AI IN HRM CONFERENCE

Scaling New Heights with AI: Mountaineers Leading the Future of HRM

Reynolds Hall, Morgantown

April 25, 2025

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Welcome to the Inaugural AI in HRM Conference!

Dear Colleagues, Students, Scholars, and Practitioners,

Welcome to the AI in Human Resource Management Conference, hosted by the John Chambers College of Business and Economics at West Virginia University. We are pleased to convene a diverse community of scholars, professionals, and students to explore the evolving relationship between artificial intelligence and human resource management.

As technological advancements continue to influence how organizations operate, the integration of AI into HR practices raises important opportunities and considerations. This conference offers a forum to examine emerging trends, share evidence-based insights, and discuss practical approaches to implementing AI in HR responsibly and effectively.

Over the course of the event, we invite you to engage with keynote sessions, panel discussions, and interactive workshops designed to foster dialogue, critical thinking, and cross-sector collaboration. We hope these sessions provide both strategic insight and opportunities for future partnership.

We are grateful to our sponsors, partners, and the team at the John Chambers College of Business and Economics for their contributions to this event. We also extend our appreciation to the invited speakers and facilitators who bring valuable expertise and perspectives to this timely conversation.

Thank you for joining us. We look forward to your participation and to the collective learning and connections that will emerge from our time together.

Warm regards,

Olga Bruyaka Collignon, Ph.D.
Xiaoxiao Hu, Ph.D.
Jamie Field, Ph.D.
John Chambers College of Business and Economics
West Virginia University

Conference Schedule

Time	Agenda Item		
08:00 – 08:45	**Coffee and Registration**		
	Location:	Reynolds Hall Atrium	
08:45 – 09:00	**Welcome**		
	Location:	Esbenshade Auditorium	
	Speaker:	Dr. Josh Hall	
		Milan Puskar Dean	
		John Chambers College of Business and Economics	
09:00 – 10:00	**Morning Keynote Address**		
	Location:	Esbenshade Auditorium	
	Introduction:	Dr. Jamie Field	
	Speaker:	Dr. Fred Oswald (Rice University)	
		National Artificial Intelligence Advisory Committee	
	Topic:	AI Research, Practice, and Policy in HRM: Scaling New Heights Together	
10:00 – 10:15	**Networking Break**		
	Location:	Reynolds Hall Atrium	
10:15 – 11:30	**Scholarly Presentations & Panel Discussion**		
	Introduction:	Dr. Olga Bruyaka Collignon	
	Location:	Esbenshade Auditorium	
	Speaker #1:	Dr. Emily Campion (University of Iowa)	
	Topic:	Maximizing AI's potential while navigating its tradeoffs	
	Speaker #2:	Dr. Louis Hickman (Virginia Tech)	
	Topic:	Measuring and mitigating algorithmic bias	
	Speaker #3:	Dr. Lily Morse (University of Denver)	
	Topic:	Would you apply? How fairness messaging about hiring algorithms shapes applicant responses	
11:30 – 12:45	**Networking Lunch and Break**		
	Location:	Reynolds Hall Atrium	
12:45 – 1:45	**Afternoon Keynote Address**		
	Location:	Esbenshade Auditorium	
	Introduction:	Dr. Jamie Field	
	Speaker:	Dr. Evan Sinar (Senior Research Scientist)	
	Topic:	Effective GenAI deployment in HR: From readiness to results	
1:45 – 2:00	**Networking Break**		
	Location:	Reynolds Hall Atrium	
2:00 – 3:30	**Industry Presentations & Panel Discussion**		
	Location:	Esbenshade Auditorium	
	Introduction:	Dr. Xiaoxiao Hu	
	Speaker #1:	Dr. Georgi Yankov	
	Topic:	Automating assessment content generation and scoring with AI: Trends, techniques, and future directions	

