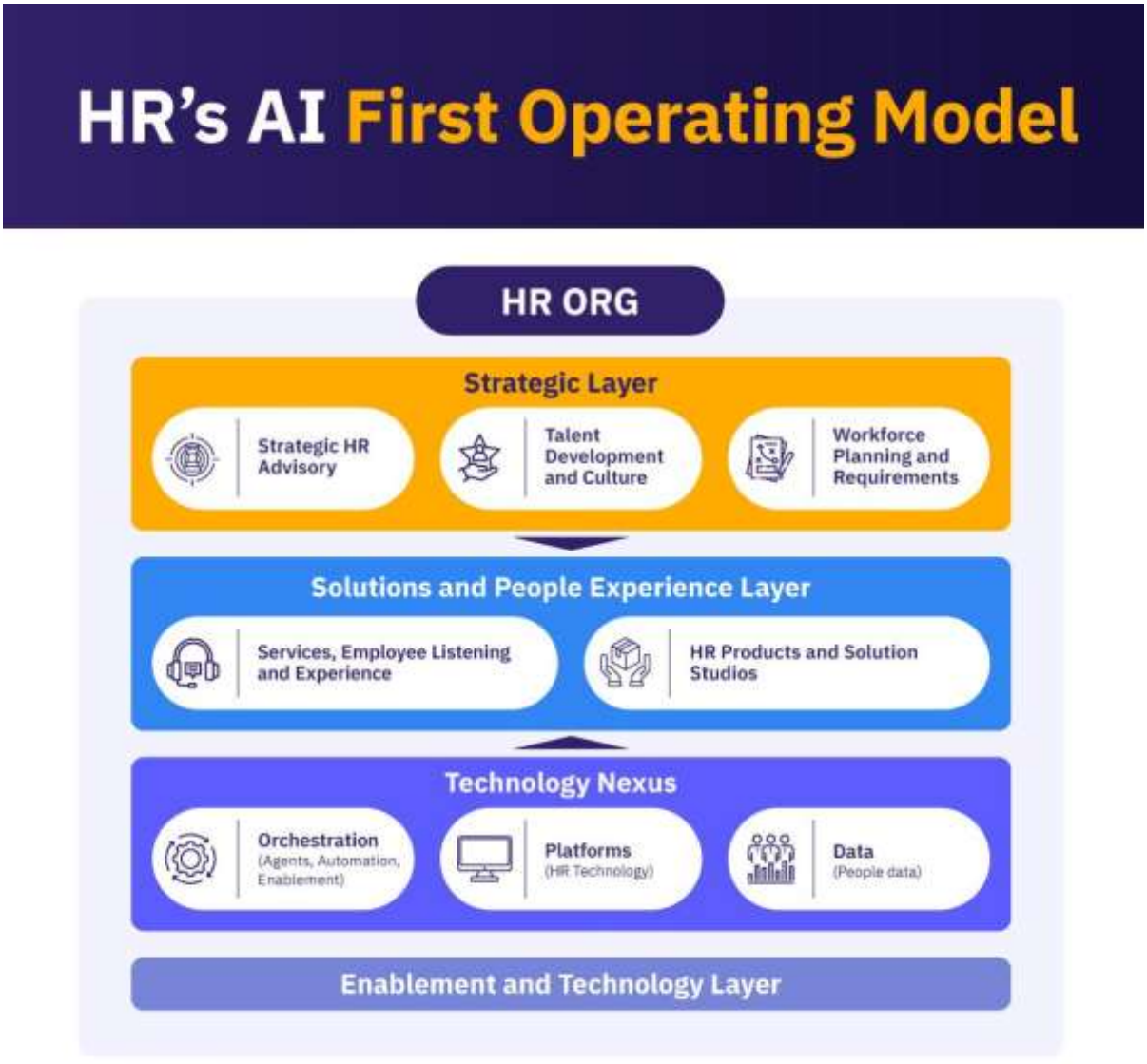
SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 4 | April 2026 - Peer Reviewed Journal

