry experts. This research seeks to uncover optimal techniques for incorporating AI into HR activities and provide advice for firms aiming to use AI for enhanced HR results. Comprehending the function of AI in Human Resource Management is essential for enterprises aiming to get a competitive edge in the swiftly changing employment landscape.

This study aims to address the following research questions to fulfill the research objectives: How is artificial intelligence revolutionizing the talent acquisition process in Bangladesh? What are the main AI-driven technologies used for employee engagement inside organizations? What are the primary hurdles encountered by firms in using AI for human resource management purposes? What are the perceptions of HR professionals and workers on the role of AI in Human Resource Management? What tactics may be used to improve AI integration in HR functions? The study topics seek to elucidate the ramifications of AI in Human Resource Management and enhance the current corpus of knowledge about AI-driven workforce management approaches.

This research has considerable significance in several aspects. This study enhances the current literature on AI in Human Resource Management by offering empirical insights into the implementation of AI-driven HR practices in Bangladesh. This study addresses a significant gap in the current research on this issue within the Bangladeshi context by investigating the practical uses of AI in HR activities. The results of this research have practical consequences for HR experts, business executives, and legislators. By comprehending the advantages and obstacles of AI in Human Resource Management, firms may make educated judgments on the incorporation of AI into their workforce management plans. This report underscores the need for capacity-building activities to improve AI literacy among HR professionals. As AI increasingly influences the future of work, it is imperative for HR professionals to acquire the requisite skills and expertise to proficiently use AI-driven products. This report offers policy suggestions to inform the creation of regulatory frameworks for AI applications in human resource management. By tackling ethical problems, data privacy issues, and biases in AI-driven decision-making, regulators may provide a conducive atmosphere for the responsible deployment of AI in HR practices.

The use of AI into Human Resource Management represents a significant transformation that might redefine the methods by which organizations recruit, engage, and retain people. In Bangladesh, the application of AI in human resource management remains nascent; nevertheless, the rising awareness of digital transformation and the expanding accessibility of AI-driven HR solutions suggest a favorable outlook. Organizations must formulate strategic methods that match AI deployment with business goals and workforce requirements as they address the obstacles and potential of AI implementation. This report aims to provide an exhaustive examination of AI-driven human resource management techniques in Bangladesh, concentrating on talent acquisition and employee engagement. This study seeks to provide significant insights by analyzing the perspectives of HR experts and workers, therefore informing HRM strategies and improving the efficacy of AI-driven workforce management. As enterprises in Bangladesh progress in the digital age, the integration of AI in Human Resource Management will be crucial for enhancing organizational development, optimizing employee experiences, and cultivating a more dynamic and competitive labor market.

2. Literature Review

Artificial Intelligence (AI) is widely recognized as a revolutionary influence across several sectors, notably significantly affecting Human Resource Management (HRM). In the last ten years, the integration of AI-driven technologies in human resource management has resulted in the emergence of novel approaches that markedly improve conventional HR activities. The significance of AI in Human Resource Management, especially in talent acquisition and employee engagement, has attracted substantial interest from both scholars and practitioners. Researchers have investigated several aspects of AI, including machine learning, natural language processing, and robots, and their use in HR practices to automate and enhance essential procedures. In talent acquisition, AI is acclaimed for enhancing applicant sourcing, screening, and selection, leading to more efficient recruiting processes. AI-driven solutions, such applicant tracking systems (ATS) and predictive analytics, have shown a substantial reduction in recruiting time and costs while enhancing the quality of recruitment by evaluating extensive candidate data to discover optimal applicants (Emon et al., 2024; Purohit and Banerjee, 2025). These technologies mitigate human biases, guaranteeing that recruiting choices rely on data-driven insights rather than subjective evaluations. Artificial intelligence technologies, including chatbots and virtual assistants, have been used to engage applicants in pre-screening interviews, address their inquiries, and guide them through the recruitment process, therefore improving the overall candidate experience (Saceleanu et al., 2023). This technology enhances recruiting efficiency and offers applicants a more tailored and responsive experience, increasing the likelihood that top talent will stay involved throughout the hiring process.

The use of AI in employee engagement has become more significant as firms strive to provide more customized, responsive, and data-driven employee experiences. AI-driven technologies may assess employee attitude, evaluate engagement levels, and provide instantaneous feedback to workers, enabling HR professionals to act and resolve concerns prior to escalation. These technologies leverage natural language processing and sentiment analysis to analyze employee interactions, detecting possible concerns around job satisfaction, morale, and work-life balance (Grybauskas and Cárdenas-Rubio, 2024). Furthermore, AI enables HR departments to provide tailored learning and development opportunities to workers by evaluating individual performance metrics and career objectives. Organizations may use AI-driven systems to link workers with relevant training programs and professional development resources, so facilitating their career aspirations while concurrently meeting company objectives (Naim, 2023). AI-facilitated personalized strategies for employee engagement are associated with heightened work satisfaction, higher retention rates, and strengthened organizational loyalty.

The use of AI in Human Resource Management in Bangladesh is gaining traction, but still in its early phases. Numerous studies suggest that while many firms in Bangladesh have not completely integrated AI into their HR operations, there is an increasing interest in investigating AI-driven solutions (Bhuiyan et al., 2025). The nation's labor force is progressively recognizing the prospective advantages of AI, especially in enhancing HR procedures like recruiting and employee engagement. In the talent acquisition sector, AI is anticipated to significantly decrease the duration allocated to manual recruiting activities, including resume evaluation and applicant selection, which are conventionally labor-intensive and susceptible to human mistake. Moreover, AI solutions might alleviate the difficulties associated with managing large amounts of job applications, a common difficulty for HR departments. Utilizing machine learning algorithms to analyze resumes, align candidate qualifications with job specifications, and rank applicants by suitability enables AI to direct HR

departments' focus towards the most qualified candidates, thereby enhancing hiring efficiency and decreasing turnover rates (Johnson et al., 2022). The use of AI in Bangladesh encounters several obstacles, including inadequate technical infrastructure, a lack of AI proficiency among HR experts, and apprehensions over data protection and security (Roy Ghatak and Garza-Reyes, 2024). These issues result in a diminished adoption rate relative to more developed nations, where AI in human resource management is already prevalent.

