Journal of Business Economics for Applied Research

مجلة اقتصاديات الاعمال للبحوث التطبيقية

Human Resources Management in the Context of Artificial Intelligence and its Role in Achieving Organizational Prosperity Analytical Research at Al-nahrain State Company for the Printing and Production of Educational Supplies

Dr .Luay Radhi khaleefah alrubaye
Ministry of Education - General Directorate of Administrative Affairs
Drloayalrubaie@gmail.com

Key words:

human resources management in the context of artificial intelligence, Organizational Prosperity.

*Corresponding author:

Luay Radhi khaleefah alrubaye
Ministry of Education

Abstract:

The research aimed to identify the role of adopting human resources management in the context of artificial intelligence in achieving organizational prosperity by analyzing the opinions of a sample of managers of Al-Nahrain General Company for Printing and Production of Educational Supplies, as the research achieved great importance; as it addresses contemporary variables in the administrative literature by showing the importance of introducing artificial intelligence in human resource management to enhance organizational prosperity and achieve the company's goals, The research adopted the descriptive-analytical method for a purposive sample of managers and officials of Al-Nahrain Public Company, where (100) questionnaires were distributed and only (93) of them were returned valid for statistical analysis, as well as the use of the statistical program (SPSS V. 28, Smart PLS4) with descriptive statistics methods to test the research hypotheses. The research reached the most important conclusions that human resource management under artificial intelligence has a significant impact on organizational prosperity. Finally, the research recommends that the company should adopt a strategy to support, promote and train employees in the use of advanced technologies of attracting and selecting human resources according to artificial intelligence; because it has an important role in achieving the efficiency of human resource operations, reducing time consumption and improving the quality of human resource-related results to achieve organizational prosperity.

Introduction

All business organizations, regardless of the nature of their work, aim to achieve performance excellence ,the field of Human Resource Management (HRM) is currently undergoing a major transformation due to the integration of Artificial Intelligence (AI), which includes the use of data analytics, machine learning and automation. This integration enhances the efficiency of HR processes by reducing time consumption and improving the quality of HR-related outcomes. And HR-related outcomes. The introduction of AI in HRM represents a fundamental change towards more effective and data-driven decision-making processes, improving the efficiency and strategic capabilities of HR operations in various organizations and achieving organizational prosperity.From this perspective, the idea of the research came as a contribution through which the researcher tries to shed light on the role of human resource management in the shadow of artificial intelligence as an explanatory variable on the dependent variable of organizational prosperity in the first research, and by providing a new vision embodied by the theoretical framing of its variables in the theoretical aspect through the second research, while the practical aspect was dedicated to answering questions about the main issue, while the practical aspect was devoted to answering questions about the main issue.

The research included two main hypotheses, all of which were subjected to several tests to ensure their acceptance or rejection using a number of statistical methods appropriate to the nature of the research described in the third research, in addition to the focus of the fourth research on providing a set of conclusions and recommendations.

1-Research Methodology

1-1 - Research Problem

It is clear from the research variables that the target audience for the survey about the research variables (Human Resource Management in the context of artificial intelligence and organizational prosperity) After the researcher asked them what each of the variables are and what they represent to them, their answers were indicative of limited knowledge and know-how, which is attributed to their limited knowledge and the novelty of the research variables ,

In order not to miss the opportunity for Al-Nahrain Company and make it benefit from the accumulated knowledge it has, it is necessary to develop its potential by studying the research variables of human resource management in the context of artificial intelligence and organizational prosperity in one hypothetical model in order to reduce the intellectual gap, and an attempt to find a cognitive and applied framework that clarifies this relationship, thus constituting a knowledge contribution in the field of business management.

The main research problem revolves around the following question

What is the role of human resources management in the context of artificial intelligence in achieving organizational prosperity?

In attempting to address this main issue, the following questions arise:-

1. What is the level of adoption of human resources management in the context of artificial intelligence by the researched company?

2. What is the level of adoption and enhancement of organizational prosperity dimensions by the researched company?

3. What is the level of impact of human resources management in the context of artificial intelligence on achieving organizational prosperity?

1-2: Research Importance

The importance of the research lies in the following points:-

1- The research derives its importance from variables (management) that present an intellectual discussion related to the nature of the human resources management in the context of artificial intelligence and organizational prosperity.

2- Its importance is evident in testing one of the service companies, which is among the most important companies in the country for its contribution to supporting and developing the economy.

3- Utilizing the results and recommendations of the research to address problems and challenges and develop the reality of the company in question.

Research Objectives- 1-3

The current research seeks to achieve the following:-

1- Diagnosing the extent of responsiveness to human resources management in the context of artificial intelligence at Al-Nahrain General Company for Printing and Production of Educational Supplies.

2- Determine the extent of the response to organizational prosperity in light of the dimensions expressed for the respondent company.

3- Checking whether there is a level of impact of human resources management in the context of AI to achieve organizational prosperity in the respondent company.

1-4- hypothetical chart

A hypothetical plan was designed based on the theoretical side of the research problem and objectives, focusing on the most important impact relationships between the basic and sub-research variables, as illustrated in the figure.
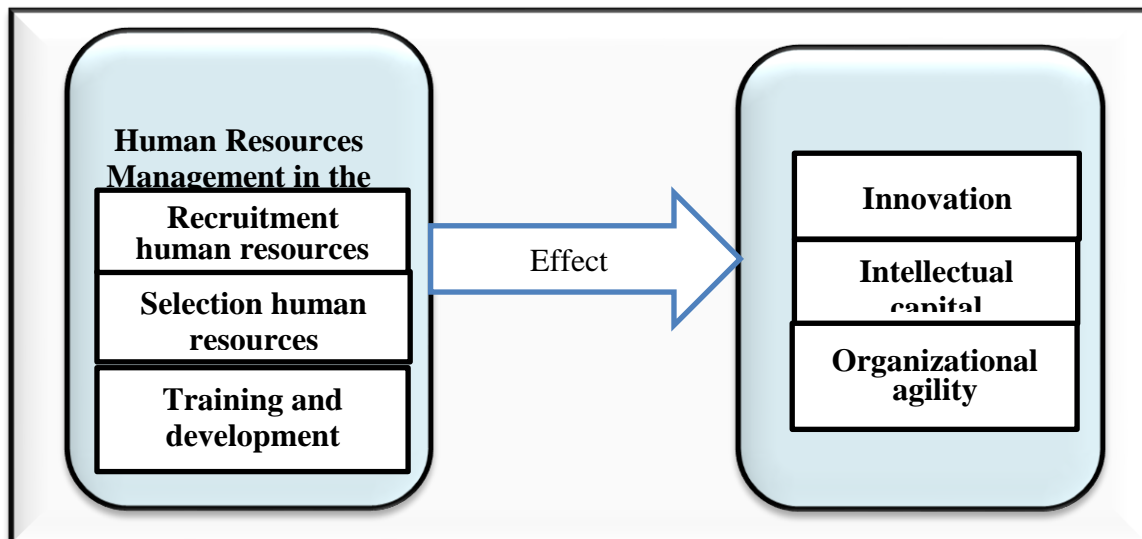

Figure (1) Hypothetical research plan

1-5- Research hypotheses

1-First main hypothesis: There is no significant effect of HRM under AI on organizational prosperity in the respondent company. The following sub-hypotheses follow from this hypothesis :-

A- The first sub-hypothesis: There is no significant effect of the dimension of attracting human resources on organizational prosperity.