INTELLIGENT HR ECONOMICS AND ROBO-ADVISORY SYSTEMS FOR SUSTAINABLE WORKFORCE MANAGEMENT IN KNOWLEDGE INDUSTRIES

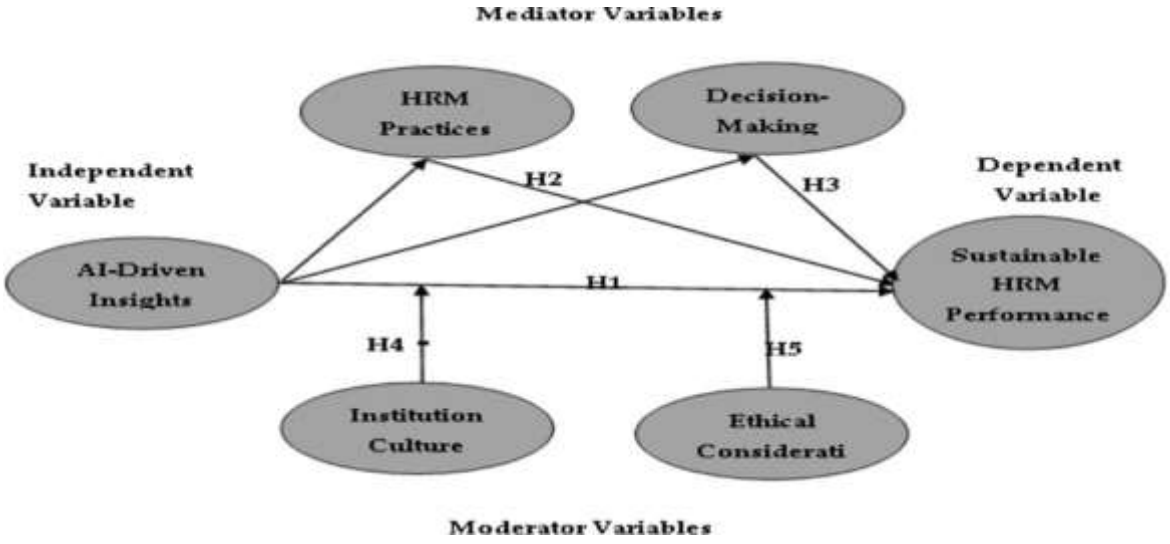
Dr. Manjula Mallya M[1], Dr. N Subbukrishna Sastry[2]
[1]*Associate Professor & Head, Dept. of Economics, Government First Grade College for Women Balmatta Mangalore, Karnataka, India. ORCID ID: 0009-0005-8812-6912*
[2]*Professor, School of Management, CMR University, Bangalore, Karnataka, India. ORCID ID: 0009-0009-0460-7057*

ABSTRACT
The rapid advancement of Artificial Intelligence (AI) has transformed Human Resource Management (HRM) into a more data-driven and economically oriented function, particularly within knowledge-driven industries. This study explores the integration of intelligent HR economics with robo-advisory systems as a strategic approach to achieving sustainable workforce management. While robo-advisors offer efficiency, predictive analytics, and cost optimization, their effectiveness largely depends on how well they align with human emotions, individual requirements, and the craftsmanship inherent in professional work.



SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 4 | April 2026 - Peer Reviewed Journal

The findings suggest that organizations that incorporate robo-advisory systems with strong managerial cooperation and continuous human feedback are better positioned to achieve sustainable outcomes. Such integration enhances productivity, promotes fairness, and strengthens employee engagement while maintaining economic efficiency. The study concludes that the future of intelligent HR lies in harmonizing artificial intelligence with human values, where technology responds to human needs and evolves through continuous feedback, thereby fostering a resilient, ethical, and sustainable workforce ecosystem.



Adopting a conceptual and analytical approach, supported by both primary perceptions and secondary insights, the study highlights the importance of integrating technological intelligence with human responsiveness. It underscores that successful workforce management in knowledge industries requires recognizing employees not merely as economic resources, but as individuals with emotions, aspirations, and professional identity. The concept of workmanship is particularly emphasized, where quality, creativity, and dedication in work are nurtured through a balanced interaction between AI-driven efficiency and human-centred management. The aim of the researcher in their research is to examine how robo-advisory systems can be effectively utilized as supportive decision-making tools in HRM, while ensuring that human intelligence, emotional sensitivity, and employee well-being remain central to organizational practices.