An increasing volume of research has investigated the obstacles to AI use in human resource management, particularly in developing nations such as Bangladesh. A significant obstacle is the reluctance to adapt among HR professionals and organizational leaders, who may see AI as a menace to conventional practices or worry that automation will result in job displacement (Burhan, 2025). Moreover, there is an absence of a definitive comprehension about the integration of AI into current HR systems and procedures, which exacerbates the reluctance. This ignorance often leads to a misjudgment of AI's capabilities and its potential to provide concrete advantages to HR operations. Moreover, the expense of deploying AI systems might be excessively burdensome for small and medium-sized firms (SMEs) in Bangladesh, which may lack the financial capacity to invest in such technology. Notwithstanding these obstacles, several progressive firms have begun trials using AI in Human Resource Management, especially inside multinational corporations and huge enterprises. These firms are using AI to improve employee engagement via the deployment of chatbots for communication, tailored learning platforms, and AI-driven performance management systems (Khan et al., 2024). These firms use AI-driven data to discern patterns in employee behavior and performance, so enabling HR departments to make better informed choices around talent development and retention.

Alongside these practical obstacles, ethical issues pertaining to AI in human resource management have been extensively examined in the literature. AI systems, particularly in recruiting, may unintentionally reinforce biases inherent in previous data, resulting in inequitable hiring outcomes. AI systems are often trained on extensive datasets that may include biased information related to race, gender, or socio-economic status (Juhn et al., 2024). This elicits apprehensions over the equity and transparency of AI-generated choices. To address these biases, researchers advocate for the creation of explainable AI systems that enable HR professionals to comprehend the decision-making processes of AI algorithms (Rodgers et al., 2023). Furthermore, the use of AI in Human Resource Management engenders privacy issues due to the collection, storage, and analysis of personal and sensitive employee data by AI systems. Researchers underscore the need for explicit data protection legislation and ethical principles for the use of AI in Human Resource Management (Teresa et al., 2024). This entails securing workers' permission prior to the use of their data and ensuring their privacy is protected throughout AI-driven procedures.

The future of AI in Human Resource Management has considerable opportunities for further advancement. As AI technologies advance, HR departments have several chances to use these tools to foster more inclusive, efficient, and engaging workplaces. The emergence of AI-driven platforms for employee engagement enables HR teams to provide tailored experiences for workers, enhancing communication, feedback, and assistance (Zhang, 2024). Additionally, AI systems that monitor employee performance and forecast future success may assist firms in recognizing high-potential personnel and aligning talent management tactics with corporate objectives. Such innovations are expected to become more widespread as a growing number of organizations in Bangladesh and other emerging nations use AI technology to enhance HR processes. To fully harness the promise of AI in HRM, firms must confront the problems of data quality, employee trust, and the integration of AI with current HR systems. In conclusion, the influence of AI on HRM in Bangladesh is still developing, although its capacity to revolutionize talent acquisition and employee engagement is indisputable.

By meticulously executing strategies, resolving ethical dilemmas, and surmounting current obstacles, AI has the potential to transform HR practices in Bangladesh, resulting in more efficient, customized, and data-driven workforce management methodologies. With the increasing integration of AI in Human Resource Management, it is essential to recognize the substantial progress AI has achieved in enhancing recruiting procedures worldwide, a trend that may also be reflected in Bangladesh. Research conducted by a group researcher underscores the growing dependence on AI-driven recruiting technologies, including automated resume screening, chatbots for preliminary applicant engagement, and predictive analytics to align candidates with positions based on skills and cultural compatibility (Paramita et al., 2024). Employing AI for recruitment management in Bangladesh might significantly alleviate the burden on HR personnel by automating mundane operations, enabling them to focus on strategic decision-making. International studies have extensively shown the beneficial effects of AI on recruiting, revealing that it enhances the recruitment process by efficiently handling substantial numbers of applicants (Budhwar et al., 2022).

Moreover, AI's capacity to facilitate more inclusive recruiting practices is a critical facet of its function in Human Resource Management, as well-designed AI systems may eradicate human prejudices in recruitment, hence fostering workforce diversity (Esmaeilzadeh, 2024). Nonetheless, the significance of AI in mitigating biases, particularly within the context of Bangladesh, needs careful evaluation. While AI may mitigate human bias, the fundamental problem of bias in the data used for training AI systems persists. A study shown that AI models often inadvertently reinforce gender and racial prejudices, particularly when the training data is defective (Hanna et al., 2025). In Bangladesh, where gender disparity in the labor force persists as a critical concern, it is imperative that AI systems be developed and taught to alleviate these prejudices (Alam et al., 2025). This underscores the significance of diversity among AI development teams and the ongoing evaluation of algorithms to guarantee their equal operation. As the workforce evolves, AI's capacity to enhance diversity and inclusion will increasingly serve as a significant competitive advantage for firms that use these technologies, enabling them to leverage various views and new ideas (Emon et al., 2025).

AI has shown the ability to improve employee engagement by delivering more tailored experiences, hence enhancing overall workplace happiness. AI-driven solutions may assess an individual's behavior and preferences to create tailored learning and development programs, making staff feel appreciated and engaged. AI-driven personalized engagement efforts might enhance staff retention, a critical concern in Bangladesh, where elevated turnover rates persistently plague enterprises (West et al., 2023). AI-driven surveys may continuously monitor employee opinion and engagement, enabling employers to promptly address concerns and requirements. Recent research indicates that workers who experience higher levels of engagement and recognition are more inclined to stay in their roles, hence enhancing retention and reducing recruiting expenses over time (Gafni et al., 2024; Khan et al., 2025).

