

## How Artificial Intelligence Can be Managed Cultural Industry



Chatzidimou Triantafillos<sup>1</sup>, Ioakimidis Panagiotis<sup>2</sup>

<sup>1</sup>Laboratory Teaching Staff University of Thessaly, Department of History, Archaeology and Social Anthropology, Volos, Greece; <https://orcid.org/0000-0002-1957-3322>

<sup>2</sup>Collaborating Teaching Staff, Hellenic Open University (H.O.U.), Patra, Greece  
<https://orcid.org/0000-0003-4400-3206>

**ABSTRACT:** Artificial Intelligence (AI), a multifaceted and dynamic phenomenon, has significantly impacted various aspects of human life, particularly in the realm of business and technology. In the context of the cultural industry and International Human Resource Management (IHRM), AI has ushered in transformative changes that have redefined how organizations manage their creative and human capital across borders (Caldas, M. P., Tonelli, M. J., & Lacombe, B. M. B., 2011). This assessment delves into the intricate relationship between AI, the cultural industry, and IHRM, examining the challenges and opportunities that arise from this interplay.

Also, the advent of AI has facilitated the seamless integration of advanced technologies into the cultural industry, creating a highly interconnected and innovative landscape. Consequently, organizations within this industry are compelled to adopt cutting-edge AI-driven practices to effectively manage a diverse range of cultural products and services (Arslan, A., Cooper, C., Khan, Z., Golgeci, I., & Ali, I., 2022). Artificial intelligence and human workers interaction at team level: a conceptual assessment of the challenges and potential HRM strategies. This analysis aims to critically evaluate the impact of AI on key cultural industry and IHRM functions, including recruitment and selection, training and development, performance management, and employee relations (Chew, J., 2004).

By exploring the complexities and nuances of AI's influence on the cultural industry and IHRM, this assessment seeks to provide a comprehensive understanding of how AI trends shape industry and HR strategies and practices (Gordhan, P., 2007). Furthermore, it will highlight the critical competencies required for HR professionals to navigate the challenges posed by AI, ultimately contributing to the success of cultural organizations in a rapidly evolving technological landscape. Finally, a particular focus will be placed on Greece as a case study to illustrate the broader impacts of AI on the cultural industry and IHRM (Stavroulakis, D., 2009). Greece, with its strategic geographical location and rich cultural heritage, presents a unique context for examining how global AI trends influence local cultural and HR practices.

**KEYWORDS:** Artificial Intelligence; cultural industry; International Human Resource Management, Greece

### THE IMPACT OF GLOBALIZATION ON IHRM

The phenomenon of globalization has been significantly shaping International Human Resource Management (IHRM) over recent decades. As businesses expand their operations across national borders, the complexity of managing human resources on a global scale has increased. It is imperative to acknowledge that globalization has led to the diversification of the workforce, necessitating the development of strategies to manage cultural differences and promote inclusivity. (Ayega, E. N., & Muathe, S., 2018). In addition, the need for compliance with varying legal and regulatory frameworks across different countries has introduced new challenges for HR professionals.

Moreover, the advent of globalization has brought about the necessity for international talent acquisition and retention. Organizations now seek to attract the best talent from around the world, leading to the implementation of global recruitment strategies. It is worth noting that this has required HR professionals to develop a keen understanding of diverse labor markets and to establish practices that appeal to a multicultural workforce (Minasyan, N., 2020). Additionally, the competition for top talent has intensified, making it essential for companies to offer competitive compensation packages and career development opportunities.

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Furthermore, globalization has necessitated the adaptation of training and development programs to meet the needs of a geographically dispersed workforce. Training programs must now be designed to accommodate different time zones, languages, and cultural contexts. This has led to the increased use of technology, such as e-learning platforms, to facilitate continuous learning and development (Hénard, F., Diamond, L., & Roseveare, D., 2012). Meanwhile, the challenge of ensuring consistent training quality across various locations has become more pronounced, requiring HR professionals to implement standardized training protocols.

