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TECHNOLOGY ADOPTION IN HUMAN RESOURCE MANAGEMENT

VARSHINI K – I MBA

As technology permeates every aspect of business, Human Resource Management (HRM) is poised for a profound transformation. The integration of advanced technologies in HRM signifies the dawn of a new digital era, where operational processes become automated and data-driven. This digital evolution is revolutionizing how HR departments operate, enhancing efficiency, accuracy, and strategic decision-making.

ONBOARDING SOFTWARE

Onboarding software streamlines the process of integrating new employees into an organization. Traditionally a manual and time-consuming process, onboarding is now enhanced by digital solutions that automate paperwork, training modules, and orientation schedules. These platforms not only improve the efficiency of the onboarding process but also provide a consistent experience for all new hires, ensuring they feel welcomed and informed from day one.

RECRUITER CHATBOX

Recruiter chatbots are transforming the talent acquisition landscape. These AI-driven tools handle initial candidate interactions, schedule interviews, and provide instant responses to queries. By automating these repetitive tasks, recruiter chatbots free up human recruiters to focus on strategic activities such as candidate assessment and relationship building. Moreover, they ensure a seamless and engaging candidate experience, which is crucial in a competitive job market.

HR ANALYTICS

HR analytics leverages data to provide insights into workforce trends, performance metrics, and employee engagement levels. By analyzing vast amounts of data, HR departments can make informed decisions about recruitment, retention, and development strategies. This data-driven approach helps in identifying patterns and predicting future trends, enabling proactive rather than reactive management of human resources.



HR CHATBOX

Similar to recruiter chatbots, HR chatbots assist current employees by providing instant responses to HR-related queries. Whether it's about benefits, leave policies, or performance reviews, HR chatbots ensure that employees receive accurate and timely information. This reduces the workload on HR personnel and enhances employee satisfaction by providing 24/7 support.

CUSTOM AI MODELS

Custom AI models in HRM are designed to address specific organizational needs. These models can be tailored to improve various HR functions such as talent management, employee engagement, and performance evaluation. By utilizing machine learning algorithms, these AI models continuously learn and adapt, providing increasingly accurate predictions and recommendations that help optimize HR strategies.

MACHINE LEARNING MODELS

Machine learning models are at the forefront of HR technology adoption. These models analyze historical data to identify patterns and trends that inform decision-making processes. For instance, machine learning can predict employee turnover, identify the best candidates for promotion, or optimize workforce planning. By leveraging these insights, organizations can implement strategies that improve employee retention and overall organizational performance.

HR analytics involves data analysis to improve workforce performance and organizational effectiveness. Key statistics include:

1. Employee Retention: Organizations with strong analytics see a 5-6% increase in retention.
2. Productivity: Data-driven decisions can boost productivity by up to 25%.
3. Cost Savings: Effective analytics can reduce HR costs by 15-20%.
4. Hiring Efficiency: Analytics improve time-to-fill positions by 25-50%.
5. Diversity: Companies using HR analytics are 2-3 times more likely to improve workforce diversity.

The integration of technology in Human Resource Management represents a significant shift towards a more efficient, data-driven, and strategic HR function. From onboarding software



and recruiter chatbots to advanced analytics and machine learning models, these technologies are transforming HR processes and enabling organizations to manage their human capital more effectively. As HR continues to embrace

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THE REVERBERATING EFFECTS OF WAR IN THE GLOBAL SUPPLY CHAIN

HARINI M – I MBA

“There is no instance of a nation benefitting from prolonged warfare.”

— Sun Tzu, *The Art of War*

In the current world scenario of interconnected global markets, seamless trade across geographical boundaries is an essential prerequisite for the global trade balance. A minor disruption in the global supply chain reverberates across economies creating instability. Scholars have identified the period between 2019-2023 as an era of global supply chain crisis owing to the outbreak of covid 19 and several military conflicts post covid period.

The year 2020 has been chaotic ever since the Ukraine-Russia conflict creating a significant shift not only in the political spectrum but also the global supply chain. Following the war, the Seaports in Ukraine ceased to be operational, halting the delivery of various goods such as food items, machinery, electronics, metals, chemicals, fertilisers, and transportation equipment. The conflict forced several ports to close, which escalated the cost of maritime trade. Ships had to be diverted, which aggravated the situation of the global supply chain by producing gridlock and interruptions in cargo movements. Furthermore, the limitations and sanctions caused a switch from rail to maritime transportation, causing more stress and creating a deeper scarcity of vessels.