A significant facet of AI's impact on employee engagement is the incorporation of AI-driven communication tools. In a study, researchers assert that AI chatbots have gained prominence in HR departments, offering staff immediate responses to common inquiries about perks, rules, or organizational changes (Kambur and Yildirim, 2023). In Bangladesh, where communication obstacles and hierarchical frameworks can impede honest dialogue, AI chatbots might enhance information accessibility, permitting workers to exert more influence over their work experience. Moreover, AI can aid HR in evaluating data from employee feedback and surveys, allowing HR practitioners to get insights into elements influencing employee happiness. This data-centric methodology in HR practices enables firms to proactively tackle issues and enhance engagement, so creating a work environment that is more attuned to workers' requirements (Aziz et al., 2023).

Although the prospective advantages of AI in Human Resource Management are substantial, the obstacles to adoption are considerable, especially in Bangladesh. Whereas major firms in Bangladesh are progressively embracing AI technology, small and medium-sized enterprises (SMEs) are falling behind owing to limited resources and insufficient knowledge. This is an important concern, since SMEs constitute a considerable segment of the Bangladeshi economy, and their integration of AI might greatly enhance HR practices nationwide. A group researchers assert that many firms in Bangladesh continue to depend on antiquated HR management approaches, potentially leading to inefficiency, bias, and elevated turnover rates (Chowdhury et al., 2024). The implementation of AI requires significant investment in both technology and staff training, as well as in change management techniques. Moreover, a research from the Bangladesh Association of Software and Information Services (BASIS) indicates that the nation's technology infrastructure remains in a developmental stage, potentially posing obstacles for the integration of AI in HR systems. Consequently, firms must evaluate the initial expenditure of implementing AI against the enduring advantages, like increased efficiency, decreased recruiting expenses, and heightened employee engagement.

Furthermore, as enterprises in Bangladesh develop towards sophisticated AI systems, the concerns of data privacy and cybersecurity must not be overlooked. The increasing focus on AI-driven systems that gather and analyze extensive employee data makes data protection a paramount concern. Recent data security breaches across several industries globally have underscored the hazards of maintaining sensitive information in digital media (Wang et al., 2024). In Bangladesh, where data protection legislation are evolving, adherence to both local and international privacy

laws will be crucial for the ethical use of AI in human resource management. As AI systems become more integrated into HR procedures, organizations must adopt rigorous safeguards to safeguard employee data and cultivate confidence in these technologies.

Ethical considerations about AI's involvement in Human Resource Management are a significant factor. AI technologies has the capacity to generate ethical challenges, particularly with decision-making procedures that affect workers' jobs. Transparency is essential in the decision-making processes of AI algorithms, especially with hiring, promotions, and performance assessments. AI models should be interpretable and explainable to ensure that HR professionals and workers comprehend the decision-making process. This is especially significant in situations such as Bangladesh, where the extensive integration of AI remains in its early phases, and the possibility of skepticism towards AI systems may compromise their efficacy. Organizations must guarantee that AI judgments are transparent and auditable to avert the continuation of prejudices or unethical activities.

As AI increasingly influences the future of HRM, businesses must acknowledge that AI's function is to augment, rather than replace, human HR professionals, therefore enabling them to make better informed and strategic choices. Artificial intelligence may automate repetitive jobs; yet, it need human supervision to guarantee its use aligns with business values and goals. A research by a group researchers indicates that the integration of AI in HRM is most efficient when combined with human experience (Qamar et al., 2021). Human Resources professionals must possess the ability to analyze AI-generated insights, make ethical determinations, and guarantee the responsible and equitable use of AI.

Artificial intelligence in human resource management has significant promise to optimize talent acquisition, elevate employee engagement, and augment organizational efficiency. The effective application of AI in Bangladesh encounters several hurdles, such as infrastructure deficiencies, opposition to transformation, and apprehensions over data protection. By confronting these issues and guaranteeing the ethical and transparent utilization of AI, firms in Bangladesh may fully use AI's potential to revolutionize HR practices. As artificial intelligence progresses, human resources professionals must adapt and remain knowledgeable about evolving trends and technology. The future of HRM in Bangladesh is expected to be influenced by AI, promising a more efficient, inclusive, and engaging work environment.

3. Research Methodology

This study's research approach was to investigate the impact of artificial intelligence (AI) on the transformation of human resource management (HRM) processes, particularly in talent acquisition and employee engagement within Bangladesh. A qualitative technique was used to attain the study's goals, allowing a comprehensive knowledge of the experiences, perspectives, and insights of HR professionals, workers, and other key stakeholders engaged in HRM activities. Considering the dynamic development of AI applications in HRM, a qualitative methodology was considered suitable to collect comprehensive, thorough data that might provide nuanced insights on the adoption, implementation, and perception of AI inside organizational contexts in Bangladesh. Purposive sampling was used in the selection of research participants. This approach allowed the researchers to concentrate on persons directly engaged in HRM practices and had relevant knowledge with the adoption of AI technology. A sample size of 60 participants was selected, considered enough for this qualitative study to provide a thorough comprehension of the phenomena under investigation.

The sample included HR experts, senior managers, IT specialists engaged in AI integration, and workers from diverse sectors, especially those who have used AI-driven tools and systems in their HR operations. Participants were expected to possess direct expertise or experience with AI in the HR context, since this was crucial for gaining insights into the practical uses of AI in HRM. The interviews with the chosen participants were semi-structured, allowing freedom in the dialogue while ensuring that the primary themes of interest were covered. This style enabled participants to articulate their viewpoints and experiences, which was very beneficial for comprehending the intricacies and problems of AI integration in HRM. The semi-structured interviews included open-ended questions aimed at examining the participants' perspectives on the impact of AI on talent acquisition procedures, including resume screening, applicant selection, and recruiting techniques. Furthermore, inquiries were directed towards revealing how AI technologies were used to augment employee engagement, boost communication, and tailor employee experiences inside the firm.