In addition to the aspects, performance management systems have also been impacted by globalization. The need to evaluate and manage the performance of employees across different countries has introduced complexities related to cultural differences in performance expectations and feedback. It has become essential for HR professionals to develop culturally sensitive performance appraisal methods that account for these differences (Aguinis, H., 2009). Furthermore, the implementation of global performance management systems has been facilitated by advancements in technology, allowing for real-time performance tracking and feedback.

It's worth noting that employee relations have been significantly influenced by globalization. The management of employee relations in a global context requires a deep understanding of the cultural norms and legal requirements in different regions (Rees, C., & Edwards, T., 2016). HR professionals must navigate the intricacies of labor laws, collective bargaining agreements, and employee rights, which can vary widely from one country to another. Additionally, fostering a sense of belonging and engagement among a diverse workforce has become a critical task.

Moreover, globalization has led to the emergence of global HR strategies that align with the overall business objectives of multinational corporations. Meaning, that the integration of HR practices with business strategy is now viewed as essential for achieving organizational success (Czenter, A., Esther, Z. A. N. A., SHAKER, A., & WAECHTER, M., 2002). This has necessitated the development of global HR policies that are flexible enough to accommodate local variations while maintaining a cohesive organizational culture. Meanwhile, the role of HR as a strategic partner has been emphasized, with HR professionals being involved in decision-making processes at the highest levels of the organization.

Overall, the impact of globalization on IHRM has been profound, introducing both opportunities and challenges. The diversification of the workforce, the need for international talent acquisition, the adaptation of training programs, the complexities of performance management, and the intricacies of employee relations are all areas that have been affected (Guthridge, M., Komm, A. B., & Lawson, E., 2008). Global HR strategies have been developed to align with business objectives, highlighting the strategic importance of HR in a globalized world. As organizations continue to expand their global footprint, the role of HR professionals in navigating these dynamics will become increasingly critical.

### KEY IHRM FUNCTIONS AFFECTED BY GLOBALIZATION

The phenomenon of globalization has profoundly impacted various key functions within International Human Resource Management (IHRM). This influence has necessitated adjustments and innovations in several areas to effectively manage a globally dispersed workforce. One of the primary functions affected by globalization is recruitment and selection. With the expansion of businesses across borders, a global talent pool must be considered, requiring HR professionals to develop strategies that attract and retain the best talent from diverse geographical regions (Ruddy, T., & Anand, P., 2010). The recruitment process has become more complex, with considerations for different cultural contexts, qualifications, and legal requirements in various countries.

Additionally, the function of training and development has been significantly influenced by globalization. The need to provide consistent and effective training to employees located in different parts of the world has led to the adoption of advanced technologies such as e-learning platforms and virtual training sessions. (Stofkova, Z., & Sukalova, V., 2020). These technologies enable the delivery of training programs that can be accessed by employees regardless of their location, ensuring that the workforce remains skilled and knowledgeable. It's worth noting that the content of training programs must be tailored to address cultural differences and language barriers, making the role of HR professionals in designing and implementing these programs more challenging.

Moreover, performance management systems have been impacted by the globalization of businesses. Evaluating the performance of employees who are spread across multiple countries involves addressing various cultural expectations and norms related to performance feedback (Maley, J. F., Dabić, M., Neher, A., Wuersch, L., Martin, L., & Kiessling, T., 2024). HR professionals must develop performance appraisal methods that are culturally sensitive and fair, ensuring that employees from different backgrounds are evaluated equitably. Furthermore, the use of technology in performance management has been enhanced, allowing for real-time tracking and feedback, which helps in maintaining consistent performance standards across the organization.