B- Second sub-hypothesis: There is no significant effect of the human resource selection dimension on organizational prosperity.

C- The third sub-hypothesis: There is no significant effect of the dimension of training and development of human resources on organizational prosperity.

2- Second main hypothesis: There is no significant effect of human resource management under AI on organizational prosperity.

-olsResearch Methodology and Research To1-6

In order to achieve the research objectives, the analytical descriptive method was used to test the research model and hypotheses, and the questionnaire was used to collect data and information, the questionnaire included (27) paragraphs that reflected the

research variables, and the five-point Likert scale was used (completely agree, agree, agree, unsure, disagree, and completely disagree).Table (1)shows the research scale.

Table (1) Search terms and scale

Terms	Code	The number of questions	Source of scale
Recruitment Human Resources	RHR	5	(Madanchian et.al.,2023) (Patel&Goplani,2024) (Alnsour et.al.,2024)
Selection Human Resources	SHR	5	
Training and Development Human Resources	TADHR	4	
Human Resources Management in the Context of Artificial Intelligence	HRMCAI	14	
Innovation	I	4	Mohammed&saaed,2021)( ) Ebrahim(2023,)Fakhri(2023, Gomaa et.al.,2024)(
Intellectual Capital	IC	5	
Organizational Agility	OA	4	
Organizational Prosperity	OP	13	

1-7 Research population and sample

The Nahrain General Company for Printing and Production of Educational Supplies of the Ministry of Education was selected because it is suitable for the research topic and has effective production lines, as it adopted a deliberate purposive sample of managers, heads of departments and departmental officials in the company, and the research sample is an academic level and great job experience, in addition to that the company is considered one of the important companies supporting the local economy and the use of artificial intelligence techniques will contribute to achieving outstanding performance for it, the researcher distributed questionnaires (100) questionnaire forms, and only (93) forms valid for statistical analysis were retrieved.

1-8-Evaluating the quality of the measures

1-The model of the human resources management variable in the context of artificial intelligence

Figure (2) shows the questions and dimensions of the human resources management model in the context of artificial intelligence, which consists of three basic dimensions with a total of (14) questions, as shown in Table (2)values.

The composite reliability (CR) of the human resource management variable under artificial intelligence, which are all within acceptable limits, amounted to (0.917, 0.922, 0.881), which is a good indicator and indicates high stability of the scale. It is also shown from the value of the Cronbach's alpha coefficient, which amounted to (0.916, 0.918, 0.884), that it is greater than (0.70), which indicates the presence of high stability. The results showed that the values of the average variance extracted (AVE) for the human resource management variable under artificial intelligence are all acceptable, as they ranged between (0.692, 0.702, 0.668), which is greater than the value (0.50), indicating that the sub-dimensions contribute significantly to explaining the total variance of the human resource management variable under artificial intelligence, and therefore the model is considered more reliable in explaining the relationships between the dimensions of the variable.
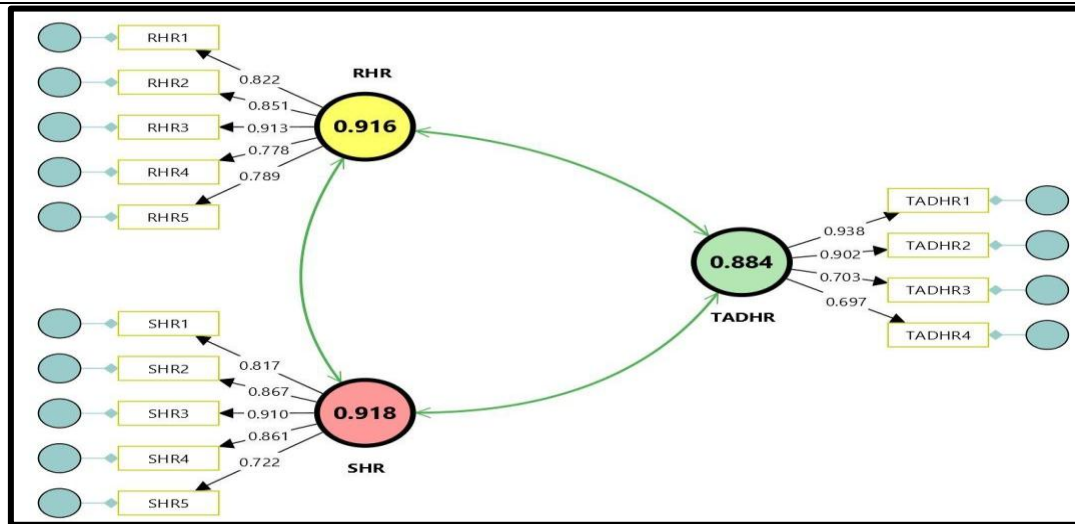
Figure (2) Human Resources Management Model in the context of Artificial Intelligence

Table (2) shows the estimates values, whichh ranged between (0.697- 0.938), as it is clear that all questions are influential. It is also clear from the values of (t) ranging between (7.086- 13.127) that they are also greater than the tabular value of (t) which is (1.984), which is a sufficient indicator to adopt the model in its final form in subsequent analyses.