KEY WORDS: Intelligent HR Economics, Robo-Advisory Systems, Sustainable Workforce Management, Knowledge Industries, Human Intelligence, Employee Well-being, Workmanship

INTRODUCTION

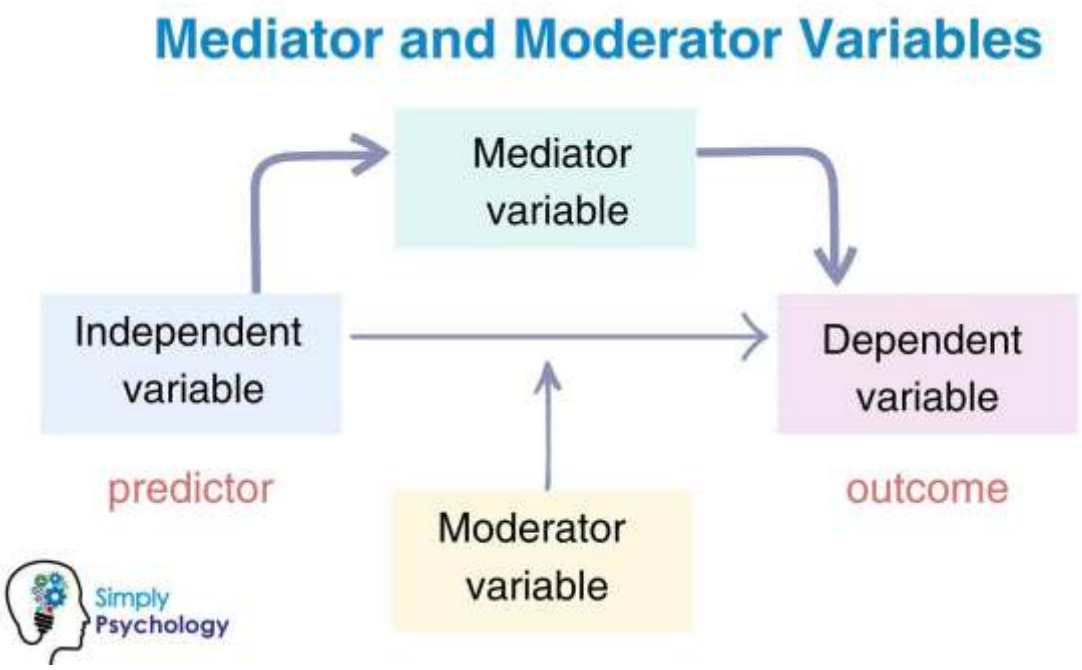
In the contemporary era, the rapid advancement of technology has redefined the way individuals learn, work, and interact within organizations. The emergence of Artificial Intelligence (AI) and robo-advisory systems has not only transformed operational efficiency but also reshaped the very foundation of Human Resource Management (HRM). However, the true progress of any technological system lies in the **acquaintance of knowledge**—the continuous process through which individuals acquire, understand, and update their skills to adapt to evolving changes. In knowledge-driven industries, this process becomes essential for sustaining both individual growth and organizational competitiveness.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 4 | April 2026 - Peer Reviewed Journal

The modern workforce is no longer limited to traditional learning methods; instead, it is expected to embrace **lifelong learning and adaptive intelligence**. Employees and managers must actively engage in acquiring new knowledge, refining their competencies, and staying aligned with technological developments. This dynamic approach ensures that individuals are not only capable of using advanced systems like robo-advisors but are also able to guide and improve them through informed decision-making. Thus, knowledge acquisition is not a one-time effort but a continuous journey that supports innovation and professional excellence.

At the same time, the integration of AI into HRM introduces opportunities to perform work in more **innovative, efficient, and meaningful ways**. Robo-advisory systems can analyze vast amounts of data, provide strategic recommendations, and assist in workforce planning. However, their effectiveness depends largely on how well human intelligence directs their functioning. It is the human ability to interpret results, understand emotional and contextual factors, and provide feedback that ensures these technologies remain relevant and responsive. In this sense, technology becomes a tool shaped by human knowledge, rather than a force that replaces it.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 4 | April 2026 - Peer Reviewed Journal



Welcoming technological change requires a **positive and proactive mindset**, where individuals view innovation as an opportunity rather than a challenge. Organizations must cultivate a culture that encourages learning, experimentation, and continuous improvement. By doing so, employees can adapt to new systems with confidence and creativity, transforming routine tasks into innovative processes. This not only enhances productivity but also fosters a sense of ownership and workmanship, where individuals take pride in delivering quality outcomes.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 4 | April 2026 - Peer Reviewed Journal

Furthermore, the relationship between knowledge and technology is deeply interconnected. As new technologies emerge, they demand updated knowledge and skills, and in turn, enhanced knowledge enables better utilization of these technologies. This cycle of learning and application ensures that organizations remain future-ready. In the context of intelligent HR economics, such a balance allows for the efficient use of resources while maintaining a human-centered approach to workforce management.