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Also, compensation and benefits programs have been affected by globalization. The need to offer competitive compensation packages that attract and retain top talent in different countries has led to the development of global compensation strategies. These strategies must consider the cost of living, local market rates, and legal requirements in each country (Tapscott, D., Ticoll, D., & Lowy, A., 2000). HR professionals must ensure that compensation and benefits packages are fair and competitive while being compliant with local laws. Additionally, the harmonization of compensation structures across different regions can be challenging, requiring a balance between global consistency and local relevance.

Meanwhile, the function of employee relations has been significantly influenced by globalization. Managing employee relations in a global context involves understanding and navigating the cultural and legal differences that exist in various countries. HR professionals must be knowledgeable about local labor laws, collective bargaining agreements, and employee rights to effectively manage relations with employees (Renwick, D., Redman, T., & Maguire, S., 2008). Moreover, fostering a sense of belonging and engagement among a diverse workforce requires the implementation of inclusive practices and policies that promote diversity and inclusion.

It's worth mentioning, the role of HR in strategic planning has been emphasized due to globalization. HR professionals are now more involved in aligning HR strategies with the overall business objectives of multinational corporations. This alignment is essential for achieving organizational success in a globalized environment (Bratton, J., 2007). HR professionals must develop global HR policies that are flexible enough to accommodate local variations while maintaining a cohesive organizational culture. Also, the integration of HR practices with business strategy has highlighted the importance of HR as a strategic partner in decision-making processes at the highest levels of the organization.

Moreover, the function of expatriate management has been affected by globalization. The assignment of employees to international locations requires comprehensive planning and support to ensure successful transitions and assignments. HR professionals must manage expatriate programs that include pre-departure training, relocation assistance, and ongoing support for expatriates and their families (Rodríguez-Sánchez, J. L., González-Torres, T., Montero-Navarro, A., & Gallego-Losada, R., 2020). Ensuring that expatriates are well-prepared and supported during their assignments is crucial for the success of global operations.

It's clear, globalization has significantly impacted key IHRM functions, including recruitment and selection, training and development, performance management, compensation and benefits, employee relations, strategic planning, and expatriate management. The complexities introduced by globalization have necessitated the development of innovative strategies and practices to effectively manage a globally dispersed workforce. HR professionals play a critical role in navigating these challenges and ensuring that organizations can achieve their global business objectives, while maintaining a cohesive and inclusive organizational culture (Cuel, R., Ravarini, A., Imperatori, B., Antonelli, G., & Torre, T., 2024). As globalization continues to shape the business landscape, the importance of effective IHRM practices will only become more pronounced.

### CRITICAL COMPETENCIES FOR HR PROFESSIONALS IN A GLOBALIZED WORLD

In a globalized world, HR professionals must develop and refine a unique set of competencies to effectively manage the complexities associated with an international workforce. First and foremost, cultural intelligence has emerged as a critical competency. HR professionals must possess a deep understanding of cultural differences and be adept at navigating these differences to foster an inclusive and harmonious work environment. It is imperative to recognize that cultural intelligence enables HR professionals to design policies and practices that respect and leverage the diversity of the workforce.

Additionally, technological proficiency is essential in the modern HR landscape. The integration of advanced technologies, such as AI and data analytics, into HR practices has become increasingly prevalent. HR professionals must be proficient in using these technologies to streamline recruitment, enhance employee engagement, and improve performance management. Furthermore, the ability to analyze and interpret data is crucial for making informed decisions that align with organizational goals (Mehta, A. A., Jain, V. K., & Prasad, M., 2023). Proficiency in technology ensures that HR professionals can leverage digital tools to enhance their efficiency and effectiveness.

Also, strategic thinking is a vital competency for HR professionals in a globalized world. The ability to align HR strategies with the overarching business objectives of the organization is paramount. HR professionals must think strategically to develop policies and practices that support the long-term goals of the organization (Rodríguez-Sánchez, J. L., González-Torres, T., Montero-Navarro, A., & Gallego-Losada, R., 2020). In detail, this requires a comprehensive understanding of the business environment, industry trends, and competitive landscape. Strategic thinking enables HR professionals to anticipate challenges and opportunities, positioning the organization for sustained success.