Table (2) Estimates of the dimensions of the human resources management variable in the context of artificial intelligence

Questions	Estimate	T values	P values	Cronbach's alpha)	Composite reliability	(AVE)
RHR1 <- RHR	0.822					
RHR2 <- RHR	0.851	9.339	0.000			
RHR3 <- RHR	0.913	10.337	0.000	0.916	0.917	0.692
RHR4 <- RHR	0.778	7.864	0.000			
RHR5 <- RHR	0.789	8.076	0.000			
SHR1 <- SHR	0.817					
SHR2 <- SHR	0.867	9.525	0.000			
SHR3 <- SHR	0.910	10.223	0.000	0.918	0.922	0.702
SHR4 <- SHR	0.861	9.106	0.000			
SHR5 <- SHR	0.722	7.086	0.000			
TADHR1 <- TADHR	0.938					
TADHR2 <- TADHR	0.902	13.127	0.000	0.884	0.881	0.668
TADHR3 <- TADHR	0.703	7.730	0.000			
TADHR4 <- TADHR	0.697	7.653	0.000			

2- Organizational Prosperity

Figure (3) shows the dimensions and questions of the organizational prosperity model, which consists of three basic dimensions, with a total of (13) questions. As shown in Table (3), the values of the composite reliability coefficient (CR) for the organizational prosperity variable are all within acceptable limits, as they reached (0.905, 0.919, 0.931), which is a good indicator and indicates high stability of the scale. As shown by the value of the Cronbach's alpha coefficient, which reached (0.904, 0.919, 0.927), it is greater than (0.70), which indicates high stability as well. The results showed that the values of the average variance extracted (AVE) for the organizational prosperity variable are all acceptable, as they ranged between (0.705, 0.700, 0.769), which is greater than the value (0.50), indicating that the sub-dimensions contribute significantly to explaining the total variance of the organizational prosperity variable. Therefore, the

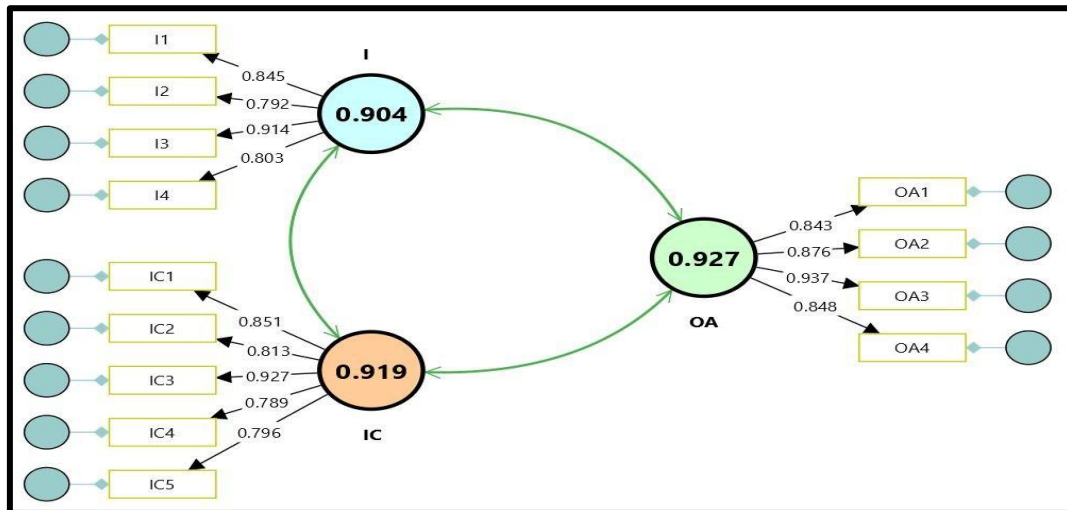model is considered more reliable in Interpret the relationships between the dimensions of the variable.

Figure (3) Organizational prosperity model

Table (3)shows the estimates values, which ranged between(0.789- 0.937), as it is clear that all questions are influential. It is also clear from the values of (t) ranging between (8.488- 11.488) that they are also greater than the tabular value of (t) which is (1.984),and this is a sufficient indicator to adopt the model in its final form in subsequent analyses.

Table (3) Estimates of the dimensions of the organizational prosperity variable

Questions	Estimate	T values	P values	Cronbach's alpha)	Composite reliability	(AVE)
I1 <- I	0.845					
I2 <- I	0.792	8.489	0.000	0.904	0.905	0.705
I3 <- I	0.914	10.026	0.000			
I4 <- I	0.803	8.491	0.000			
IC1 <- IC	0.851					
IC2 <- IC	0.813	9.192	0.000			
IC3 <- IC	0.927	11.488	0.000	0.919	0.919	0.700
IC4 <- IC	0.789	8.488	0.000			
IC5 <- IC	0.796	8.628	0.000			
OA1 <- OA	0.843					
OA2 <- OA	0.876	10.275	0.000	0.927	0.931	0.769
OA3 <- OA	0.937	11.457	0.000			
OA4 <- OA	0.848	9.448	0.000			

2-Literature Review

2-1:human resources management in the context of artificial intelligence.

The term robot was first used in 1920 by a science fiction play called "Rossumovi Univerzální Roboti" which means 'Rossum's Universal Robots' (Tahira, 2021:62). The term "artificial intelligence" was coined by computer scientist John McCarthy in 1956 at a conference at Dartmouth University and defined as the science and engineering of creating intelligent machines, especially intelligent computer programs (Sánchez et.al., 2022:4). The adoption of AI in human resource management is referred to as the "New Age of HR" (Soni, 2022:150). The emergence of the fifth industrial revolution has emphasized human-robot collaboration by allowing HR managers to focus on fostering creativity, strategic thinking, and job satisfaction to create a more engaging work

environment, and AI enables HR professionals to focus on strategic initiatives and bridge technological, human, and societal gaps (BOUHSAIEN&AZMANI, 2024:153). The integration of AI and robotics into HR functions has the potential to streamline processes, reduce costs, and enhance decision-making(Niveditha et.al., 2024:10096). AI technologies offer numerous possibilities to enhance HR functions such as recruitment, payroll, self-service transactions, access policies, and procedures in organizations (AGGARWAL&PAYAL, 2023:2). The main advantage of AI in HRM is that it is a machine learning technology capable of mimicking human cognitive activities to achieve HRM practices and its ability to provide decision support services by extracting valuable insights from large data sets and making processes more efficient to enhance existing products and services, create new products and services, and reduce costs (Tuffaha, 2022:27), (Kovalevskaja, 2024:22). From the above, artificial intelligence can be defined as the ability of a system to correctly interpret external data, learn from this data and use the lessons to achieve task-specific goals through flexible adaptation (Nawaz et.al.,2024:2), while human resource management is the process of acquiring talented people and developing the workforce to help the company achieve its goals and vision (Saranya,2022:22), and human resource technology is defined as any technology used to attract, hire, retain, support and improve human resource management (Baldegger et.al.,2020:73). Human resource management under artificial intelligence is defined as an effective strategic approach to dealing with an organization's workforce using superior technology such as robots, smart machines that can learn and understand human language naturally and make HR tasks easier and better (Alkudah et.al.,2024:150).