As, the future of work lies in the harmonious integration of knowledge, human intelligence, and technological innovation. By genuinely spreading awareness and encouraging the acquisition of knowledge, organizations can prepare their workforce to welcome and adapt to the latest technological changes. This approach not only improves the way work is performed but also transforms the workplace into a space of continuous learning, innovation, and sustainable growth.

REVIEW OF LITERATURE

The literature consistently shows that while AI and robo-advisory systems improve efficiency and economic outcomes, human intelligence, emotional understanding, and continuous learning remain central. However, there is limited research integrating robo-advisory HRM, intelligent HR economics, and sustainable workforce management in knowledge-driven industries, which your study aims to address.

Cappelli, Tambe, and Yakubovich (2019)
Examined the role of Artificial Intelligence in HRM and emphasized that AI should act as a decision-support system rather than replacing human judgment, highlighting the importance of managerial control.

Marler and Boudreau (2017)
Analysed HR analytics and concluded that data-driven HR practices enhance decision-making, but their effectiveness depends on human interpretation and strategic alignment.

Jarrahi (2018)
Proposed the concept of human–AI collaboration, arguing that AI complements human intelligence rather than replacing it, especially in complex decision-making environments.

Davenport and Ronanki (2018)
Explored practical applications of AI in business and found that organizations benefit most when AI is integrated with human expertise and organizational processes.

Brynjolfsson and McAfee (2017)
Discussed the economic impact of digital technologies and emphasized that human capital remains essential for innovation and productivity despite automation.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 4 | April 2026 - Peer Reviewed Journal

Cascio and Montealegre (2016)
Highlighted how technology reshapes work and organizations, stressing that human adaptability and learning are key to successful technology integration.

Tambe, Cappelli, and Yakubovich (2019)
Focused on AI adoption in HRM and noted that while AI improves efficiency, ethical concerns and human oversight are critical for sustainable implementation.

Strohmeier and Piazza (2015)
Studied AI techniques in HRM and emphasized the growing importance of intelligent systems in recruitment and workforce management.

Huang and Rust (2018)
Analyzed AI in service industries and concluded that emotional intelligence and human interaction remain irreplaceable in customer-oriented sectors.

Minbaeva (2018)
Explored human capital analytics and highlighted the need for credible data interpretation supported by human expertise.

Wilson, Daugherty, and Morini-Bianzino (2017)
Discussed the future of work and identified that AI will create new roles requiring advanced human skills and adaptability.

Jaiswal, Arun, and Varma (2021)
Examined workforce readiness for AI adoption and emphasized continuous learning, skill development, and knowledge acquisition.

Van Esch, Black, and Ferolie (2019)
Investigated AI-based recruitment and found that AI improves hiring efficiency but requires human validation to ensure fairness.

Jones and George (2015)
Highlighted the role of human intelligence in organizational behavior and decision-making, reinforcing the importance of human-centered management.

Kahneman (2011)
Explored human decision-making and biases, providing a foundation for understanding the limitations of automated systems.

Zuboff (2019)
Critically examined digital technologies and stressed the need for human control, ethical oversight, and responsible use of AI systems.

Davenport and Miller (2020)
Focused on human–machine collaboration and concluded that AI enhances productivity when guided by human insight.

Brynjolfsson, Rock, and Syverson (2019)
Analysed AI's impact on productivity and economic growth, highlighting the importance of complementary human skills.