Furthermore, adaptability and flexibility are indispensable competencies for HR professionals. The rapid pace of change in the global business environment necessitates the ability to adapt to evolving circumstances. HR professionals must be flexible in their approach to managing human resources, recognizing that what works in one context may not be applicable in another

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(Maley, J. F., Dabić, M., Neher, A., Wuersch, L., Martin, L., & Kiessling, T., 2024). The ability to quickly respond to changes in the external environment, such as shifts in labor markets or regulatory changes, is critical for maintaining the agility of the organization.

In addition, effective communication skills are fundamental for HR professionals managing a global workforce. The ability to communicate clearly and effectively across cultural and linguistic boundaries is essential. HR professionals must be skilled in both verbal and written communication, ensuring that messages are conveyed accurately and persuasively (Cuel, R., Ravarini, A., Imperatori, B., Antonelli, G., & Torre, T., 2024). Additionally, active listening is a key component of effective communication, enabling HR professionals to understand and address the concerns of employees from diverse backgrounds.

It's worth noting that emotional intelligence plays a significant role in the success of HR professionals. The capacity to understand and manage one's own emotions, as well as the emotions of others, is crucial for building strong relationships and fostering a positive work environment. Emotional intelligence enables HR professionals to handle conflicts with empathy and fairness, promoting a culture of trust and collaboration (Singh, J. S. K., & Mahmood, N. H. N., 2017). Furthermore, the ability to inspire and motivate employees through emotional intelligence is essential for driving engagement and performance.

Moreover, global mindset is a critical competency that encompasses an understanding of global issues and trends, as well as an appreciation for diversity. HR professionals with a global mindset can recognize the interconnectedness of the global economy and the implications for their organization. This mindset involves being open to new ideas and approaches, as well as being able to operate effectively in different cultural contexts (Jackson, D., 2010). A global mindset ensures that HR professionals can navigate the complexities of a global workforce with confidence and competence.

Meanwhile, ethical judgment and integrity are foundational competencies for HR professionals. The ability to make ethical decisions and uphold the highest standards of integrity is essential for maintaining the trust and credibility of the HR function (Ekuma, K. J., & Akobo, L. A., 2015). HR professionals must navigate complex ethical dilemmas and ensure that their actions are aligned with the values and principles of the organization. Ethical judgment and integrity are critical for building a culture of accountability and transparency.

As a consequence, the critical competencies for HR professionals in a globalized world include cultural intelligence, technological proficiency, strategic thinking, adaptability, effective communication, emotional intelligence, global mindset, and ethical judgment (Bratton, J., 2007). These competencies enable HR professionals to effectively manage the complexities of a global workforce, supporting the organization's strategic goals and fostering a positive and inclusive work environment. As globalization continues to shape the business landscape, the development and refinement of these competencies will be essential for the success of HR professionals and their organizations.

### CASE STUDY: GREECE

The dimensions examined and confirmed in Greek museums are those of tangibles, consumables, responsiveness, digital communication, communication, and empathy (Chatzidimou, T., Vlivos, S., & Ioakimidis, P., 2023). Greece, with its rich cultural heritage and strategic geographical location, presents a unique context for examining the impacts of globalization on International Human Resource Management (IHRM). The country's historical significance and diverse cultural landscape have made it a focal point for global interactions, leading to various challenges and opportunities for HR professionals operating within this environment (Ekuma, K. J., & Akobo, L. A., 2015).

Firstly, it is evident that Greece's cultural industry has benefited significantly from globalization. The influx of visitors from around the world has necessitated the adoption of advanced technologies and innovative practices to manage cultural products and services efficiently (Ezeah, C., Fazakerley, J., & Byrne, T., 2015). HR professionals in the cultural sector have been required to develop competencies in managing a diverse workforce, incorporating individuals from different cultural backgrounds. Furthermore, the integration of AI-driven practices has enhanced the efficiency of operations, allowing for better management of creative and human capital.