2-2: The importance and advantages of artificial intelligence for human resource management:

The importance of artificial intelligence is determined by simplifying human resources processes by automating repetitive tasks, and making human resources decisions with quantitative insights, which enhances this approach with recruitment process data, and enables unbiased candidate evaluations and informed selection decisions. In addition, it provides predictive analytics that help predict employee turnover and identify high-performing individuals (Madanchian et.al., 2023: 369). The benefits of artificial intelligence in human resources management are as follows (Yawalkar, 2019: 23),(BHAGYALAKSHMI&MARI, 2020: 1453):-

A- Reducing the burden of administrative staff in the organization and increasing employee engagement in the workplace.
B- Identifying suitable candidates for jobs and contributing to talent acquisition.
C- Artificial intelligence helps predict employee retention rate.
D- Overcoming work constraints to reduce the chance of error.
C- Reducing biased behavior in decision-making and maintaining workflow in different departments.
H- Companies obtain accurate results in their operations through artificial intelligence.

2-3:Dimensions of Human Resource Management in the context of Artificial Intelligence: Artificial intelligence has a significant impact on human resources in enhancing productivity, improving decision-making procedures, and improving human resource practices by utilizing artificial intelligence techniques (Chukwuka&Dibie,2024:270). Researchers' opinions differed in describing the dimensions of resource management in the context of artificial intelligence, and were based on the dimensions identified by (Madanchian et.al.,2023:369), (Patel&Goplani,2024:870), (Alnsour et.al.,2024:5) as follows:-

A- Human Resource Attraction: AI was first used for talent acquisition, finding the best competitors and quickly identifying potential candidates (Menaka, 2023:32). AI has helped to make hiring decisions based on data analysis rather than subjective aspects,

reduce preference, retain top talent, and reduce the time and effort required to perform tasks including candidate screening, database maintenance, interviewing and scheduling, as recruitment procedures and time have been significantly reduced, allowing HR staff to focus on more important activities such as sourcing, personnel management, and recruitment marketing (Hussain, 2023:201), (Kaur et.al., 2023:3). AI software has also helped HR professionals in finding and attracting talented people by scanning resumes and job applications to identify suitable candidates and analyze their data, thus improving the quality of the recruitment process(Shelley, 2023:89),(Murugesan et.al., 2023:2).

B- Selection of human resources: AI-powered algorithms can analyze massive amounts of candidate data to identify the best talent, thereby speeding up the recruitment process and ensuring better hiring results (Patel & Goplani, 2024:868). AI is able to filter and remove unsuitable candidates and select the best applicants with the right skills and competencies (Alnsour et.al., 2024:4). There are applications that can be used in the selection of human resources, including expert systems designed to simulate human behavior, decision-making and ranking in the case of selecting between job candidates (Alsaleh, 2022:43).

C- HR training and development: It is the implementation of strategies and interventions that enhance employee performance to build personal and organizational skills among employees and develop desirable behaviors to improve individuals, teams and organizational performance by using AI technologies to train and develop employees (borleifsdóttir, 2023:11). AI contributes to providing innovative and virtual learning environments, providing interactive learning tools such as distance learning and virtual reality, and this helps in the professional growth of employees and develop their skills faster and better, as training can identify employees who need to learn from the knowledge base, create a customized curriculum for employees and use technology to test and assess employee levels in a comprehensive way, and online and virtual training helps human resource managers to evaluate the success of training and identify employees' abilities and experiences (Alsaif & Aksoya, 2023:2), (Hamdi, 2024:179).

2-4: Organizational Prosperity

The term "organizational prosperity" has emerged, which every organization can seek through the exploitation of available opportunities and strategic planning by senior management in line with clear strategic goals, and the concept of prosperity in the English language is not a recent discovery, Studies indicate that this concept was used by the Greeks, as it corresponds to the word (Aristae), which is translated in English as (the best, the bravest, the most courageous, the strongest) and the origin of the word (Aristae) is made up of two syllables, the first (Ar) meaning the flow of light or goodness, and the second (Aston) which means stability and harmony to achieve success in the long term as possible, According to the Oxford Dictionary, prosperity is defined as a special case of success in making money, the ability of organizations to generate economic growth through improved performance and competitive advantage (Mohammed&Saaed, 2021: 6706),(Mohammed&Majeed,2023:2373). Organizational prosperity contributes to the creation of sustainable value by providing unsurpassed products, achieving organizational profitability, growth and excellence, and increasing the level of creativity and innovation by providing services and products that achieve customer satisfaction (Gomaa et.al., 2024:263). All successful companies share two qualities: activity and prosperity, and the company proves that it is active by drawing ingenious strategies, marketing plans and productive and financial components, which leads to competitive results in front of its competitors, and proves that it is prosperous through its ability to take advantage of the opportunities available in a turbulent environment, which leads to high morale, reduced reorganization and increased

productivity, and the importance of organizational prosperity for organizations lies in the following aspects (Mustafa&Turki,2023:107-108):-

A- The financial and social stability of the organization and facing various environmental challenges.

B- Increasing sustainable competitiveness and thus increasing its ability to grow, survive, and excel.

C- Increase the level of innovation and sustainable creativity by providing products that meet the customer's aspirations.

2-5:Dimensions of Organizational Prosperity

Researchers differed in their presentation of the dimensions of organizational prosperity according to their different perspectives and intellectual perspectives.(mohammed,saaed,2021:6707),(Ibrahim,2023:163),(Fakhry,2023:12),(Gomaa et.al.,2024:265) explained the dimensions of organizational prosperity as follows:-

A- Innovation: Organizations recognize the importance of new ideas and transforming them into useful products and services and over time these ideas and processes have become the terms creativity, invention and finally innovation, which is related to technological success, visions, intuition, creativity and ingenuity (Egide,2024:30). Innovation means the generation and adoption of new ideas or behaviors related to the equipment, systems, processes or services of the organization that adopts them (MOUDDEN&BALHADJ,2024:548). It is defined as an organizational style in a company's business practices, workplace organization or external relationships that is new to the company and aims to improve the company's performance (Groenewald et.al,2024:2767). Innovation has also been defined as an unavoidable activity because it is constantly implemented and adapts to current developments, and organizations that have the ability to adapt to all internal and external conditions are those that have the ability to survive and thrive (Rosanti et.al,2024:189). (Weber et.al., 2024:3) indicated that it is the implementation of a new or significantly improved product, process, marketing or organizational method in business practices. Organizational innovation can be classified into structural innovation involving changes and improvements in team responsibilities, information lines and flows, and job structure, and procedural innovation affecting routines and processes in the company (Souza et.al., 2024:6).