The danger posed by the existing global supply chain has been brought to limelight due to Ukraine's influence on the European auto industry. For instance, the lack of wire harnesses produced in Ukraine by the German business Leoni has forced Volkswagen and BMW to close their assembly plants in Germany. Furthermore, tire maker Michelin recently reported that it may have to close a few operations in Europe as a result of logistics challenges spurred by Russia's invasion of Ukraine. Undoubtedly, the European automakers are going to assess the concerns linked with foreign suppliers and look at expanding their domestic procurement, even if it requires further price hikes.

The Houthi rebels of Yemen in solidarity with the Palestinian statehood conducted a series of surprise attacks in the Red Sea forcing several vessels to pass past the Cape of Good Hope as a result of interruptions in maritime traffic via the Suez Canal, creating 10 days of transit delay



and 2% of global inflation driven by increased transportation cost. The Baltic Exchange Dry Index (BDI), which monitors the cost of dry bulk shipping globally, suggests that rates have risen by two or even three times since the pre-crisis period.

Prospective investments in logistics and infrastructure networks may be debatable due to ongoing geopolitical tensions and security challenges in conflict-prone areas. Businesses could be reluctant to invest capital in projects that could be vulnerable to political unrest or security threats, that could hinder economic growth while giving lesser opportunities for advancement in those regions that are impacted.

Organisations that conduct business in regions where there have been geopolitical tensions may be subject to more stringent governmental oversight as well as compliance requirements. Greater trade barriers, restrictions on trade, or sanctions implemented in the course of conflicts can make cross-border commerce more difficult. Unstable legal and regulatory frameworks are prevalent in war zones, which may hinder the movement of merchandise. Supply chains can grow more challenging and costly as a consequence of frequent changes to permits, trade restrictions, and customs processes.

The era of globalisation has opened up the global market for a seamless trade across geographical boundaries simultaneously making the global supply chain vulnerable to the course of the dynamic political spectrum. War and military conflicts often destroy the logistical infrastructure hampering the movement of goods as seen in the case of Ukraine creating logjams and delay in the delivery of transit.

Crisis resilient supply chain policy is the need of the hour to cope up with the adverse effects of war. In case of a dispute, it is vital for firms to give priority to the maintenance of precise records and audit records, make necessary modifications and substitutions, and explore alternate sourcing options to minimize potential damages.

Moreover, collaboration between business, government and international organisations proves to be a plausible solution to mitigate the risk of supply chain disruption.

ARTIFICIAL INTELLIGENCE IN EDUCATION

SONIA S – I MBA

How AI is Changing Education?

Artificial Intelligence (AI) is transforming the way we learn and teach. From personalized lessons to automated grading, AI is making education more effective and accessible. Here's a look at how AI is changing education.

Personalized Learning

AI helps create personalized learning experiences by adapting lessons to each student's needs. Programs like Dream Box and Khan Academy adjust the difficulty of math and science lessons based on a student's performance, ensuring they get the right level of challenge and support.

Intelligent Tutoring Systems

AI-powered tutoring systems act like personal tutors, providing explanations and feedback. For example, Carnegie Learning's MATHia and Squirrel AI help students understand difficult concepts by identifying their weaknesses and offering targeted help.

Teacher Support

AI tools can automate grading and provide feedback, saving teachers time. Programs like Gradescope and Turnitin quickly grade assignments and check for plagiarism. AI also helps teachers develop better lessons by analyzing what works best for students.

Accessibility

AI makes learning more accessible for students with disabilities. Speech recognition converts spoken words into text, and tools like Kurzweil Education and Microsoft's Immersive Reader help students with reading difficulties by customizing how text is presented.

Challenges

While AI offers many benefits, there are challenges. Data privacy is a concern because AI systems need a lot of personal data. Ensuring this data is secure is crucial. Additionally, there's a risk of AI systems being biased if they are trained on biased data. It's important to develop fair and transparent AI.



The Future

The future of AI in education looks exciting. Technologies like augmented reality (AR) and virtual reality (VR) could create immersive learning experiences. AI can also support lifelong learning by helping people identify skill gaps and recommending courses to keep their skills up to date.

AI is making education more personalized, efficient, and inclusive. While there are challenges to address, such as data privacy and bias, the benefits of AI in education are significant. By using AI responsibly, we can enhance learning for everyone.