	Speaker #2	Dr. John Ratzan
	Topic:	RAI in the age of Gen AI
3:30 – 3:45	**Networking Break**	
	Location:	Reynolds Hall Atrium
3:45 – 5:00	**Interactive Workshops**	
	Speaker #1:	Chris DeVany (PPI Worldwide)
	Topic:	Making the most of AI in your role as a human resource manager
	Location:	Reynolds Hall Room 5201
	Speaker #2:	Mariana Ford (Mon Health)
	Topic:	Leveraging AI in healthcare recruitment
	Location:	Reynolds Hall Room 5008
	Speaker #3:	Ryan Ratcliff and Paris Winfrey (Ascend WV)
	Topic:	AI in Talent, Attraction, and Retention: Boosting Small Team Efficiency
	Location:	Reynolds Hall Room 5225
5:00 – 6:00	**Social Hour** (Beer and wine and light snacks will be served)	
	Location:	Reynolds Hall – Jackson Family Terrace (6th Floor)

Guest Speakers

About: Fred Oswald is a Professor in the Department of Psychological Sciences, Herbert S. Autrey Chair of Social Sciences at Rice University. He also currently serves as Chair of the National Academies Board on Human-Systems Integration (BOHSI) and Member of the National Artificial Intelligence Advisory Committee (NAIAC, 2022), which advises the President and Secretary of Commerce.

Dr. Fred Oswald

Presentation Title:
AI Research, Practice, and Policy in HRM: Scaling New Heights Together

Presentation Time:
9:00 – 10:00 AM

Take Away Points:
1. Learn about recent research regarding Generative AI and the workforce.
2. Discover key AI technology issues that affect HRM practice in organizations.
3. Understand evolving federal government perspectives on AI with respect to the workforce.

Summary of the Talk:
Many AI tools and technologies relevant to HRM (e.g., recruiting, hiring, training, performance evaluation) promise various advantages to organizations if adopted. But before adopting forms of AI, how can organizational decision-makers determine the likelihood that these promises will come true, and by what metrics? After elaborating on this context, Dr. Oswald will highlight a series of key points within HRM-related research, practice, and policy that reflect vital opportunities for productive partnerships between scholars, industry, government, and funding agencies. When these stakeholders work closely together on AI issues relevant to HRM, a wide range of beneficial outcomes to organizations and the workforce stand to follow.

Guest Speakers

About: Emily Campion is an Assistant Professor of Management and Entrepreneurship in the Tippie College of Business at the University of Iowa. Her research focuses largely on staffing procedures, how to leverage machine learning and natural language processing to improve these systems, and ways to mitigate employment discrimination.

Dr. Emily Campion

Presentation Title:
Maximizing AI's Potential While Navigating its Tradeoffs

Presentation Time:
10:15 – 11:30 AM

Take Away Points:
1. They will be able to discuss the ways in which AI can be used in Human Resources.
2. They will be able to define the tradeoffs users encounter when utilizing AI.
3. They will be able to explain potential solutions to each tradeoff.

Summary of Talk:
Using artificial intelligence (AI) to improve how we do work comes with many benefits including the ability to analyze more data, different forms of data, increase efficiency, and increase prediction. Yet these enhanced capabilities come with tradeoffs. Three central tradeoffs continue to challenge experienced users and plague novices: 1) explainability vs. prediction; 2) validity vs. resource intensity; and 3) efficiency vs. automation bias. Each of these tradeoffs are discussed and illustrated. Current methods for managing them are also present

Guest Speakers

About: Louis Hickman is an Assistant Professor of Industrial-Organizational Psychology at Virginia Tech. His research focuses on how technology influences the world of work and how we can use modern technologies, including machine learning (ML), artificial intelligence (AI), and natural language processing (NLP), to improve our understanding of human behavior.