B- Intellectual capital: When Thomas Stewart wrote "Intellectual Capital" in 1997, it was the first attempt to explain how an organization's knowledge can be transformed into a key competitive factor (Martins & Lopes, 2024:2). Capital is one of the measures used to evaluate achievement in business, especially in the information age. The prosperity of a company no longer depends only on its physical assets, but the main determinants of a company's success are intangible assets, specifically intellectual capital.(ANAM,2024:23) The most common definition of intellectual capital is the combined knowledge and capabilities that an organization can use to gain a competitive advantage (OGANOV,2024:93). Intellectual capital includes the intangible assets of information, skills, human capital and processes. Organizations are recognizing the importance of intellectual capital as a key factor in competitive advantage and long-term sustainability in an era of rapid technological developments, globalization and market dynamics (Kerketta, 2024:10). Intellectual capital consists of three main components, human, structural and relational, and each component represents a distinct intangible asset that contributes to the overall value and competitive advantage of a company (Malikah & Nandiroh, 2024:2172),(Sulastri et.al., 2024:491).

C- Organizational Agility: The concept of organizational agility emerged in the 1980s along with the concept of lean manufacturing with the aim of being able to respond quickly to changes and improve efficiency (WANG et.al., 2024:163).The term "organizational agility" has come to describe an organization's ability to use its resources to quickly adapt to changes brought about by both internal and external

sources (Sentoso et.al., 2024:212). Agility is the ability of an organization to respond sharply and respond effectively and efficiently to shifts in the business environment. It involves the ability to adapt to new situations, innovate and make decisions quickly and is a key point in achieving sustainable competitive advantage(Omolabi et.al., 2024:224). Organizational agility is defined as a set of ideas that aim to smooth organizational structures and work teams, optimize the use of resources, prevent waste or loss, and manage operations effectively (Badran&Khaled,2023:92).(Fridayani & Kusuma ,2024:67)defined it as the ability to respond to unexpected changes in dynamic environments and proactively embrace them by effectively reconfiguring resources and making quick decisions.

3-Materials and method

3-1:Descriptive analysis: This research includes analyzing and interpreting the data results of the sample's responses to the paragraphs of human resource management under artificial intelligence and organizational prosperity paragraphs as follows:-

A-Descriptive analysis of human resource management under artificial intelligence: It is observed from Table 4 that the highest arithmetic mean reached at the dimension (training and development of human resources) with a value of (3.438) at a good level, with a standard deviation of (0.942) and a coefficient of variation (27.40), as this dimension came at level (1) in terms of relative importance, while the lowest overall arithmetic mean was at the dimension (selection of human resources), which reached (3.303) at a medium level and a standard deviation (0.994) and a coefficient of variation (30.09). (09) This dimension came at level (2) in terms of relative importance, while the dimension (attracting human resources) reached (3.340) with a mean level and standard deviation (1.021) and a coefficient of variation (30). 57) This dimension received level (3) in terms of relative importance, and in total, the variable of human resource management under artificial intelligence achieved an arithmetic mean of (3.360) with a mean level and standard deviation (0.883), while the coefficient of variation is (26.27), as it came in the second sequence in terms of relative importance.

B- Descriptive analysis of organizational prosperity: It is clear from table (4) that the highest general arithmetic mean reached (3.406) with a mean level and standard deviation (1.019) and a coefficient of variation (29.92) and this dimension achieved level (1) in terms of relative importance, while the lowest general arithmetic mean was (3.344) with a mean level and standard deviation (1.042) and a coefficient of variation (31.17). 17) This dimension achieved level (3) in terms of relative importance, while the dimension (intellectual capital) amounted to (3.360) with a mean level and standard deviation (1.030) and a coefficient of variation (30). 65) as this dimension came at level (2) in terms of relative importance, while in total, the organizational prosperity variable achieved an arithmetic mean of (3.370) with a mean level and standard deviation (0.823), while the coefficient of variation is (24.41) and achieved the first sequence in terms of relative importance.

Table (4) Descriptive statistics for research variables and dimensions

Dimensions of research variables	M	S	CV	Relative importance
Recruiting human resources	3.340	1.021	30.57	3
Selection of human resources	3.303	0.994	30.09	2
Training and development of human resources	3.438	0.942	27.40	1
Human Resource Management in the Context of Artificial Intelligence	3.360	0.883	26.27	Second
Innovation	3.406	1.019	29.92	1
Intellectual Capital	3.360	1.030	30.65	2
Organizational agility	3.344	1.042	31.17	3
Organizational prosperity	3.370	0.823	24.41	First

3-2:Testing the Research hypotheses

The research reviews the data of the statistical analysis of the research hypotheses as follows :-

1-Testing the first main hypothesis

(There is no significant effect of human resource management under artificial intelligence on organizational prosperity)

  Table (5) and Figure (4) shows the extracted F value between human resource management under artificial intelligence and organizational prosperity as it recorded (237.662), which is greater than the tabular F value of (3.96) at the significance level (0.05), and this result provides support for the first main hypothesis. This result provides sufficient support to accept the alternative hypothesis that (there is a significant effect of human resource management under artificial intelligence on organizational prosperity), as human resource management under artificial intelligence was able to explain 75% of the variables that affect organizational prosperity, and the t value extracted for the variable of human resource management under artificial intelligence recorded (15. 416), which is greater than the tabulated t-value of 1.984 at a significance level of 0.05. This indicates that the β value for the variable of human resource management under AI is significant, as it is clear from the β value that increasing human resource management under AI by one unit will lead to an increase in organizational prosperity by (80%.)

Table (5)Influence analysis between human resource management in the context AI on organizational prosperity

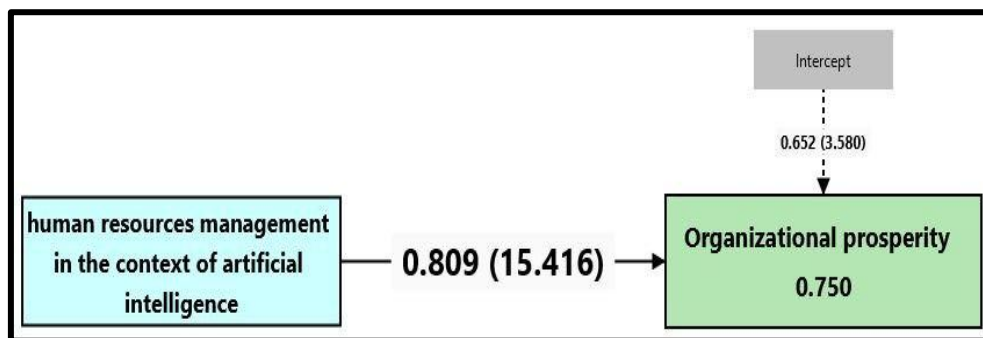| Independent variable			(t)	R	(R2)	Adj R^2	(F)	Sig	Dependent variable
Human Resource Management in the context of Artificial Intelligence	α	0.652	3.580	0.868	0.753	0.750	237.662	0.000	Organizational prosperity
	(β)	0.809	15.416						

Figure (4) Impact analysis between HRM under AI on organizational prosperity

2-Testing the sub-hypotheses of HRM dimensions under AI on organizational prosperity: Table 6 shows the sub-hypotheses of the effect between the dimensions of HRM under AI and organizational prosperity.

