

## Human Resource Management Challenges in Age of Artificial Intelligence: Methodology of Case Analysis

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**Abstract :** In the age of Artificial Intelligence (AI), some organization management approaches need to be adapted or changed. Human Resource Management (HRM) is a part of organization management that is under the managers' focus nowadays, because AI integration into organization activities brings some HRM-connected challenges. The topic became more significant during the crises of many organizations in the world caused by the coronavirus pandemic (COVID-19). The paper presents an approach, which will be used for the study that is going to be focused on the various case analysis. The author of the future study will analyze the cases of the organizations from Latvia and Spain that are grouped by the size, type of activity and area of business. The information for the cases will be collected through structured interviews and online surveys. The main result presented is the questionnaire developed that will be used for the study as well as the definition and description of sampling. The first round of the survey will be based on convenience sampling that is the main limitation of the study. To conclude, the approach developed will help to collect valid data if the organizations participating in the survey are ready to share their cases in depth, so the researchers could draw the right conclusions and generalize compared organizations' cases. The questionnaire developed for the survey is applicable for both written online data collection as well as for the interviews. The case analysis will help to identify some HRM challenges that are connected to AI integration into organization activities such as management of different generation employees and their training peculiarities.

**Keywords :** age of artificial intelligence, case analysis, generation Y and Z employees, human resource management

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