Dr. Louis Hickman

Presentation Title:
Measuring and mitigating algorithmic bias

Presentation Time:
10:15 – 11:30 AM

Take Away Points:
1. Sources of algorithmic bias
2. How to measure fairness and bias in algorithms
3. Methods for mitigating algorithmic bias
4. Legal requirements for algorithms and bias-mitigation methods in pre-employment selection

Summary of Talk:
Organizations are increasingly using machine learning models for pre-employment assessment. However, applicants, hiring managers, and regulators are rightly concerned about algorithmic bias. In this talk, I will address these concerns in four interrelated ways. First, I detail the various sources of algorithmic bias, many of which are also relevant to other types of assessments. Second, I describe ways of measuring algorithmic fairness and bias, drawing on perspectives in both industrial-organizational psychology and computer science. Third, I detail the best performing methods for mitigating algorithmic bias. Fourth, I connect the measures of algorithmic fairness and bias mitigation methods to legal requirements for pre-employment selection in the United States. Throughout, the content is organized in a four-stage framework of algorithm development, which includes generating the training data, model training, model testing, and model deployment. The talk provides a foundation for future research on algorithmic bias as well as guidance for practitioners and regulators.

Guest Speakers

About: Lily Morse is an Assistant Professor of management at the Daniels College of Business in University of Denver. Lily is interested in conducting research on pressing ethical issues faced by organizations, including how to manage AI responsibly. She explores the gap between how technology performs and how fairly it's perceived.

Dr. Lily Morse
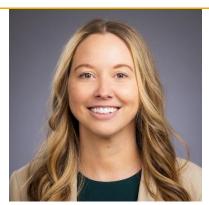
Presentation Title:
Would you apply? How Fairness Messaging about Hiring Algorithms Shapes Applicant Responses

Presentation Time:
10:15 – 11:30 AM

Take Away Points:
1. Blind algorithms, stronger appeal
2. Who you are shapes what feels fair
3. What seems fair internally may not resonate externally

Summary of Talk:
As organizations increasingly use AI in the hiring process, a key challenge is how to communicate that machine-based decisions are fair. Even when fairness is built into algorithms, those efforts may go unappreciated or misunderstood by potential applicants unless they are perceived as fair. This research explores how different types of fairness messaging shape applicant perceptions of hiring algorithms and the organizations that use them.

Guest Speakers

About: Evan Sinar is a Senior Research Scientist whose role involves researching and building products for behavioral evaluation and hiring decision making. Generative AI is a recent focus; Evan has designed end-to-end hiring systems for GenAI builder roles and delivered internal and external learning sessions on GenAI to multi-disciplinary groups.

Dr. Evan Sinar

Presentation Title:
Effective GenAI Deployment in HR: From Readiness to Results

Presentation Time:
12:45 - 1:45 PM

Take Away Points:
1. Learn to build effective GenAI prompt strategies and agentic flows for HR use cases
2. Learn mental models for gauging and driving organizational readiness for GenAI
3. Learn how to integrate user experience factors into GenAI tool development and adoption

Summary of Talk:
In this session, HR professionals and practitioners will learn practical approaches for leading deployment of Generative AI (GenAI) in organizational settings. The session will focus on building GenAI readiness, developing effective prompts and agentic flows for common HR use cases, and integrating user experience frameworks into implementation of GenAI tools and products. Participants will learn key mental models to assess and build organizational readiness for successful GenAI adoption. The session will also cover the intersection of user experience (UX) research and HR practices in developing GenAI-enabled tools, including essential frameworks for human oversight, risk mitigation strategies, and responsible implementation of AI approaches. This practical session bridges the gap between established HR practices and emerging GenAI capabilities, offering participants concrete strategies for leading GenAI initiatives in their organizations while maintaining necessary "human in the loop" responsibilities. [Recommended readings]

Guest Speakers

About: Georgi Yankov is a principal research scientist at Development Dimensions International (DDI), where he develops traditional tests and innovative simulations and interactive applications scored with machine learning algorithms. His expertise and publications are in the fields of computational psychometrics, machine learning, and personality

Dr. Georgi Yankov

Presentation Title:
Automating Assessment Content Generation and Scoring with AI: Trends, Techniques, and Future Directions

Presentation Time:
2:00 - 3:30 PM

Take Away Points:
1. How automated content generation and scoring with AI can be achieved in a reliable and valid way.
2. I-O psychologists are in a unique yet precarious position when it comes to AI innovations for assessment.
3. A future of custom, generated on-the-fly assessments may be coming.