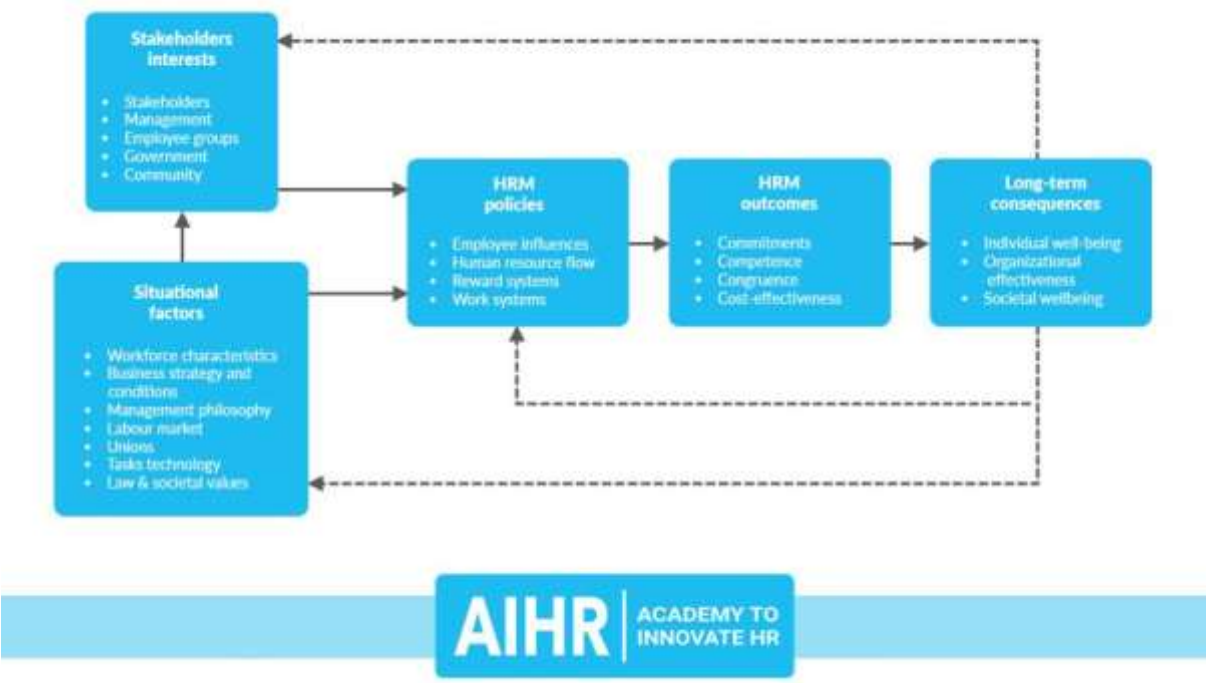
Jarrahi et al. (2021)
Expanded on human–AI interaction and emphasized collaborative intelligence in organizational decision-making.

Upadhyay and Khandelwal (2021)
Studied AI adoption in HRM and concluded that organizational readiness and employee acceptance are critical for successful implementation.

1. Statement of the Problem
Knowledge-driven industries are increasingly adopting AI and robo-advisory systems in HRM to improve efficiency and reduce costs. However, excessive reliance on technology often neglects human emotions, individual requirements, and workmanship. There is a critical need to balance **economic efficiency with human-centred decision-making**, ensuring that AI systems are guided by human intelligence and continuous feedback.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 4 | April 2026 - Peer Reviewed Journal

2. Research Methodology



This study adopts a **descriptive and analytical mixed-method approach** using both primary and secondary data. Primary data is collected through questionnaires and interviews from HR professionals and employees, while secondary data is sourced from journals, books, and industry reports. The study uses **qualitative interpretation supported by basic quantitative analysis**, with tools such as thematic analysis and conceptual framework development.

3. OBJECTIVES OF THE STUDY

- To examine the role of AI and robo-advisory systems in HRM
- To analyse the economic impact of intelligent HR practices
- To evaluate the importance of human intelligence in AI-driven decisions
- To study the role of feedback in improving HR technologies
- To develop a sustainable workforce management framework

4. RESEARCH GAAP (GENERALLY ACCEPTED ACADEMIC PRACTICES)

- Maintaining originality and avoiding plagiarism
- Using reliable and peer-reviewed sources
- Ensuring clarity, coherence, and logical structure
- Following proper citation and referencing standards
- Maintaining ethical standards and objectivity

5. SIGNIFICANCE OF THE STUDY

This study contributes to understanding how **AI and human intelligence can coexist in HRM**. It provides insights for managers to improve decision-making, enhances economic efficiency, promotes employee well-being, and supports sustainable workforce development in knowledge industries.

6. RESEARCH DESIGN

- **Independent Variable:** Robo-Advisory Systems (AI)
- **Dependent Variable:** Sustainable Workforce Management
- **Mediating Variable:** Human Intelligence
- **Moderating Variable:** Feedback Mechanism

7. HYPOTHESIS

H1: Robo-advisory systems positively influence workforce efficiency.
H2: Human intelligence significantly improves AI-based HR outcomes.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 4 | April 2026 - Peer Reviewed Journal

H3: Feedback mechanisms enhance the performance of robo-advisory systems.
H4: Integration of AI and human intelligence leads to sustainable workforce management.