Moreover, the recruitment and selection processes in Greece have been influenced by globalization. The need to attract talent from a global pool has led to the implementation of international recruitment strategies. HR professionals must navigate the complexities of different qualifications, cultural fit, and legal requirements (Kravariti, F., 2016). Additionally, the competition for top talent has intensified, compelling organizations to offer attractive compensation packages and career development opportunities. This has required HR professionals to develop a deep understanding of the global labor market and to create strategies that appeal to a diverse range of candidates.

In addition, training and development programs in Greece have undergone significant transformations due to globalization. The need to provide consistent and high-quality training to employees across different locations has led to the adoption of e-learning platforms and virtual training sessions. Meaning, that these technologies enable HR professionals to deliver training

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programs that can be accessed by employees regardless of their geographical location (Kitsios, F., Giatsidis, I., & Kamariotou, M., 2021). It's worth noting that the content of these programs must be tailored to address cultural differences and language barriers, making the role of HR professionals in designing and implementing these programs more complex and demanding.

Furthermore, performance management systems in Greece have been impacted by the global business environment. Evaluating the performance of employees from diverse cultural backgrounds involves understanding various cultural expectations and norms related to performance feedback. HR professionals must develop performance appraisal methods that are culturally sensitive and fair, ensuring that all employees are evaluated equitably (Vouzias, F., & Psychogios, A. G., 2007). Additionally, advancements in technology have facilitated real-time performance tracking and feedback, helping maintain consistent performance standards across the organization.

Meanwhile, compensation and benefits programs in Greece have also been influenced by globalization. The need to offer competitive compensation packages that attract and retain top talent has led to the development of global compensation strategies (Rotich, K. J., 2015). HR professionals must consider the cost of living, local market rates, and legal requirements in Greece while ensuring that compensation and benefits are fair and competitive. The challenge of harmonizing compensation structures across different regions requires a balance between global consistency and local relevance.

Moreover, managing employee relations in Greece involves navigating a complex landscape of cultural and legal differences. HR professionals must be knowledgeable about local labor laws, collective bargaining agreements, and employee rights (Kyvelou, S. S. I., & Ierapetritis, D. G., 2020). Additionally, fostering a sense of belonging and engagement among a diverse workforce requires the implementation of inclusive practices and policies that promote diversity and inclusion. This aspect of IHRM is crucial for maintaining a positive work environment and ensuring the well-being of employees.

Furthermore, the strategic role of HR in Greece has been emphasized due to globalization. HR professionals are increasingly involved in aligning HR strategies with the overall business objectives of multinational corporations operating in Greece. This alignment is essential for achieving organizational success in a globalized environment. HR professionals must develop global HR policies that are flexible enough to accommodate local variations while maintaining a cohesive organizational culture (Stavroulakis, D., 2009). The integration of HR practices with business strategy has highlighted the importance of HR as a strategic partner in decision-making processes.

As a result, Greece provides a compelling case study for examining the impacts of globalization on IHRM. The country's rich cultural heritage and strategic location have created a unique environment for HR professionals to navigate. The recruitment and selection processes, training and development programs, performance management systems, compensation and benefits programs, employee relations, and strategic HR roles have all been influenced by globalization (Stavroulakis, D., 2009). HR professionals in Greece must develop and refine their competencies to effectively manage the complexities of a global workforce, supporting the organization's strategic goals and fostering a positive and inclusive work environment. As globalization continues to shape the business landscape, the importance of effective IHRM practices in Greece will only become more pronounced.