ARTIFICIAL INTELLIGENCE IN RECRUITMENT

LOKESH M – I MBA

In this competitive corporate world, people are trying to switch their jobs very frequently due to rise in salary and status but they don't know their work is permanent when they hired. Most of the company is working towards automation in their projects but very few use technology in Human resources Department in terms of recruiting, selecting, directing, controlling and analysing the performance of the employees. As employees are changing from company to another frequently HR should have a proper data for backup and systematic approach in terms of recruiting. Recruiting is the process of creating awareness about job vacancy in an organization and stimulating them to apply for the Job. In this article I am going to discuss about technologies used in the recruiting process and how it affect the organization.

Olden style of recruiting

In olden days very few methods were followed for recruitment, people use to read newspaper on daily basis. Companies used this opportunity to post the job vacancy in the newspaper where they get leads. Sourcing and employee retainment was not an issue on these days because the employees are more focus on job security and job satisfaction. This created a long relationship between the employee, employer and the company. Other than newspaper companies also appreciated walk in interview for talent acquisition which helps to increase the productivity of both employees which ultimately increase the profit earning capacity of the company.

New technologies for recruiting

Naukri

Naukri is a sourcing platform which helps to source high-end profile for hot job roles in this competitive corporate sector. Let's see the contribution of AI towards employer and employee in the recruitment process.

Contributions of AI in Naukr

Automatic Job Description creator

Keywords play an important role for creating job description, creating job description is one of the important works of an HR were, AI made very easy within few clicks.



Automatic data base convertor

If the job is posted in the platform, it fetches all the data namely their resume and their other information like Name, place, work experience in the form of Excel sheet, once they registered for the job, so it bridges the gap between the recruiter and job seeker.

Integrated tracking system

Once the resume got shortlisted it directly pushed the HR contact detail to the job seekers so that the recruiter can proceed with telephonic interview follow by online or in-person interview.

Contribution of LinkedIn in recruitment

LinkedIn is a one of the key elements for recruiters for talent acquisition and for new connections. Let's see its contributions towards recruitment.

Connection message creator

LinkedIn helps recruiter to connect with the new people and make connection with the help of Ai message generator with respective candidates.

Open to work Frame

If a person is using open to work it intimate that he or she is seeking job, if you click the profile, it automatically generates a message regarding company's profile and job vacancy.

Resume creator

LinkedIn will create an automatic resume with the available information in your profile, it makes a good rhyme if you added your email and phone number.

Technology is pervasive as it changes according to the trends, we also need to be more adaptable so that we are in the position to be more productive. There are many technologies for human resources management but very few tools are there for recruitment and sourcing. Technology not only makes sourcing and recruitment easy it also leads to increase in productivity. Traditional to modern methods for recruiting tools might be changed, but all the HR needs is potential candidates with good attributes and attitude along with the Proper experience and knowledge in each recruitment were the technologies make it easy and effective.



ROLE OF TECHNOLOGY IN BUSINESS: DATA SCIENCE

NAVANEETH S – I MBA

In today's rapidly evolving business landscape, technology has become an indispensable driver of innovation, efficiency, and competitiveness. Among the various technological advancements, data science stands out as a crucial component, transforming how businesses operate, make decisions, and strategize for the future. This article explores the multifaceted role of technology in business, with a particular focus on the impact and applications of data science.

The Technological Revolution in Business

The advent of advanced technologies such as artificial intelligence (AI), machine learning (ML), the Internet of Things (IoT), and big data analytics has revolutionized the business environment. These technologies enable businesses to streamline operations, enhance productivity, and create value in unprecedented ways. Data science, at the heart of this technological revolution, leverages these advancements to unlock insights and drive data-informed decision-making.

Data Science: The Backbone of Modern Business

Data science combines statistical methods, computational algorithms, and domain expertise to analyse and interpret complex data sets. Its role in business is multifaceted and impactful, spanning across various domains:

1. Enhanced Decision-Making

Data science empowers businesses to make informed decisions by providing actionable insights from data. Predictive analytics, a key aspect of data science, allows companies to anticipate market trends, customer preferences, and potential risks, facilitating proactive decision-making.

2. Operational Efficiency

By analysing operational data, businesses can identify inefficiencies and bottlenecks in their processes. Data science enables process optimization through predictive maintenance, supply chain optimization, and resource allocation, leading to cost savings and improved productivity.



3. Customer Insights and Personalization

Understanding customer behaviour is crucial for business success. Data science helps in analysing customer data to uncover patterns and preferences. This insight enables personalized marketing, enhancing customer engagement and loyalty. Recommendation systems, powered by data science, are prime examples of how businesses can tailor their offerings to individual customers.