Prior to conducting the interviews, an interview methodology was established to guarantee uniformity throughout the data gathering process. The procedure included a series of fundamental inquiries, followed with probes for in-depth examination of particular themes that arose throughout the conversations. The interviews were performed either in person or electronically, based on participant convenience, with each lasting between 45 minutes and one hour. All interviews were videotaped with participant agreement, guaranteeing the accuracy of the obtained data for later transcription and analysis. The acquired data was securely maintained to preserve anonymity and comply with ethical norms throughout the study procedure. The interviews were transcribed manually, and the resulting material was evaluated by theme analysis. Thematic analysis was selected as the principal approach of data analysis because of its adaptability and capacity to uncover, evaluate, and present patterns or themes within qualitative data. The analytical approach included numerous steps, beginning with an in-depth familiarization with the material via repeated readings of the transcripts. This enabled the researchers to get a comprehensive understanding of the data and discern first themes. The subsequent phase included the creation of preliminary codes, which were allocated to data segments pertinent to certain facets of AI in Human Resource Management, including AI's contribution to enhancing recruiting efficiency and the obstacles linked to AI implementation in Bangladesh. Following the coding of the data, the researchers began the identification of themes by aggregating similar codes.

This approach included discerning broad patterns in the data pertinent to the study questions and goals. The investigation revealed themes such as the perceived advantages of AI in talent acquisition, the influence of AI on employee engagement, and the obstacles businesses have when integrating AI technology in human resource management. The researchers also focused on negative perspectives or worries articulated by participants, including problems pertaining to data privacy, biases in AI systems, and the possibility of job displacement. Themes were further developed and delineated to elucidate the principal results of the research. The results' validity and reliability were guaranteed by several ways. Initially, member checking was used, allowing participants to see the early data and provide input about the correctness of the interpretations. This validated that the researchers had precisely recorded the participants' perspectives and experiences.

The researchers kept a reflective notebook throughout the study process to record their ideas, prejudices, and judgments, enhancing transparency and reducing any biases in the analysis. Employing triangulation by contrasting the perspectives of several stakeholders (HR experts, workers, and IT specialists) improved the credibility of the results, facilitating the discovery of shared themes and inconsistencies across differing viewpoints. Ethical issues were fundamental to the study design. Prior to the interviews, ethical permission was secured from the appropriate review board, and participants were apprised of the study's goal, the voluntary nature of their involvement, and the confidentiality of their replies. All participants provided informed permission and were guaranteed anonymity in the final report. Furthermore, participants were had the opportunity to withdraw from the study at any moment without repercussions, and they were supplied with contact details should they have any inquiries or concerns about the research.

The researchers acknowledged the possible problems inherent in studying AI adoption in HRM, particularly within the context of Bangladesh, throughout the data gathering procedure. A notable obstacle was the restricted access to comprehensive information on AI implementation in enterprises, since several participants were reluctant to provide particular AI tools or systems owing to confidentiality issues. To mitigate this, the researchers endeavored to establish confidence with participants and emphasized that the study was strictly academic, assuring that all supplied information would remain anonymous. In several instances, participants offered broader thoughts instead of particular examples, which still added useful information to the study. Notwithstanding these limitations, the study effectively yielded a comprehensive and intricate insight of how AI is revolutionizing HRM in Bangladesh, especially in talent acquisition and employee engagement. Through the interview of a varied sample of stakeholders, the research effectively captured a wide array of viewpoints about the potential and problems associated with AI adoption in human resource management. The interview results may contribute to academic literature and practical solutions for firms in Bangladesh contemplating the integration of AI technology in their HR activities.

The study's insights into the ethical, cultural, and infrastructural constraints of AI adoption are anticipated to enhance the knowledge of how new technologies influence HR practices in developing nations. The research technique used in this study was to elucidate the intricacies of AI adoption in HRM in Bangladesh via comprehensive qualitative interviews with 60 individuals. The gathered data yielded significant insights into the

use of AI in talent acquisition and employee engagement, the obstacles linked to its implementation, and the prospective advantages for enterprises in Bangladesh. The results of this study may guide future research and the actual implementation of AI in HRM, establishing a basis for businesses to comprehend and manage the transformational effects of AI technologies on human resource management.

4. Results and Findings

The results from interviews with HR experts, managers, IT specialists, and workers about the incorporation of artificial intelligence (AI) in human resource management (HRM) in Bangladesh indicate a multifaceted environment characterized by both optimism and obstacles. The participants' comments indicate an increasing familiarity with AI-driven technologies in HRM, the disparate levels of AI adoption across firms, and the divergent perspectives about its influence on talent acquisition and employee engagement.

Upon inquiry on their acquaintance with AI-driven technologies in Human Resource Management, the majority of participants recognized AI's transformative potential in HR procedures; nevertheless, the degree of comprehension varied considerably. Human Resources specialists at bigger, more established firms have more awareness of artificial intelligence and its applications in recruiting and employee engagement. In contrast, participants from smaller enterprises or organizations in the nascent phases of AI adoption shown a more constrained comprehension of the particular technologies involved, however demonstrated a willingness to learn about their potential advantages. For those acquainted with AI technologies, the comments focused on its increasing significance in automating administrative functions, optimizing workflows, and improving decision-making processes inside HR departments.

