

Leadership talk

10th August, 2019

Organizations are increasingly taking a data-driven approach for decision making. Efficiently using the 'Big Data' to understand organizational trends and plan appropriate interventions is imperative for modern organizations to sustain competition. The first year HRM students of XAHR were fortunate enough to listen to Ms. Niharika Mohanty, Associate Vice President – Employee Branding, Zomato who has wide experience of working with analytics. The talk proved helpful for all listeners to understand the ground realities of how organizations are using Artificial intelligence (AI) and analytics for decision making in various functions. AI finds its application in diverse HR areas such as recruitment, training, or engagement. AI is getting machines to think like humans. However, it is still a human who needs to train the machine and make wise use of the information the machine provides. Hence, AI will not replace humans, rather will help them effective and efficient decision making. HR roles, with the help of AI and analytics, will become more strategic than operational.