4. Risk Management and Fraud Detection

Data science plays a vital role in identifying and mitigating risks. By analysing transaction data and identifying anomalies, businesses can detect fraudulent activities in real time. Credit scoring models and risk assessment tools also rely on data science to evaluate the creditworthiness of individuals and organizations.

5. Innovation and Product Development

Through data-driven insights, businesses can identify unmet market needs and emerging trends. This information is invaluable for innovation and product development, ensuring that new products and services meet the evolving demands of customers.

Challenges and Future Directions

While the benefits of data science are significant, businesses also face challenges in its implementation. Data privacy and security concerns, the need for high-quality data, and the shortage of skilled data scientists are notable hurdles. However, as technology advances and more businesses recognize the value of data-driven insights, these challenges are likely to be addressed. The future of data science in business is promising, with emerging technologies such as quantum computing, advanced AI, and blockchain set to further enhance its capabilities. Businesses that embrace data science and invest in building robust data infrastructures will be well-positioned to lead in the competitive landscape.

Technology, particularly data science, is transforming the business world. By harnessing the power of data, businesses can make informed decisions, optimize operations, understand their customers better, manage risks, and drive innovation. As data science continues to evolve, its role in shaping the future of business will only grow, making it an essential tool for success in the digital age.

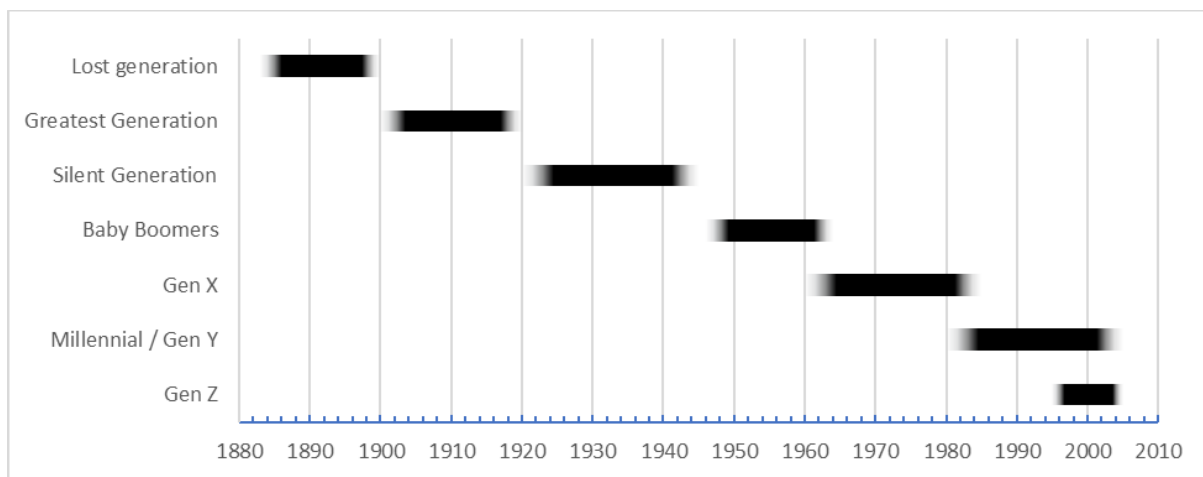
CUSTOMER BEHAVIOUR ACROSS GENERATION

NIVETAATRIS – IMBA

Customer behavior across generations is a topic that can provide valuable insights into the changing dynamics of the market and the preferences of different age groups. With the advancement of technology and the rise of social media, the way customers interact with businesses has evolved significantly.

The Baby Boomers

The Baby Boomers, born in the post-World War II (1946 -1964), are known for their brand loyalty and preference for traditional marketing methods such as TV and print advertisements. They value quality and reliability in products and services and are willing to pay a premium for products that offer superior quality and come from trusted brands. Generation X, born between 1965 and 1980, is more tech-savvy and independent. They grew up during the rise of technology and are comfortable using the Internet for shopping and research. They value convenience and efficiency in their interactions with businesses.



Millennials

Millennials, born between 1981 and 1996, are the largest consumer group in the market. They are digital natives who prioritize experiences over products and value authenticity and social responsibility in the brands they support. They are also more likely to research and compare prices before making a purchase. Generation Z, born between 1997 and 2012, is the most

diverse and culturally connected generation. They are true digital natives who have grown up with social media and instant access to information. They value personalization and authenticity in their interactions with businesses and are more likely to support brands that align with their values.