## RESULTS

In Greece, the tourism and culture industry can be a key source of income for the Greek economy. However, the biggest problem is seasonality (Ioakimidis, P., 2023). The results of integrating Artificial Intelligence (AI) into Greece's cultural industry and International Human Resource Management (IHRM) reveal multifaceted and profound impacts, suggesting that AI should be further leveraged to enhance HR practices. In detail, the application of AI in recruitment and selection processes has been particularly transformative (Ganatra, N. J., & Pandya, J. D., 2023). Given the country's economic and cultural globalization, strategies to attract global talent have been significantly bolstered by AI. Automated screening and sophisticated analytics should be continually employed to assess the suitability of a diverse array of candidates. This approach ensures that the workforce remains skilled, culturally diverse, and adaptable to the dynamic Greek market.

Additionally, the transformation of training and development programs within Greek organizations through AI highlights the potential for further innovation. The need for consistent, high-quality training for employees across different locations has been addressed through AI-driven e-learning platforms (Sinha, M., Fukey, L. N., & Sinha, A., 2021). These platforms overcome barriers of distance and language, providing tailored learning experiences that are both efficient and scalable. This is particularly beneficial for multinational corporations operating in Greece, who require a workforce that is well-versed in global standards and practices. Continuous improvement of these AI-driven platforms can ensure that training programs remain relevant and effective.

Furthermore, significant advancements in performance management in Greek organizations due to AI integration underscore the need for further application. The complexities of managing a diverse workforce and the necessity for culturally sensitive appraisal methods have been effectively addressed through AI systems (Asfahani, A. M., 2024). These systems provide nuanced insights into employee performance, enabling HR professionals to conduct fair and objective evaluations and offer personalized



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feedback. Expanding the use of AI in performance management can further enhance the ability to manage a workforce that spans multiple cultural backgrounds, ensuring equitable and accurate assessments.

Moreover, AI has optimized compensation and benefits structures, a trend that should continue and expand. Also, the competitive nature of the global labor market, as reflected in the Greek context, necessitates the development of sophisticated compensation models. AI plays a crucial role in analyzing market trends and determining appropriate compensation packages that are both attractive to potential employees and sustainable for the organization (Votto, A. M., Valecha, R., Najafirad, P., & Rao, H. R., 2021). This is particularly important in Greece, where economic fluctuations pose additional challenges. Further application of AI in this area can ensure that compensation and benefits remain competitive and fair.

In addition, employee relations in Greek organizations have been enhanced through the deployment of AI tools, suggesting that their use should be further expanded. The management of employee feedback, concerns, and overall engagement has been improved through AI-driven analytics and communication platforms (Perifanis, N. A., & Kitsios, F., 2023). These tools allow HR professionals to gain a deeper understanding of employee sentiment and to address issues proactively, fostering a more harmonious and productive workplace. Continued use and enhancement of these AI tools can further strengthen employee relations and engagement.

Furthermore, the strategic role of HR in Greece has been underscored by the integration of AI, indicating that AI should be further leveraged in strategic HR management. HR professionals are required to align HR strategies with broader business objectives, a task made more complex by the global nature of the workforce (Minasyan, N., 2020). AI provides the necessary tools to analyze vast amounts of data and inform strategic decisions, ensuring that HR practices support organizational goals while accommodating the nuances of the local Greek context. Expanding the use of AI in strategic planning can enhance the ability of HR professionals to make data-driven decisions that align with both local and global business objectives.

Lastly, the integration of AI into Greece's cultural industry and IHRM has been transformative, suggesting that AI should be further applied to enhance HR practices. The advancements in recruitment and selection, training and development, performance management, compensation and benefits, and employee relations have all contributed to the enhanced management of human resources in a globalized environment (Kaggwa, S., Eleogu, T. F., Okonkwo, F., Farayola, O. A., Uwaoma, P. U., & Akinoso, A., 2024). These improvements have not only addressed the immediate needs of the Greek cultural industry but have also set a precedent for how AI can be leveraged to navigate the complexities of IHRM in a global context. As organizations continue to evolve and adapt to the changing landscape, the role of AI in shaping effective and innovative HR practices will undoubtedly expand, further influencing the future of work in Greece and beyond.