AI-driven solutions are being incorporated into recruiting tactics inside various enterprises for talent acquisition. The majority of HR experts indicated the use of AI for activities like resume screening, applicant sourcing, and preliminary phases of candidate selection. Artificial intelligence techniques, including chatbots, were used for candidate engagement, inquiry resolution, and support during preliminary evaluations. Moreover, machine learning algorithms were used to examine extensive applicant data, pinpointing suitable matches for certain employment positions based on past data and patterns. Larger firms reported using advanced AI tools capable of managing many aspects of recruiting, whilst smaller organizations often used more rudimentary AI solutions, including AI-assisted job advertisements and basic resume screening tools.

The specific AI techniques and systems used exhibited considerable diversity. Certain organizations utilized sophisticated AI-driven applicant tracking systems (ATS) that employed natural language processing (NLP) to analyze resumes and cover letters, while others enhanced video interviewing platforms with AI, incorporating facial recognition and voice analysis to evaluate candidate responses in real time. Participants said that these tools enabled recruiters to handle a substantial number of applications and diminish time allocated to repetitive duties, hence allowing HR teams to concentrate more on strategic decision-making. Several interviewers noted the use of predictive analytics to anticipate staff performance and future attrition based on the candidate's profile.

Regarding the efficiency and efficacy of the recruiting process, the majority of participants said that AI has significantly enhanced recruitment efforts. Interviewees said that AI had accelerated the recruiting process by automating labor-intensive processes, including resume screening and interview scheduling. AI-driven solutions enabled recruiters to evaluate a greater number of applications in a reduced timeframe, delivering shortlists of individuals that more precisely matched the desired qualities compared to conventional techniques. Moreover, AI has facilitated more impartial decision-making, assisting HR professionals in eliminating prejudices that may affect recruiting choices related to gender, age, or background. This was seen as especially significant in tackling problems of diversity and inclusion within the workforce.

Although the importance of AI in mitigating prejudice was emphasized as a significant advantage, it was also acknowledged that AI systems are not exempt from bias itself. Numerous participants indicated that AI algorithms are contingent upon the quality of the data provided; hence, if the historical data used for training these algorithms is biased, such biases may be perpetuated in AI-generated conclusions. This prompted an extensive discourse on the need for ongoing surveillance and enhancement of AI models to guarantee their fairness and impartiality. Notwithstanding these apprehensions, the majority of HR experts concurred that AI may significantly enhance the fairness of recruiting procedures if used judiciously and in conjunction with human discernment.

The majority of participants said that AI-driven recruiting tools had markedly expedited the applicant identification process. Through the automation of resume screening and the use of predictive algorithms, AI technologies efficiently aligned candidate profiles with job specifications, enabling recruiters to concentrate on interacting with a more refined group of highly qualified candidates. Nevertheless, judgments about the general caliber of the picked individuals were varied. Some participants noted enhancements in candidate quality, especially when predictive analytics evaluated candidates' potential for success in specific roles; however, others believed that AI's dependence on historical data might neglect essential nuances better discerned through human intuition.

Notwithstanding the clear benefits, the use of AI in recruiting encountered some hurdles. Numerous individuals emphasized the intricacy of incorporating AI into current HR procedures. Organizational resistance was seen as a significant obstacle, particularly in firms where conventional HR processes were well established. Certain HR experts articulated apprehensions over the financial implications of deploying AI technologies, especially for smaller enterprises with constrained budgets. Moreover, there was doubt about AI's capacity to entirely supplant human recruiters, with several participants underscoring the need of preserving a balance between AI and human engagement in recruiting procedures. It was evident that while AI has shown efficacy in automating some jobs, human discernment remained crucial for more subjective elements of recruiting, such as assessing cultural compatibility and interpersonal abilities.

Regarding AI's influence on employee engagement, participants expressed optimism about its capacity to increase communication, customize experiences, and elevate employee happiness. Artificial intelligence solutions, including chatbots and employee self-service platforms, were extensively used to facilitate workers' access to information, handle requests, and provide individualized performance evaluations. These solutions were esteemed for their capacity to foster a more responsive and engaging workplace, enabling workers to get prompt responses to their inquiries and enhancing their engagement with the firm. Moreover, AI-driven learning management systems (LMS) were used to provide customized training opportunities to workers, facilitating the development of skills aligned with their career ambitions and organizational requirements.

Nonetheless, the use of AI in employee engagement has also elicited apprehensions among some players. A multitude of workers articulated concerns about AI technologies possibly supplanting human connection, especially in contexts where individualized communication was essential for sustaining robust relationships with supervisors. Additionally, several employees expressed apprehensions about the possibility of AI encroaching on privacy, especially with performance surveillance and data acquisition. These issues were particularly salient in firms using AI-driven systems to monitor employee productivity, prompting inquiries into the ethical ramifications of such operations. Human Resources experts acknowledged the need of resolving these issues by promoting openness and cultivating trust with workers about the use of their data and the influence of AI technologies on their everyday tasks.

A crucial area of emphasis was the evaluation of the efficacy of AI-driven technologies in enhancing employee engagement. Numerous participants indicated the use of data analytics to assess employee mood, monitor engagement levels, and detect possible difficulties prior to their escalation into significant problems. AI technologies, when integrated with feedback systems, were seen as important in assessing employee happiness and morale. Nonetheless, it was recognized that AI technologies alone cannot replace the human element necessary to fully comprehend and handle the intricate, emotional dimensions of employee engagement.

Similar to the use of AI in talent acquisition, obstacles were encountered in the implementation of AI for employee engagement. Numerous HR experts emphasized the need for adequate training and upskilling to enable HR personnel and workers to proficiently use AI solutions. Moreover, apprehensions arose around the likelihood of job displacement, especially in administrative positions where AI can automate repetitive activities. This engendered a feeling of apprehension among some workers, who thought that AI may eventually result in job displacement or diminish their job security.