Customer behavior is influenced by various factors like age, lifestyle, and cultural background. Today's economic environment is in a constant state of change, where after the pandemic time, most of the customers have shifted massively to the online. The 21st-century consumer is a multitasker, more informed and connected. The internet has transformed traditional shopping practices, offering consumers unprecedented access to convenience and choice, whereas Baby Boomers were initially hesitant to embrace online shopping, especially because of the convenience it offers. They mostly used computers or laptops for online activities.

Generation X

Generation X grew up during a time of significant technological change, including the rise of personal computers and the internet, comfortable with both online and offline shopping. They often compare prices across multiple websites before making a purchase. They are mostly active on Facebook and other social media platforms.

The Millennials

The Millennials are digital natives who came of age during the internet explosion. They value experiences, social responsibility, and instant gratification. They are highly educated and tech-savvy, and often refer to online shopping for its convenience and the ability to easily compare products and prices. They are also early adopters of new technologies. Millennials predominantly use smartphones for online activities, including shopping, social media, and information seeking. They were highly active on platforms like Instagram, and Twitter, where they follow influencers and engage with brands.

Generation Z

Generation Z, the first true digital natives, have grown up with smartphones, social media, and instant access to information. They prefer online shopping, with a strong emphasis on smartphone commerce. They even seem to be quick, seamless, and visually appealing shopping



experiences. Gen Z is heavily reliant on smartphones for almost all online activities, they are influenced by peers and online trends. For this generation more creative short, engaging video content is used. So the company implements interactive feature like VR (virtual reality) for product trails and immersive shopping experiences for their customer.

By recognizing the unique characteristics of each generation, businesses can create a more personalized and engaging customer experience that builds long-term loyalty and drives growth. Baby Boomers might prefer face-to-face interactions and traditional advertising methods, while Millennials and Gen Z are more likely to be influenced by social media and online reviews. Understanding these generational differences can help businesses tailor their marketing and customer service strategies to better meet the needs and preferences of their target audience.



ENHANCING THE COMPREHENSIVE GROWTH OF STUDENTS AND ENRICHING THE TEACHING EXPERIENCE THROUGH THE POWER OF AI

SOWMIYA S – I MBA

With the quick integration of artificial intelligence (AI) in our work, life, and classrooms, educators globally are reassessing the purpose of education considering these significant impacts. Artificial Intelligence (AI) has the potential to solve some of the biggest challenges in education today, innovate teaching and drive progress towards Sustainable Development Goal4. The immediate challenges go beyond the debate between policy and regulatory processes.

The focus on the future of work and education has stressed the significance of developing and improving skills and values that are like human and are less likely to replacement by technology. The emergence of ChatGPT serves as another proof.

How AI tools can help the teachers and students

There is a hope that that the rise of AI will motivate educators, students, parents, and policy-makers to collaborate in deciding the essential skills for our students to effectively go through uncertainties, tackle difficult issues, and create meaningful futures in a transforming economy.

This involves embracing the task of providing education that develops initiative, being aware, analytical thinking, problem-solving abilities, interconnectedness, and well-being. It is evident that well-trained and well-supported educators utilizing AI tools can greatly contribute to advancing progress towards this vision.

Since the need for socio- emotional literacy is much needed nowadays, teachers are the one who have an essential role in shaping childhood experiences away from screens. AI reduces the administration burden of teachers, since it is biggest exhaustion of teachers. By using AI tools, it will help the educators to streamline the work and helps the teacher to build good rapport with the students.



Artificial intelligence as the potential to improve teachers in many areas such as lesson planning, differentiation, grading, giving feedback, communication with parents, and job development. Even though AI is helpful in reducing the burden of teachers it is necessary to channel those time to improve the students abilities and skills. So there is a need for supervision to know whether the efforts will have fruitful gains or not and to give holistic and equal education to all the children certain principles and values should be followed collaboration between educators and policy makers, easy access to resources and technology , digital literacy, providing inspiration for the educators to learn technologies well and finally innovation and adaptability for their development.



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The holistic development of Management and Innovation through education and partnering with Industries, Provide thought leadership that is contextual for a positive impact on the business, government and society.

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1. Foster advancement of knowledge through education and research in technology and management
2. Provide thought leadership that is contextually relevant for Business, Government and Society through practical exposure and simulated models
3. Pursue excellence in education and thought leadership without bias

About Salad

SALAD is a Quarterly magazine published by the students of KV Institute of Management and Information Studies, Coimbatore. SALAD aims at serving the Management student community in impacting knowledge about the Current events in management Science. Just like salad which is a mixture of cold and hot food which is arranged and served, our SALAD provides a variety of information to readers.

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