 Table 7 shows that the extracted F value between the dimensions of human resource management under artificial intelligence and organizational prosperity (202.087, 238.444 and 44.529) respectively, which is greater than the tabulated F value of (3.96) at the significance level (0.05) and accordingly, the decision is as shown in Table 7.

Table (6) Sub-hypotheses of the effect between the dimensions of HRM under AI and organizational prosperity

Hypothesis code	Hypothesis	Decision
H11	There is a significant effect of the human resource recruitment dimension on organizational prosperity	The alternative hypothesis is proven
H12	There is a significant effect of the human resource selection dimension on organizational prosperity	Confirming the alternative hypothesis
H13	There is a significant effect of the dimension of training and development of human resources on organizational prosperity	The alternative hypothesis is proven
Number of accepted null hypotheses		0
Number of alternative hypotheses accepted		3

Table (7) Analysis of the impact between the dimensions of human resource management in the context of artificial intelligence and organizational prosperity

	human resources management in the context of artificial intelligence			t	R	R^2	Adj (R^2)	F	sig
Organizational prosperity	Recruitment human resources	α	1.084	6.448	0.849	0.722	0.718	202.087	0.000
		B	0.684	14.216					
	Selection human resources	α	0.996	6.210	0.868	0.754	0.750	238.444	0.000
		B	0.719	15.442					
	Training and development human resources	α	1.560	5.546	0.603	0.363	0.355	44.529	0.000
		B	0.527	6.673					

3-Testing the second main hypothesis

(There is no significant effect of HRM under AI on organizational prosperity)

Table (8) and Figure (5) indicate the results of the impact analysis between the dimensions of human resource management under artificial intelligence on organizational prosperity, as the extracted F value achieved a value of (104). 384) indicates that there is a significant effect between HRM under AI on organizational prosperity, and this leads to the acceptance of the alternative hypothesis (there is a significant effect of HRM under AI on organizational prosperity), and the R2 value (Adj) shows that the dimensions of HRM under AI together can explain 79% of the changes in organizational prosperity. The extracted t value (4.038 and 5.568) is greater than the tabulated t value (1.984) and indicates that the effect of the parameter β for the two dimensions (human resource attraction and human resource selection) is real as increasing the effect by one unit will increase organizational prosperity by (32% and 43%), respectively, while the effect of the dimension (human resource training and development) has no significant effect on organizational prosperity, the results showed that it has no significant effect on organizational prosperity.

Table (8) Impact analysis of the dimensions of human resources management in the context of artificial intelligence on organizational prosperity

human resources management in the context of artificial intelligence	(α)	(β)	(t)	Sig.	(R) المتعدد	(R^2)	(R^2) Adj	(F)	Sig.
Recruitment human resources	0.799	0.320	4.038	0.000	0.897	0.805	0.797	104.384	0.000
Selection human resources	(t)	0.430	5.568	0.000					
Training and development human resources	4.746	0.0230	0.3950	0.6940					
(F) Table					2.70				
t) (Table					1.984				

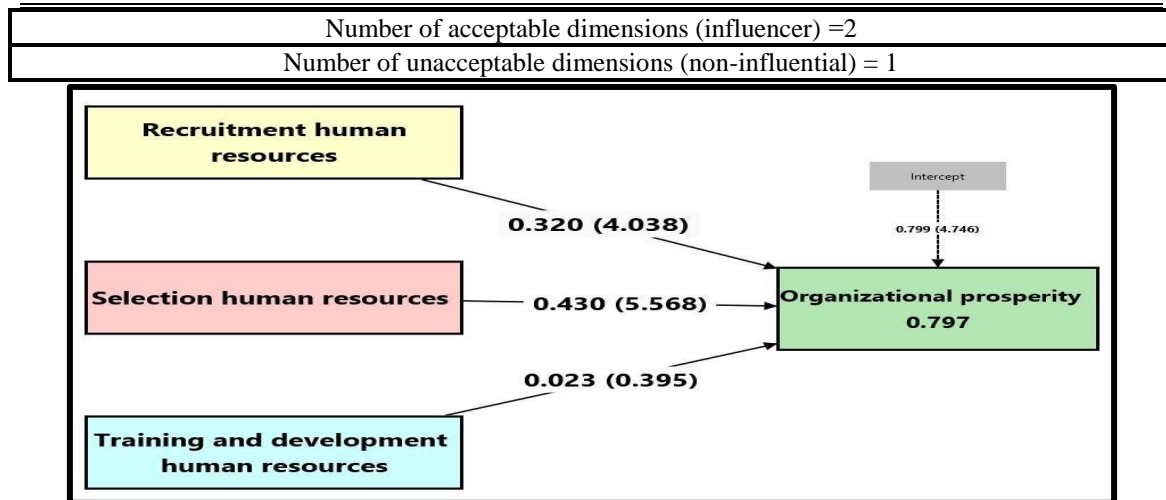| Number of acceptable dimensions (influencer) =2 |
| Number of unacceptable dimensions (non-influential) = 1 |

Figure (5) Impact analysis of the dimensions of human resources management in the context of artificial intelligence together on organizational prosperity

From the researcher's review of the research results, he found that the variable of human resource management in the context of artificial intelligence came with relative importance at the second level in the Nahrain General Company for Printing and Production of Educational Supplies, while the variable of organizational prosperity came at the first level, and the results in the Nahrain General Company achieved a significant effect of human resource management in the context of artificial intelligence on organizational prosperity and rejected the null hypothesis and accepted the first alternative main hypothesis, as well as the acceptance of the second alternative hypothesis as the effect of human resource management in the context of AI together increases in organizational prosperity.

4-Conclusions and Recommendations

4-1: **Conclusions**

1-Human resource management in the context of artificial intelligence is one of the modern methods that contribute to achieving entrepreneurial success for organizations and achieving sustainable competitive advantage.

2-Nahrain General Company has a good level of interest in the research variables and is keen to develop in order to achieve excellence in its work on an ongoing basis.

3-There is a significant effect between human resource management under AI and organizational prosperity in Al-Nahrain General Company for Printing and Production of Educational Supplies, and this indicates that it seeks to effectively implement AI techniques with its human resources and then its reflection on achieving organizational prosperity.

4-The research results showed that there is a significant impact between human resource management in the context of artificial intelligence on organizational prosperity for the dimensions of attracting human resources and selecting human resources, and the results also showed that the dimension (training and development of human resources) has no significant impact on organizational prosperity as indicated by statistical processes .