Participants expressed optimism on the ongoing integration of AI in human resource management, especially in Bangladesh, where digital transformation is swiftly advancing. It was anticipated that AI will assume a progressively pivotal function in influencing HR practices in the forthcoming years, especially as firms endeavor to optimize operations and improve employee experiences. Nonetheless, it was underscored that

the efficacy of AI integration in HRM depends on several elements, such as the capacity to harmonize AI's capabilities with human proficiency, safeguarding data privacy, and confronting the ethical dilemmas associated with the pervasive use of AI in the workplace.

Interviewees recommended that firms engage in the education and training of both HR professionals and workers on AI technology to facilitate seamless deployment and optimize advantages. They recommended that AI technologies be implemented incrementally and strategically to provide modifications according to organizational requirements and employee input. Moreover, it was advised that organizations prioritize the establishment of a clear and ethical framework for AI utilization, guaranteeing that workers comprehend the use of their data and the implications of AI on their positions. Finally, it was proposed that enterprises use AI not as a substitute for human knowledge, but as an augmentation, acknowledging that AI may improve human decision-making rather than totally replace it.

Table 1: Familiarity with AI in HRM

Theme	Sub-theme	Description
Awareness of AI in HRM	General awareness	Participants expressed a varying level of understanding of AI in HRM.
AI Integration in HRM	Usage in Recruitment	Many reported using AI in recruitment, especially in resume screening.
Adoption Rate	Early vs Advanced Adoption	Some companies are still in early stages, while others are fully integrated.
Resistance to AI	Concerns	Some respondents showed resistance, citing fears of job loss and complexity.
Human vs AI	Balance in Decision-Making	Many participants emphasized the importance of balancing AI with human judgment.
AI Tools Usage	Technology in Recruitment	AI-driven ATS and chatbots are commonly used in talent acquisition processes.
Level of Expertise	HR Staff Knowledge	The HR staff's knowledge about AI ranged from basic awareness to advanced understanding.
Learning and Training	Training Programs	Several HR professionals highlighted the need for AI-related training programs.

Source: From Interview

The respondents demonstrated varying levels of familiarity with AI in HRM. While some organizations have integrated AI-driven tools into their HR processes, many others are still in the early stages of adoption. Resistance to AI remains prevalent due to concerns about job displacement, though there is consensus on the necessity of balancing AI with human decision-making.

Table 2: AI Use in Talent Acquisition

Theme	Sub-theme	Description
AI in Resume Screening	Efficiency in Filtering	AI tools have been mainly used to quickly filter resumes based on keywords.
Speed in Recruitment	Faster Hiring Process	AI tools sped up the recruitment process, from posting jobs to conducting initial screenings.
AI in Sourcing Candidates	Candidate Sourcing	AI tools help source candidates by scanning online platforms and databases.
Candidate Engagement	Chatbots for Engagement	Many companies use AI-powered chatbots to engage candidates and answer initial queries.
Predictive Analytics	Candidate Selection	Predictive models help forecast candidate success and cultural fit.
AI in Video Interviews	AI-Assisted Interviews	AI is used for video interviews with tools that assess non-verbal cues and responses.
Screening Accuracy	Quality of Shortlisting	AI has been effective in increasing the accuracy of candidate shortlisting.
Cost of Implementation	Financial Barriers	The cost of implementing AI-driven tools remains a concern for smaller companies.

Source: From Interview

AI has largely streamlined the recruitment process, particularly in resume screening and candidate sourcing. Many organizations have integrated chatbots for initial candidate engagement, while predictive analytics has helped identify the best-fit candidates. However, the financial costs involved in adopting these tools pose challenges, especially for smaller businesses.

Table 3: Impact on Recruitment Process Efficiency

Theme	Sub-theme	Description
Time Savings	Reducing Time to Hire	AI tools significantly reduce the time needed to screen candidates and fill positions.
Process Automation	Reducing Manual Work	The automation of administrative tasks has decreased the manual workload for HR teams.
AI in Interview Scheduling	Streamlined Scheduling	AI systems automatically schedule interviews and follow-up communication, saving time.
Data-Driven Decisions	Evidence-based Hiring	AI allows HR professionals to make data-driven hiring decisions, increasing accuracy.
Screening Capacity	Handling Large Volumes	AI tools enable HR departments to manage a higher volume of applicants efficiently.
Accuracy of Screening	Reducing Human Error	AI reduces human error in candidate selection, ensuring more reliable outcomes.
Decision-Making Speed	Faster Decision-Making	AI helps HR professionals make quicker decisions during the hiring process.
Resource Allocation	Resource Efficiency	AI helps organizations optimize their HR resources by automating routine tasks.

Source: From Interview

AI has positively impacted the efficiency of the recruitment process, significantly reducing time-to-hire and automating tasks like interview scheduling. These tools have also improved decision-making accuracy, as HR professionals are increasingly relying on data-driven insights. The increased screening capacity further enhances the overall recruitment efficiency.

Table 4: AI's Role in Reducing Bias in Recruitment

Theme	Sub-theme	Description
Objectivity in Screening	Unbiased Candidate Selection	AI helps ensure that candidates are evaluated based on qualifications and experience.
Data-Driven Process	Mitigating Biases	Algorithms remove subjectivity from the hiring process, leading to fairer decisions.
AI in Diversity Hiring	Promoting Diversity	AI-driven recruitment tools are aimed at promoting diversity in the workforce.
Algorithm Transparency	Transparency in AI	Clear and transparent algorithms are essential to reduce bias and ensure fairness.
Avoiding Human Prejudices	Reducing Human Bias	AI removes biases associated with human judgment, such as gender or ethnicity.
Monitoring and Auditing	Continuous Oversight	Continuous auditing of AI tools ensures that biases are not inadvertently built into the system.
Ethical AI Practices	Fair Recruitment	AI adoption must follow ethical practices to ensure fairness and equity in hiring.
AI Training	Addressing AI Bias	HR professionals emphasized the importance of training AI systems on diverse data sets.

