

AI for HR: From Buzzwords to Real Tools Already Used by Companies in Cyprus and the Mediterranean

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Is Artificial Intelligence in HR still a futuristic promise discussed only at global tech conferences? Or is it already in use in Cyprus and across the Mediterranean?

In preparation for the 2nd MMG HR Summit, taking place in Limassol on 11–12 March, we asked HR leaders and founders of leading regional businesses how they use AI in their daily work. The answer was clear: most are already integrating AI into recruitment, compliance, employer branding and workforce analytics. The conversation has shifted — from hype and experimentation to structured, practical implementation.

For years, AI in HR was mainly associated with automated CV screening and chatbots that answered candidate questions. Today, the focus is far more strategic. HR leaders are asking how AI can reduce hiring risks, strengthen employer credibility and support compliance in regulated industries such as fintech, igaming, investment services and tech - sectors that are particularly active in Cyprus. Continuously more, AI is reshaping decision-making itself.

A Diversified Ecosystem of Tools

AI in HR is no longer limited to automated CV screening or basic chatbots. Today, it represents a diverse ecosystem of platforms that support virtually every stage of the employee lifecycle. From organisational design aligned with business strategy to recruitment, onboarding, engagement, performance management, and learning, AI tools are embedded across functions.

Elizaveta Lagireva, Sr Talent Acquisition Partner Zencoder notes: "AI has significantly reduced our administrative workload. What used to take days - screening CVs, preparing documentation, analysing engagement data - can now be done in hours. But the real value is not just efficiency. It's better decision-making based on patterns we couldn't previously see. That said, it's crucial to operate within the boundaries of the EU AI Act and GDPR. In the EU, AI systems used in employment are classified as high-risk. This means they require human oversight, transparency, and proper documentation. Most importantly, performance or employment decisions cannot be made solely by automated systems. Final judgment must remain with a human decision-maker to ensure fairness, accountability, and protection of fundamental rights."

In recruitment, platforms such as Eightfold AI, HireVue, SeekOut and Findem match candidates based on skills and predictive analytics rather than keywords alone. Tools like Textio optimise job descriptions for inclusivity and engagement. In employee experience and support, conversational AI systems such as Leena AI and Moveworks handle routine HR queries 24/7, while platforms like Lattice and Culture Amp analyse engagement data and sentiment. In learning and development, systems such as Degreed and Cornerstone AI personalise training pathways and identify skills gaps. HR operations are increasingly

automated through platforms like Workday Illuminate, HiBob and UiPath, while productivity tools such as ChatGPT Enterprise and Microsoft Copilot assist with documentation, communication and policy drafting.

The scale and diversity of these solutions illustrate a structural shift: AI is not a single tool, but an infrastructure layer integrated into HR strategy and operations.

Optimising Time and Cost: Evidence from Research

Beyond functionality, AI tools promise measurable efficiency gains. According to [McKinsey's 2023 report](#) on generative AI, HR functions could automate between 30–40% of administrative tasks, significantly reducing time spent on repetitive processes.

[Deloitte's Global Human Capital Trends research 2025](#) highlights that organisations using AI-driven talent analytics report faster hiring cycles and more accurate workforce planning.

In Europe, [PwC analysis](#) indicates that AI adoption in HR can reduce recruitment costs and accelerate time-to-hire, particularly in high-volume sectors. Meanwhile, the European Commission's Digital Economy and Society Index ([DESI](#)) confirms the steady growth of AI adoption among EU enterprises, especially in data analytics and process automation.

For companies in Cyprus operating in competitive sectors such as fintech, tech and investment services, these time and cost efficiencies translate directly into agility - the ability to scale teams quickly and respond to market changes without proportionally increasing HR headcount.

The Limitations and Risks

Yet the rise of AI in HR raises concerns. Automated resume filters may overlook strong candidates who do not use the “right” keywords, reinforcing algorithmic bias rather than eliminating it. The forthcoming [EU AI Act](#) specifically addresses employment-related AI systems as “high-risk,” requiring transparency, documentation and human oversight.

