THE IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCE LOGISTICS IN THE MODERN WORLD

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In the modern world of technology, where artificial intelligence (AI) transforms and optimizes many spheres of life, human resources logistics is no exception. Innovative approaches to personnel management, based on the use of AI, are transforming recruitment, training, development, and retention processes, providing companies with competitive advantages [1]. Due to the rapid advancement of AI in the modern world, its application in the field of human resources logistics is becoming increasingly important. AI offers broad opportunities for optimizing various personnel management processes and enhancing the efficiency of enterprises.

One of the key advantages of using AI in human resources logistics is the automation and optimization of personnel selection and evaluation processes [2]. With the help of machine learning algorithms and big data analysis, it is possible to quickly and objectively screen candidates who meet the needs of the enterprise, as well as forecast their productivity based on previously collected information.

Furthermore, the use of AI in human resources logistics enables the automation of training and development processes. Through personalized training programs tailored to the needs of each employee, continuous professional growth can be ensured, aligning their skills with the demands of the modern labor market. For example, AI-based virtual learning systems can analyze individual learning needs of each employee and automatically recommend training courses or materials that best match their interests and requirements.

AI-powered programs penetrate every aspect of personnel management, offering innovative solutions and approaches to solving complex tasks. For example, the "HR AI Navigator" program enables the analysis of large volumes of data regarding HR processes, assisting HR managers in making strategic decisions. AI tools, such as "TalentAI Insights," help recruiters select the most suitable candidates for vacancies, while "AI HR Assist" automates routine HR processes, freeing up time for strategic planning and analysis. Programs like "PeopleInsights AI" allow for trend forecasting and strategy development for effective personnel management.

The use of artificial intelligence in human resources logistics opens up new opportunities for companies in attracting, developing, and retaining talented personnel. Those who invest in these technologies gain competitive advantages and ensure stable development in today's business environment.

References:
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