4-2: Recommendations

1- Working to develop and develop the capabilities of the Nahrain General Company for Printing and Production of Educational Supplies in the technical aspect and making sure to use modern computers that support artificial intelligence software.

2- The need for the company to adopt a strategy to support, enhance and train workers in the use of advanced technologies of attracting and selecting human resources according to artificial intelligence; because it has an important role in achieving the efficiency of human resources operations, reducing time consumption and improving the quality of human resources results to achieve organizational prosperity.

3- Taking advantage of the results of the existence of an impact between human resource management under artificial intelligence and organizational prosperity and enhancing interest in the variables of the research and the need to pay attention to the use of artificial intelligence tools by developing an innovative scientific approach based on the optimal use of advanced technologies to enhance human resource management practices .

4- The need to establish a research and development unit to pay attention to AI techniques and opportunities to benefit from them and conduct research and studies for the purpose of formulating a future vision with a pioneering orientation based on artificial intelligence and its importance in promoting prosperity for Al-Nahrain General Company for Printing and Production of Educational Supplies.

References:

1. AGGARWAL,SWAPNIL&PAYAL.(2023)."IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCE MANAGEMENT : A REVIEW OF LITERATURE".**JOURNAL OF INTERNATIONAL ACADEMIC RESEARCH FOR MULTIDISCIPLINARY** ,Vol,11, Issue 4,.pp:1-9.

2. Alkudah ,Noor Mahmoud &Tareq Almomani.Safa Sarairah.2024." Incorporating Artificial Intelligence in Human Resources Management in Small and Medium Companies: Descriptive Study ",**International Journal of Academic Research in Business and Social Sciences**.Vol 14, Issue 3.pp.146-169.

3. Alnsour AS& Kanaan OA& Salah M, .(2024)." The impact of implementing AI in recruitment on human resource management efficiency and organizational development effectiveness". **Journal of Infrastructure, Policy and Development**, pp.1-18.

4. Alsaif,Atheer Abdulaziz &Mehmet Sabih Aksoya,(2023)"AI-HRM: Artificial Intelligence in Human Resource Management: A Literature Review". **Journal of Computing and Communication** Vol.2, No.2, pp.1-7.

5. Al-Saleh, Ghada Ahmed, (2022) "The relationship between the use of artificial intelligence technologies and the effectiveness of human resource management practices in small and medium-sized enterprises", Al-Ain University Journal of Business and Law, Issue (1), pp: 38-55.

6. ANAM, Rifqi Khairul.(2024)."STUDY OF THE INFLUENCE OF CAPITAL and INTELLECTUAL CAPITAL ON EMPLOYEE PERFORMANCE USING STRUCTURAL EQUATION MODELING".**MODERN MANAGEMENT REVIEW MMR,**Vol.29,No.3, pp:23-38.

7. Badran,F.M. M.,& Khaled,A. El. M.(2023)."Organizational agility and job engagement among staff nurses", **Evidence-Based Nursing Research**, pp: 92-99.

8. Baldegger, R.,Caon&M., Sadiku, K.(2020). "Correlation between Entrepreneurial Orientation and Implementation of AI in Human Resource Management". **Technology Innovation Management Review**,pp:72-79.

9. BHAGYALAKSHMI&E.FELIX,MARIA.(2020)."AI IN HUMAN RESOURCE MANAGEMENT", **Studies in Indian Place Name UGC Care Journal**.Vol-40-Issue-40-.pp:1453-1458.

10. Bouhsaien,Loubna&Azmani,Abdellah.(2024)."THE POTENTIAL OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT". **Applied Computer Science**,vol.20,no.3, pp:153–170.

11. Chukwuka, E. J.& Dibie, K. E.(2024)," Strategic Role of Artificial Intelligence (AI) on Human Resource Management (HR) Employee Performance Evaluation Function".**International Journal of Entrepreneurship and Business Innovation** .pp:269-282 .

12. Egide,Baranshakaje Cyprien.(2024)"The Influence of Organizational Culture on Innovation and Creativity". **Research Output Journal of Arts and Management**,pp:28-32.

13. Fakhri, Nour Hussein, (2023) "The role of human resource prowess in achieving organizational prosperity by mediating job embeddedness - a field study in the General Company for Gas Filling and Services", Journal of the College of Administration and Economics - University of Karbala, Volume (12), Issue (47), pp: 1-27.

14. Rosanti,FeiraAprilia&IkaNurulQamari&Arni,Surwanti.(2024),"Bibliometric Analysis of Organizational Innovation Trends". **International Research Journal of Multidisciplinary Scope (IRJMS)**,pp:189-194.

15. Fridayani ,Januari Ayu & Kusuma,Stephanus Eri.(2024)"The Role of Organizational Agility, Perceived Support, and Culture in Shaping Social Sustainability". **Journal Organisasi dan Manajemen** ,pp:65-84.

16. Gomaa,Heba Abdel-Salam &Gehan Mohamed Ahmed Mostafa&Samia Gamal Mohamed El sagheir.(2024)."The Relationship Between Smart Leadership and Organizational prosperity". **Helwan International Journal for Nursing Research and Pratctice** ,Vol.3,Issue 7,.pp:262-274.

17. Groenewald,Elma Sibonghanoy& Mehwish jawed&Aisha,Iqbal Shaikh,(2024) "STATISTICAL ANALYSIS OF PSYCHOLOGICAL EMPOWERMENT,SATISFACTION,ORGANIZATIONALCOMMITMENT,ORG ANIZATIONAL INNOVATION", **Remittances review,Vol,9,** No:1,pp:2765-2776 .

18. Hamdi, Muammar, (2024) "Contributions of artificial intelligence to human resources management". Pp. 167-188.

19. Hussein, Qais Ibrahim, (2023), "The relationship between hybrid human resources management and artificial intelligence - a survey study in Zain Telecom Company in Iraq", Journal of the College of Administration and Economics, Issue (4), Volume (2), pp. 194-212.

20. Ibrahim, Taghreed Khalil, (2023) "Management by wandering and its implications for organizational prosperity - an analytical field study of a sample of employees in private banks", Journal of Business Economics, Volume (4), Issue (5), pp. 159-178.

21. Issa, Omolabi., &Ishola, A. A., , A. K., & Balogun, E. O. (2024)."Performance - based reward system and organizational agility in the banking industry in Nigeria " **Malaysian Management Journal**,pp:215−244.

22. Kaur, G., Gujrati, R., & Uygun, H. (2023)." How does AI fit into the management of human resources",**Review of Artificial Intelligence in Education**,pp:1_10.

23. KERKETTA,SUMANT.(2024)."Perspectives on Sustainability ,Social Responsibility and Governance. ",**Academic Research Foundations**.