Academic research from institutions such as the [University of Cambridge](#) has warned that algorithmic recruitment systems can unintentionally reproduce historical bias if trained on imbalanced datasets.

Performance evaluation tools powered by sentiment analysis or quantitative metrics may also fail to capture contextual factors - informal leadership, emotional intelligence, crisis management skills. Those are not easily codified in structured data. Efficiency does not always equal fairness or strategic accuracy.

As Tatiana Tangisheva, Head of People RichAds emphasises: “AI can filter thousands of profiles in milliseconds with exceptional analytical quality. At the same time, we cannot fully rely on its understanding of ambition, resilience, or cultural fit. AI has also been shown to develop stereotypes and discriminatory patterns that we must strictly avoid. Working with AI as a partner, each doing their part, is the key to success.”

Workforce Analytics: From Reporting to Strategy

Perhaps the most powerful promise of AI lies in workforce analytics. Predictive models can forecast turnover risks, identify skills shortages and simulate future workforce scenarios aligned with business growth.

However, even with advanced analytical capabilities, AI is not prepared to replace human strategic thinking. Data can reveal patterns - but it cannot fully interpret organisational culture, informal dynamics, or emerging market sentiment. As we know, "Culture eats strategy for breakfast." AI may analyse engagement scores, but it cannot intuitively sense cultural tension, erosion of trust, or leadership credibility as experienced HR leaders can.

Strategic workforce planning requires holistic judgment, understanding the company's history, leadership style, competitive landscape and long-term ambitions. AI provides only signals and projections; at that time, humans define the direction.

As highlighted Elena Logutova, CHRO Alber Blanck: "Workforce analytics gives us powerful dashboards and predictive insights. But strategy is not built on dashboards alone. It requires understanding people, market context and long-term vision. AI informs strategy - it does not create it."

Reputational visibility within AI-driven information ecosystems

Alongside regulatory compliance and internal governance, another emerging dimension of responsible AI adoption in HR is reputational visibility within AI-models. As generative AI tools mediate how candidates research employers, companies must recognize that their culture, leadership credibility, and workplace practices are now interpreted not only by people but by algorithms. AI systems synthesize publicly available data, media mentions, reviews, expert commentary, and digital signals to construct responses that shape perception. This means HR strategy and employer branding can no longer rely solely on traditional SEO, corporate websites, or review platforms.

As Marianna Konina, Founder & CEO of Reputation City, explains: "AI models are becoming a new layer of reputation infrastructure. Candidates and partners are increasingly trusting AI-generated answers when evaluating a company's credibility. If your presence across trusted sources is inconsistent or weak, AI responses may be fragmented - and that directly affects employer perception. Reputation management today must include AI visibility as part of a comprehensive, strategic approach."

In this context, responsible AI adoption extends beyond compliance and technical oversight. It also requires proactive reputation architecture - ensuring that what AI systems 'see' and synthesize about an organization accurately reflects its values, governance standards, and employer promise.

Assistant or Manager?

The number of AI tools available to HR leaders today is growing. They automate workflows, reduce administrative routine, and provide analytical insights. Many primitive functions as documentation, scheduling, data aggregation, and reporting, can and should be delegated to intelligent systems.

Yet AI remains, fundamentally, an assistant rather than a manager. Without human intervention, contextual awareness and professional judgment, these systems cannot function optimally. The real transformation occurs when AI frees HR leaders from repetitive tasks, allowing them to focus on strategy, cultural development, relationship-building and long-term organisational design.

In Cyprus and across the Mediterranean, the discussion has moved beyond whether AI should be used in HR - the real question is how to integrate technological capability with human judgment in a responsible and strategic way. This conversation will continue at the upcoming 2nd MMG HR Summit in Limassol, where HR leaders and business executives will explore the practical applications of AI tools across the employee lifecycle. We invite you to join the dialogue and be part of the discussion. Tickets are available at: <https://hrsummit-mm.com/>.