8. RESULTS AND DISCUSSIONS

The study indicates that AI improves HR efficiency and reduces operational costs. However, human intelligence is essential for interpreting AI outputs, ensuring ethical decisions, and addressing employee needs. The discussion highlights that organizations combining AI with human insight achieve better productivity, engagement, and sustainability.

9. FINDINGS

- AI enhances efficiency and decision-making speed
- Human intelligence ensures contextual and ethical decisions
- Feedback improves AI system adaptability
- Balanced integration leads to sustainable workforce outcomes
- Knowledge updating is essential for effective AI utilization

10. RECOMMENDATIONS AND SUGGESTIONS

- Adopt a **hybrid HR model** combining AI and human intelligence
- Encourage **continuous learning and skill development**
- Establish **feedback systems for AI improvement**
- Ensure **ethical use of AI in HR decisions**
- Promote **employee well-being and workmanship**

11. LIMITATIONS

- Based on limited primary data and secondary sources
- Focused only on knowledge-driven industries
- Rapid technological changes may affect findings
- Limited scope for deep behavioural analysis

12. CONCLUSION

The study concludes that intelligent HR economics is most effective when Artificial Intelligence functions as an advisory tool guided by human intelligence rather than as a replacement for it. Continuous learning, structured feedback, and active managerial cooperation are essential to ensure that AI systems evolve responsibly and remain aligned with organizational goals.

REFERENCES

1. *Cappelli, P., Tambe, P., & Yakubovich, V. (2019). Artificial intelligence in human resources management: Challenges and a path forward. Academy of Management Annals, 13(1), 1–33.*
2. *Marler, J. H., & Boudreau, J. W. (2017). An evidence-based review of HR analytics. The International Journal of Human Resource Management, 28(1), 3–26.*
3. *Jarrahi, M. H. (2018). Artificial intelligence and the future of work: Human-AI symbiosis. Business Horizons, 61(4), 577–586.*
4. *Davenport, T. H., & Ronanki, R. (2018). Artificial intelligence for the real world. Harvard Business Review, 96(1), 108–116.*
5. *Brynjolfsson, E., & McAfee, A. (2017). Machine, Platform, Crowd: Harnessing Our Digital Future. Norton.*
6. *Cascio, W. F., & Montealegre, R. (2016). How technology is changing work and organizations. Annual Review of Organizational Psychology, 3, 349–375.*
7. *Tambe, P., Cappelli, P., & Yakubovich, V. (2019). Artificial intelligence in HRM: A review. Academy of Management Annals, 13(1), 1–33.*
8. *Strohmeier, S., & Piazza, F. (2015). Artificial intelligence techniques in human resource management. German Journal of Human Resource Management, 29(1), 39–64.*
9. *Huang, M. H., & Rust, R. T. (2018). Artificial intelligence in service. Journal of Service Research, 21(2), 155–172.*
10. *Minbaeva, D. (2018). Building credible human capital analytics. Human Resource Management Journal, 28(3), 378–393.*
11. *Wilson, H. J., Daugherty, P. R., & Morini-Bianzino, N. (2017). The jobs that artificial intelligence will create. MIT Sloan Management Review, 58(4), 14–16.*
12. *Jaiswal, A., Arun, C. J., & Varma, A. (2021). Rebooting employees: Upskilling for artificial intelligence. The International Journal of Human Resource Management, 32(6), 1–30.*
13. *Van Esch, P., Black, J. S., & Ferolie, J. (2019). Marketing AI recruitment: The next phase. Journal of Business Research, 98, 299–310.*
14. *Jones, G. R., & George, J. M. (2015). Contemporary Management. McGraw-Hill Education.*
15. *Kahneman, D. (2011). Thinking, Fast and Slow. Farrar, Straus and Giroux.*
16. *Zuboff, S. (2019). The Age of Surveillance Capitalism. PublicAffairs.*
17. *Davenport, T. H., & Miller, S. M. (2020). Working with AI. MIT Sloan Management Review, 61(4), 1–6.*
18. *Brynjolfsson, E., Rock, D., & Syverson, C. (2019). Artificial intelligence and productivity. In The Economics of Artificial Intelligence (pp. 23–57). University of Chicago Press.*

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 4 | April 2026 - Peer Reviewed Journal

19. *Upadhyay, A. K., & Khandelwal, K. (2021). Applying artificial intelligence in HRM. Industrial and Commercial Training, 53(2), 159–171.*
20. *Wilson, H. J., & Daugherty, P. R. (2018). Collaborative intelligence. Harvard Business Review, 96(4), 114–123.*