

HUMAN-CENTRICITY AND ARTIFICIAL INTELLIGENCE SYSTEMS: CHALLENGES OF MAINTAINING BALANCE IN ENTERPRISE PERSONNEL MANAGEMENT

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Abstract. The integration of Artificial Intelligence (AI) into enterprise personnel management has ushered in a new era of efficiency and data-driven decision-making. However, this technological advancement brings forth the critical challenge of maintaining human-centricity within these systems. Human-centricity refers to designing and implementing AI technologies that prioritize human values, needs, and experiences. In the context of personnel management, this means ensuring that AI tools augment rather than replace human judgment, preserve employee dignity, and promote fair and ethical treatment. The balance between leveraging AI capabilities and upholding human-centric values is pivotal for the sustainable success of enterprises in the modern digital landscape. One of the primary challenges in maintaining human-centricity is the potential for AI systems to inadvertently perpetuate biases present in historical data. AI algorithms trained on biased data can make decisions that unfairly disadvantage certain groups of employees, affecting hiring, promotions, and evaluations. Additionally, over-reliance on AI can diminish the role of human intuition and empathy in personnel decisions, leading to a depersonalized workplace environment. The lack of transparency in AI decision-making processes, often referred to as the "black box" problem, further complicates the issue by making it difficult for HR professionals to understand and trust AI-generated recommendations.

Failing to maintain a human-centric approach can have profound implications for employee morale and ethical standards

within an organization. Employees may feel devalued if they perceive that decisions about their careers are being made solely by algorithms without adequate human oversight. This can lead to decreased job satisfaction, lower engagement, and higher turnover rates. Ethically, organizations risk violating principles of fairness and equality, potentially leading to legal repercussions and damage to their reputation. Ensuring that AI systems are used responsibly requires a commitment to transparency, accountability, and the inclusion of diverse perspectives in their development and deployment. To address these challenges, enterprises must adopt strategies that integrate AI technologies while preserving the human element of personnel management. This includes implementing rigorous data governance policies to ensure data quality and reduce biases. Organizations should involve interdisciplinary teams, including ethicists, sociologists, and HR professionals, in the development of AI systems to incorporate a wide range of human-centric considerations. Providing training for HR staff on how to interpret and question AI outputs can empower them to make informed decisions that balance algorithmic recommendations with human judgment. Moreover, establishing clear guidelines for transparency and explainability in AI processes can help build trust among employees and stakeholders.

The relevance of maintaining human-centricity in AI systems is increasingly significant as organizations navigate the complexities of digital transformation. With AI becoming more prevalent in HR

functions—from recruitment algorithms to performance analytics—the potential impact on the workforce is substantial. Addressing these challenges is essential not only for ethical compliance but also for fostering a positive organizational culture that values and respects each individual. In

an era where talent is a critical competitive advantage, companies that successfully balance AI integration with human-centric principles are more likely to attract and retain top talent, drive innovation, and achieve long-term success.

Keywords: Artificial Intelligence; human-centricity; personnel management.

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