



Application Of Artificial Intelligence In Increasing The Effectiveness Of HR Behavior In The Era Of Industry 4.0 Systematic Literature Review Method

Ari Kurniawan¹, Khuzaini², Syahrial Shaddiq³

^{1,2} Universitas Islam Kalimantan (UNISKA) Muhammad Arsyad Al Banjari, Banjarmasin, Indonesia, ³ Universitas Lambung Mangkurat (ULM), Banjarmasin, Indonesia
kurniawan.arie21@gmail.com

Abstract. In the Industry 4.0 era, which is marked by the adoption of digital technology and artificial intelligence (AI), human resource (HR) management is becoming increasingly important in ensuring optimal company performance. This article examines the application of artificial intelligence in increasing the effectiveness of HR behavior in the Industry 4.0 era through Systematic Literature Review (SLR) analysis. Through this SLR, various articles related to this topic were studied, including about the AI models used and their implementation in the HR context. The results of the review show that the application of artificial intelligence in HR can provide a number of significant benefits for companies. One of them is increasing the efficiency of HR processes, such as recruitment, selection and employee performance management, through the use of algorithms and automation systems. In addition, AI also enables more accurate decision making based on the analysis of large and diverse data, helping companies to make more informed strategic decisions. However, apart from the benefits, the application of artificial intelligence in HR also poses a number of challenges and risks. Privacy and data security issues are a major concern, alongside risks associated with bias in AI decision-making. Therefore, companies need to carefully consider the implementation of this technology, while ensuring that the necessary steps are taken to protect the integrity of employee data and reduce the risk of bias. By understanding the challenges and risks involved, and utilizing the potential of artificial intelligence technology wisely, companies can optimize its benefits in increasing the effectiveness of HR behavior and achieving their business goals in the Industry 4.0 era.

Keywords: Artificial Intelligence, Increasing, Effectiveness, SLR, Industry 4.0.