## DISCUSSION

The integration of Artificial Intelligence (AI) into Greece's cultural industry and International Human Resource Management (IHRM) has yielded substantial results, warranting a deeper discussion on its multifaceted impacts. The transformative potential of AI in HR practices becomes apparent when examining its influence on recruitment and selection processes. AI has revolutionized these processes by enabling automated screening and sophisticated analytics, which are essential for assessing the suitability of a diverse array of candidates. This approach ensures that the workforce is not only skilled but also culturally diverse and adaptable to the dynamic Greek market. The continuous application of AI in these areas can further enhance the efficiency and effectiveness of attracting global talent, which is crucial in the context of Greece's economic and cultural globalization.

Moreover, the transformation brought about by AI in training and development programs within Greek organizations cannot be overstated. The need for consistent, high-quality training across different locations has been addressed through AI-driven e-learning platforms. These platforms have been instrumental in overcoming barriers of distance and language, thereby providing tailored learning experiences that are both efficient and scalable. Furthermore, this is particularly beneficial for multinational corporations operating in Greece, which require a workforce well-versed in global standards and practices. The ongoing enhancement of these AI-driven platforms can ensure that training programs remain relevant and effective, thus meeting the diverse needs of employees.

Also, performance management in Greek organizations has witnessed significant advancements due to AI integration. The complexities of managing a diverse workforce, coupled with the need for culturally sensitive appraisal methods, have been effectively addressed through AI systems. These systems provide nuanced insights into employee performance, enabling HR professionals to conduct fair and objective evaluations. Personalized feedback, which is crucial in a workforce spanning multiple cultural backgrounds, has been facilitated by these AI systems. Expanding the use of AI in performance management can further improve the ability to manage and develop a diverse workforce, ensuring equitable and accurate assessments.

In addition, compensation and benefits structures have been optimized through the use of AI. The competitive nature of the global labor market, as reflected in the Greek context, necessitates the development of sophisticated compensation models. AI

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has played a vital role in analyzing market trends and determining appropriate compensation packages that are both attractive to potential employees and sustainable for the organization. This is particularly important in Greece, where economic fluctuations pose additional challenges. Further application of AI in this area can ensure that compensation and benefits remain competitive, fair, and aligned with both local and global market conditions.

Meanwhile, employee relations in Greek organizations have been significantly enhanced through the deployment of AI tools. The management of employee feedback, concerns, and overall engagement has been improved through AI-driven analytics and communication platforms. These tools allow HR professionals to gain a deeper understanding of employee sentiment and to address issues proactively, fostering a more harmonious and productive workplace. Continued use and enhancement of these AI tools can further strengthen employee relations and engagement, creating a positive work environment that supports organizational goals.

It's worth noting that the strategic role of HR in Greece has been underscored by the integration of AI. HR professionals are required to align HR strategies with broader business objectives, a task made more complex by the global nature of the workforce. AI has provided the necessary tools to analyze vast amounts of data and inform strategic decisions, ensuring that HR practices support organizational goals while accommodating the nuances of the local Greek context. Expanding the use of AI in strategic planning can enhance the ability of HR professionals to make data-driven decisions that align with both local and global business objectives.

Lastly, the integration of AI into Greece's cultural industry and IHRM has been transformative, providing substantial enhancements in various HR functions. The advancements in recruitment and selection, training and development, performance management, compensation and benefits, and employee relations have all contributed to the effective management of human resources in a globalized environment. These improvements have not only addressed the immediate needs of the Greek cultural industry but have also set a precedent for how AI can be leveraged to navigate the complexities of IHRM in a global context. As organizations continue to evolve and adapt to the changing landscape, the role of AI in shaping effective and innovative HR practices will undoubtedly expand, further influencing the future of work in Greece and beyond.

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