Source: From Interview

AI has played a significant role in reducing bias in recruitment by promoting objective, data-driven decisions. However, there remains a need for transparency in AI algorithms, and continuous monitoring is crucial to avoid inadvertent biases in the recruitment process. Training AI on diverse data sets is also essential for fairer outcomes.

Table 5: AI Tools Used in Talent Acquisition

Theme	Sub-theme	Description
Applicant Tracking Systems (ATS)	AI-Powered ATS	Many companies use AI-powered ATS to streamline the recruitment process.
Chatbots in Recruitment	Candidate Engagement	AI chatbots are used for engaging candidates and automating routine communications.
Video Interviewing Tools	AI-Assisted Interviewing	AI systems are increasingly used to conduct video interviews and assess candidates.
Predictive Analytics	Candidate Success Prediction	Predictive models are used to forecast a candidate's future performance.
Resume Screening	Automated Screening	AI-powered resume screening systems are commonly used to evaluate applications quickly.
Talent Sourcing Tools	AI in Sourcing	AI tools are employed to identify potential candidates from various online platforms.
Assessment Tools	AI-Powered Testing	AI-driven tools are used to assess candidates' skills, cognitive abilities, and personality.
Bias Detection Tools	Identifying Bias	Specialized AI tools are being used to detect and mitigate bias in hiring decisions.

Source: From Interview

AI tools used in talent acquisition are diverse, ranging from AI-powered ATS to video interviewing and predictive analytics. These tools help streamline various stages of recruitment, from sourcing candidates to assessing skills and cultural fit. Companies increasingly use AI to enhance engagement and reduce biases in the hiring process.

Table 6: AI's Contribution to Employee Engagement

Theme	Sub-theme	Description
Personalized Engagement	Tailored Employee Experience	AI personalizes the employee experience by offering individualized learning paths.
Feedback Systems	Real-Time Feedback	AI-based tools provide employees with instant feedback on their performance.
Communication Improvement	Enhancing Communication	AI has improved internal communication through tools like chatbots and virtual assistants.
Gamification in Engagement	AI-Powered Gamification	Some organizations use AI to incorporate gamification in employee engagement strategies.
Engagement Analytics	Data-Driven Insights	AI helps track employee engagement and provides data-driven insights into satisfaction levels.
Employee Surveys	AI-Powered Surveys	AI tools have been used to design and analyze employee surveys, improving responsiveness.
Employee Recognition	AI in Recognition	AI-driven tools are used to recognize employees based on performance metrics.
AI in Employee Development	Personalized Learning	AI systems help identify skill gaps and recommend tailored development programs.

Source: From Interview

AI has become a crucial tool in enhancing employee engagement, offering personalized experiences and real-time feedback. AI-powered gamification, surveys, and communication tools have further enriched the work environment. Data-driven engagement analytics help organizations tailor strategies to boost employee satisfaction.

Table 7: Employee Perception of AI in HRM		
Theme	**Sub-theme**	**Description**
Trust in AI	Building Trust	Employees emphasized the importance of trust in AI systems for fair decision-making.
Concerns about Privacy	Privacy Issues	Privacy concerns related to AI monitoring tools, especially regarding personal data, were raised.
Job Security	Fear of Automation	Some employees feared that AI adoption could result in job losses or reduced job security.
Transparency in AI	Openness and Clarity	Employees called for greater transparency in AI processes and how their data is used.
Support for AI Integration	Organizational Support	Employees showed a need for organizational support to ease the transition to AI tools.
AI and Work Culture	Impact on Company Culture	There were concerns about AI disrupting traditional company culture and human connections.
AI in Career Growth	AI for Employee Development	Many employees believed AI could contribute to career growth by identifying opportunities.
Resistance to AI	Skepticism and Resistance	Some employees expressed resistance to the introduction of AI in their workplaces.

Source: From Interview

Employee perceptions of AI in HRM are mixed, with some valuing its potential for career development, while others express concerns about job security and privacy issues. There is a clear demand for transparency and support during the integration process to build trust in AI systems.

Table 8: AI in Performance Management		
Theme	**Sub-theme**	**Description**
Real-Time Performance Feedback	Continuous Feedback	AI provides real-time feedback on employee performance, allowing for more immediate adjustments.
Data-Driven Evaluations	Objectivity in Evaluation	AI ensures performance reviews are based on data rather than subjective judgment.
Goal Setting	AI-Driven Goal Alignment	AI tools are used to help set clear, measurable performance goals for employees.
Monitoring Employee Performance	Performance Tracking	AI helps HR track employee performance and identify areas for improvement.
Employee Productivity	Measuring Productivity	AI systems assess employee productivity levels through various performance metrics.
Customizing Feedback	Personalized Feedback	AI tools offer personalized feedback tailored to individual employees' needs.
Efficiency in Evaluations	Streamlining the Process	AI accelerates the performance review process, making it more efficient.
Manager Involvement	Balance with Human Input	Despite AI involvement, managers still play a key role in performance management.

Source: From Interview

AI has transformed performance management by providing continuous feedback and data-driven evaluations. It helps set clear performance goals and tracks employee productivity, while also streamlining the review process. However, there remains a strong emphasis on balancing AI insights with human managerial input.

The results indicate a varied and dynamic environment in the use of AI in HRM, highlighting both substantial potential and problems. Artificial intelligence has significantly enhanced the efficiency and precision of recruiting procedures, including resume evaluation and applicant interaction, hence facilitating expedited decision-making and data-informed insights. Nonetheless, while several firms have integrated AI tools in talent acquisition, a cost obstacle persists, especially for smaller enterprises, with apprehensions over possible job displacement and biases inherent in AI systems. Employee perceptions of AI are ambivalent; some acknowledge its capacity to facilitate career advancement and optimize performance management, whilst others convey skepticism and apprehension around job displacement. The capacity of AI to mitigate prejudice in recruiting and enhance diversity is seen as a significant advantage; yet, its incorporation into workplace culture necessitates openness and ethical standards. The influence of AI on employee engagement, via tailored learning and real-time feedback, has been mostly beneficial; yet, some workers express apprehensions over privacy and data security. As organizations persist in investing in AI technology, prioritizing the equilibrium between AI and human discernment, alongside cultivating trust and transparency, will be essential for effective integration and adoption across HR roles.

