

## To Optimize Human Resource Management Processes In Aviation Companies By Utilizing The Carrotspot Motivation Value Index (CMVI)\*

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### Abstract

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In the context of the growing influence of artificial intelligence, the role of HRM professionals is undergoing a period of significant transformation. A growing research is shedding light on the ways in which new technologies are reshaping the field, but still is avoid in literature that makes this study important. In the airline industry, the optimization of HRM processes is a crucial factor in achieving operational excellence and organizational success what give a motive behind the study. The methodology presented in the study is concerned with a comparative analysis of individual data obtained from platform using by airlines companys utilizing instruments such as the Carrotspot Motivation Value Index (CMVI). The synthesis of the research problem also takes into account an analysis of the literature review. The research conducted yielded tangible results that show the benefits of implementing tools such as CMVI, which can significantly improve HRM processes in aviation.

**Keywords :** BI, HRM, data matching, HRTech, software, airline