24. Kovalevskaja,Gabrielle, (2024)"From "Skynet" to "HRnet": Navigating Artificial Intelligence Implementation in Human Resource Management through Change Management "**A Systematic Literature Review**.pp:1-89.

25. Madanchian,Mitra &Hamed Taherdoost &Nachaat Mohamed.(2023)"AI-Based Human Resource Management Tools and Techniques". **Procedia Computer Science**.pp:368_377.

26. Malikah,Anik & Umi Nandiroh.(2024),"Intellectual Capital and Value of the Firm: A Systematic Literature Review", **International Journal Of Humanities Education And Social Sciences** (IJHESS) ,Volume 3, Num,4, pp: 2169 – 2177.

27. Martins, António Eduardo&Albino Lopes.(2024)."Intellectual Capital: Revisiting an Analytical Model".**Journal of Risk and Financial Management**.pp:2-14.

28. Menaka,R.(2023)"Role of Artificial Intelligence (AI) in Human Resource Management HRM) in Recent Er" **International Journal of Management**, vol. 11,no.2,pp:32–38.

29. Mohammed ,Khamees Naser & Majeed, Noha Qahtan Abdul.(2023)."The Impact of Strategic Ambidexterity on Organizational   Prosperity: A field Research in Private Hospitals in Anbar   Province". **Social Science journal**.vol.13, no,3.pp:2364-2386.

30. Mohammed,Reyam Kasim &Saaed,Hadeel Kadhim.(2021)."The Relationship Between Knowledge Sharing and Organizational   Prosperity: Analytical: Research in The State   Company for Electrical and Electronic Industries ".**Turkish Journal of Computer and Mathematics Education** Vol.12 No.13, 6703- 6717.

31. MOUDDEN, Maryam EL & BALHADJ ,Said.(2024)."Organizational innovation: A literature review". **International Journal of Innovation and Applied Studies** ,Vol.42 No.3.pp:547-554.

32. Murugesan,Umasankar &Padmavathy Subramanian & Shefali Srivastava a & Ashish Dwived.(2023)"A study of Artificial Intelligence impacts on Human Resource Digitalization in Industry 4.0.",**Decision Analytics Journal** .pp1_9.

33. Mustafa,Rasha &Turki,Mouna Damak.(2023)." Organizational prosperity under inner marketing orders", **International Journal on ECONOMICS, FINANCE and SUSTAINABLE DEVELOPMENT**.Vol.5,No. 11.pp:103_139.

34. Nawaz ,Nishad a &Hemalatha Arunachalam &Barani Kumari Pathi c.(2024),"The adoption of artificial intelligence in human resources management practices",**International Journal of Information   Management Data Insights**,pp:1-11.

35. Niveditha,Kalukuri Princy & Nidhi Pateriya& Gulafsha Anjum& Atul Patel& Abhishek Tiwar,(2024) "Systematic Analysis of the Impact of AI and Robotics on Human Resource Management". **International Journal of innovative research in science. Engineering and technology**.vol,13.pp:10096_10100.

36. OGANOV,Sergo.(2024)."FUNDAMENTALS OF THE RELATIONSHIP BETWEEN INTELLECTUAL   Capital and Innovation". **ALTERNATIVE quarterly academic journal**.pp:92-99.

37. Patel,Baxiskumar &Goplani,Heena.(2024)."A   Conceptual Model for AI-Driven Efficiency in Human Resource Management" ,**INTERNATIONAL JOURNAL OF Creative Research Thought**. Vol, 12, Issue 4.pp:868.873.

38. Sánchez ,Palos& Baena-Luna, A. Badicu& J.C. Infante-Moro,(2022) "Artificial Intelligence and Human Resources Management: ABibliometric Analysis, Applied Artificial Intelligence" ,VOL. 36, NO. 01.pp:1-29.

39. Saranya, A. (2022)"The Impact of Artificial Intelligence AI in Human Resource Management ", **International Journal of Arts, Science   and Humanities**, vol. 9 no.4,pp:21–24.

40. Sentoso,Antony & Cindy Chou&Alden Nelson,(2024),"The influence of leadership and entrepreneurial orientation   on organizational agility mediated by motivation", **Journal Fokus Manajemen Bisnis**, Vol,14, No, 2, pp: 209-226.

41. Shelly, Elham, (2023) "Human resources management in light of the challenges of applying artificial intelligence", Arsad Journal of Economic and Administrative Studies, pp. 80-94.

42. Soni ,Jharna.(2022)"A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCE MANAGEMENT". **International Journal of Research and Analytical Reviews**.Vol, 9, Issue 2.pp:149-168.

43. Souza,Bernardes-de, &D., Callegaro-de-Menezes& D., Revillion, J. P. P., & Paes-de-Souza, M.(2024)" Knowledge and organizational innovation-based dynamic capabilities in organic agriculture production units". R**evista de   Economia e Sociologia Rural**,pp:1-22.

44. Sulastri,Parama Santati& Badia Perizade, &Marlina Widiyanti,(2024), "Intellectual Capital For Higher   Education Competitiveness" **in 8th Sriwijaya Economics, Accounting, and Business Conference, KnE Social Sciences**, pp: 489–502.

45. Tahira,Khushnooda.(2021)."EFFECTS OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCES MANAGEMENT A STUDY OF IT SECTOR IN PAKISTAN". **International Journal of Online and Distance Learning**.Vol.1, Issue,1 No.4, pp:61 –78.

46. Þorleifsdóttir, Elín Guðrún.(2023)."The Impact of Artificial Intelligence on HRM: From Icelandic HR Perspectives", **A Qualitative Study**.MSc Human Resource Management and Organizational Psychology Department of Business Administration.pp:1-57.

47. Tuffaha,Mohand.(2022)."Adoption Factors of Artificial intelligence in Human Resource Management" ,**Cumulative PhD. Thesis**.pp:1-154.

48. WANG,Jue& Chaithanaskorn,PHAWITPIRIYAKLITI& Jeeranan SANGSRIJAN& Sid TERASON4.(2024)"Elevating Organizational Performance of University through Organizational Learning, Organizational Agility, and Service Innovation". **Journal of Ecohumanism** ,Vol: 3,No:4,pp:1637 –1654.

49. Weber P,& Siriyota K,& Quddu A(2024)," Measuring the influence of technological innovation and social sustainability via the mediating role of organizational innovation and digital entrepreneurship". **Journal of Infrastructure, Policy and Development.**pp:1-16.

50. Yawalkar,Vivek V.(2019)."A Study of Artificial Intelligence and its role in Human Resource Management". **International Journal of Research and Analytical Reviews**.pp:20-24.