5. Discussion

This study's results illustrate a significant influence of AI on human resource management methods in Bangladesh, especially in talent recruiting and employee engagement. AI-driven solutions have markedly enhanced the recruiting process, enabling expedited and more precise applicant evaluation. Organizations are using AI technologies to optimize the recruiting process, mitigate human bias, and discover the most qualified applicants. These AI technologies use data-driven techniques, including algorithms and predictive analytics, to evaluate resumes, align prospects with job requirements, and interact with prospective recruits via automated communication channels. Consequently, HR experts may expedite decision-making and improve efficiency, hence decreasing the time required for hiring. Notwithstanding these developments, the use of AI in recruiting presents several hurdles. Numerous corporations have reported that the substantial expenses linked using AI technologies might be prohibitive, particularly for smaller enterprises. Furthermore, the incorporation of AI into current HR processes necessitates significant organizational transformation, which may encounter opposition from workers who are apprehensive about new technology.

Employee opinions of AI in the HRM sector are diverse, including both optimism and pessimism. Employees see AI as a mechanism that offers tailored learning and development opportunities, enhances performance management, and promotes career advancement via data-driven insights. AI systems, especially those used for ongoing feedback and performance assessment, provide prompt and objective assessments for workers, which is seen as advantageous for their professional growth. Conversely, several individuals articulate apprehensions over the ramifications of AI on job security and privacy. A tangible apprehension exists that the growing dependence on AI in Human Resource Management may result in the substitution of human positions, especially in recruiting and performance assessments. These issues highlight the need of establishing transparency and cultivating a trust-based connection between AI technology and the workforce. Successful integration necessitates that firms alleviate employee apprehensions via transparent communication about the use of AI technologies, while assuring that workers comprehend the advantages and protective measures established to defend their privacy.

Artificial intelligence has significantly contributed to the improvement of employee engagement. AI-driven platforms enable HR departments to customize employee experiences via tailored feedback, training, and career development pathways. AI systems evaluate employee data to ascertain individual requirements and preferences, enabling HR to provide a more tailored and engaging work environment. The transition

towards customization is crucial for enhancing employee happiness and efficiency. Nonetheless, obstacles persist, including the possibility of AI systems misinterpreting employee data or neglecting the subtleties of human behavior. Although AI may facilitate real-time feedback and communication, human supervision is essential to verify that AI-driven solutions are consistent with business objectives and employee expectations.

Notwithstanding the benefits AI offers to HRM, several obstacles to its implementation remain. Insufficient infrastructure, particularly in smaller enterprises, might restrict the degree of AI integration into HR procedures. Moreover, most HR experts believe that the expenses associated with installing AI technologies surpass the prospective advantages, especially in a resource-limited context. This issue is exacerbated by an inadequate level of training and ability among the HR personnel to proficiently use AI solutions. Consequently, for AI to achieve broader acceptance and use, continuous investment in technology, training, and capacity development is essential.

AI's function in talent acquisition is essential for maintaining competitiveness in the business. The capacity to use AI for fast and accurate recruiting allows firms to secure premier talent more rapidly than their rivals. Furthermore, AI facilitates the alignment of talent acquisition strategies with overarching organizational objectives by assuring the selection of appropriate people for specific tasks, hence enhancing workforce performance and providing a competitive edge in the marketplace. For AI products to maintain their value, enterprises must equilibrate automation with human understanding. Although AI can process extensive datasets and provide predictions based on patterns, it cannot replace the human ability to comprehend the distinct attributes and potential of individuals.

The future of AI in Human Resource Management in Bangladesh seems optimistic. The usage of AI is expected to rise as firms acknowledge its capacity to enhance efficiency, boost employee engagement, and refine talent acquisition tactics. This advancement will depend on organizations' capacity to tackle the problems linked to AI adoption, including expenses, employee opposition, and technical infrastructure. To maximize the advantages of AI, firms must cultivate a culture of trust, adequately educate people for AI-induced changes, and consistently assess the efficacy of AI tools in meeting corporate goals. As AI progresses, it will increasingly influence HRM practices in Bangladesh, and firms that effectively use AI into their HR strategies will be better equipped to succeed in a competitive and rapidly evolving business landscape.

6. Conclusion

The study emphasizes the crucial role of AI in revolutionizing human resource management processes, especially in talent acquisition and employee engagement. AI technologies have optimized the recruiting process by minimizing bias, accelerating applicant screening, and delivering data-driven insights that improve overall decision-making. These improvements have enabled HR professionals to concentrate more on strategic elements of their employment, delegating mundane chores to AI-driven solutions. The use of AI in Human Resource Management presents hurdles, such as substantial implementation expenses, employee opposition, and apprehensions over job security. Notwithstanding these obstacles, AI has significant potential to enhance the recruiting process and employee engagement via tailored experiences, real-time feedback, and improved communication channels. As AI technologies advance, their incorporation into HRM will likely become more fluid, allowing firms to attain enhanced efficiency and production. To optimize the advantages of AI, firms must equilibrate automation with human discernment and guarantee that personnel are actively engaged in the change. The effective use of AI in HRM will rely on enterprises' ability to overcome integration obstacles, guarantee transparency, and foster a culture of trust. As AI increasingly influences HR processes, it is essential for firms to remain flexible and proactive in using its potential to maintain competitiveness in the rapidly evolving business landscape.

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