Summary of Talk:
Advances in generative AI and reasoning-like AI models have tremendously accelerated and scaled the building and scoring of assessments (e.g., tests and behavior simulations). In this session, we present several use cases (chatbot, assessment center, situational judgment test) and state-of-the-art techniques (fine-tuning, prompting, agentic AI) for assessment content generation and scoring. We emphasize what has worked well and not so well in our experiments with LLMs at DDI, and the practical lessons we have learned. The presentation will finish with a vision for the future of assessment and the role of I-O psychologists in it.

Guest Speakers

About: John Ratzan is an Accenture Senior Managing Director, who has more than 25 years of experience in the banking industry. Ratzan leads the Financial Services North America Data & Artificial Intelligence business, as well as the Accenture business at a global bank. He guides client relationships with business and technology leadership and consults on the business strategy and technology vision to deliver technology, process, and operational transformations.

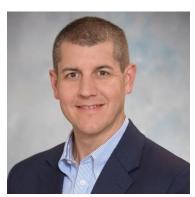**Dr. John Ratzan**

Presentation Title:
RAI in the age of Gen AI

Presentation Time:
2:00 - 3:30 PM

Take Away Points:
1. What are the key governance and accountability controls to have?
2. What are hallucinations and how to mitigate them in the environment?
3. What are best practices for model validation and monitoring?

Summary of Talk:
With the enthusiasm and significant investment in Gen AI experiments and pilots over the past year, many companies have realized that in order to deploy Gen AI at scale they need to have Responsible AI governance in controls in place. Join us for a session on some of the foundational items that are prerequisites to have established in terms of digital core, data, talent and responsible AI in order to leverage the Gen AI capability.

Workshop Presenters

About: Chris DeVany is founder and president of Pinnacle Performance Improvement Worldwide, a management consulting firm. Pinnacle's clients include global organizations such as Visa International, Cadence Design Systems, Coca Cola, Sprint, Microsoft, Aviva Insurance, Schlumberger and over 500 other organizations in 22 countries. He also has consulted to government agencies from the United States, the Royal Government of Saudi Arabia, Canada, Cayman Islands and the United Kingdom.

Chris DeVany

Workshop Title:
Making the Most of AI In Your Role as a Human Resource Manager

Presentation Time:
3:45 - 5:00 PM

Location:
Reynolds Hall 5201

Take Away Points:
1. A Personalized AI Roadmap for HR: Practical steps to start or refine AI adoption in HRM.
2. A Toolkit of AI-Powered HR Solutions: A curated list of AI tools and platforms that can immediately enhance HR processes.
3. AI-Ready Leadership Skills: Key strategies to lead HR transformation with AI while maintaining the human element.

Summary of Talk:
AI is transforming HR management at an unprecedented pace. Are you leveraging AI to enhance your efficiency, streamline HR processes, and make smarter, data-driven decisions? Join us for this power-packed presentation at the AI in HRM Conference, where we'll explore practical, real-world applications of AI in Human Resources. From AI-driven recruitment and onboarding to employee engagement, retention, and performance management, this session will provide actionable insights on how to integrate AI seamlessly into your HR strategy. Expect live demonstrations, real-world case studies, and step-by-step strategies to help you stay ahead in the AI revolution. Whether you're just starting with AI or looking to refine your current HR tech approach, this session is your gateway to becoming an AI-empowered HR leader.

Workshop Presenters

Presentation Title:
Leveraging AI in Healthcare Recruitment

Presentation Time:
3:45 - 5:00 PM

Location:
Reynolds Hall 5008

Mariana Ford

Presentation Title:
AI in Talent, Attraction, and Retention:
Boosting Small Team Efficiency

Presentation Time:
3:45 - 5:00 PM

Location:
Reynolds Hall 5225

Ryan Ratcliff

Paris Winfrey