



International Seminar on September 16th, 2024
“Exploring the Frontiers of Interdisciplinary Research (ICEFIR-2024)”
Organized By: Nagpal Charitable Trust, Sri Ganganagar
Venue: Maharaja Agrasen Vidya Mandir School, Sri Ganganagar

The Role of AI in Predictive Analytics for HR Decision-Making at Reliance Telecom

Nivedita Singh, Department of Management, Monad University Hapur (U. P.)

Abstract

The rapid advancement of Artificial Intelligence (AI) and data analytics has significantly transformed Human Resource Management (HRM), enabling organizations to make more informed, timely, and strategic workforce decisions. In the telecommunications sector, where organizations operate in highly competitive and dynamic environments, effective management of human resources is essential for maintaining productivity, employee engagement, and organizational performance. This study examines the role of AI-driven predictive analytics in supporting HR decision-making at Reliance Telecom. Predictive analytics enables HR professionals to analyze historical and real-time workforce data to identify patterns and forecast outcomes related to employee turnover, recruitment, absenteeism, performance, workforce requirements, and employee engagement. AI-based tools can assist HR managers in identifying employees at risk of leaving, predicting future talent requirements, improving recruitment processes, and developing targeted employee-retention strategies. The study further explores how data-driven insights can reduce subjectivity in HR decisions and support evidence-based workforce planning. However, the adoption of AI in HR also raises concerns related to data privacy, algorithmic bias, transparency, employee consent, and the ethical use of personal information. Therefore, effective governance and human oversight are necessary to ensure that AI-based recommendations complement rather than replace managerial judgment. The study concludes that responsible implementation of predictive analytics can enhance the efficiency, accuracy, and strategic value of HR decision-making at Reliance Telecom while simultaneously promoting fairness, transparency, and employee trust.

Keywords: Artificial Intelligence, Predictive Analytics, Human Resource Management, HR Decision-Making, Employee Turnover, Workforce Planning, Employee Engagement, Talent Management, Reliance Telecom, AI Ethics.

Quality Of Work... Never Ended...