Role of AI in Recruitment

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Abstract- Human brains, human resources, psychological behavior, codes of conduct, human behavior, and other factors are all involved in human resource management. Every firm has a human resources department that is solely responsible for working to improve the lives of the employees, beginning with employee engagement, sourcing, screening, recruiting, and induction. In the current world, technological advancement has led to the integration of science and technology into the company's HR operations. The implementation of AI and ML-driven innovations in HR processes has the potential to reduce rather than share the workload of HR staff. Artificial intelligence works to make managers' tasks easier. However, there is a different belief that, regardless of the sort of employment, artificial intelligence can replace the human worker. The advancement of technology and artificial intelligence will reduce the errors in the work, and make it more practice-based HR.

Keywords-Recruitment process, Artificial intelligence

INTRODUCTION

Artificial intelligence (AI) has become increasingly important in all the fields-be it HR, Marketing, Finance, or Operations. Every sector, from engineering to human resources, uses AI in some capacity. It has aided humans in doing the tasks in a proper manner, which led to the fulfillment of the goals of the organization. All of the other processes that might be used to operate the business operations are greatly streamlined by the HR department. The workforce at all levels, from entry-level to senior level, is involved in these business operations. One of the main areas where technology has assisted in dividing the work load is in streamlining the entire team to reach a consistent work process.

Even though AI cannot be compared to the human brain, it has been helpful in completing tasks that must be completed in a specific manner, regardless of human behaviors. The main question is, how does technology assists? The solution is by adhering to the given instructions and completing the tasks in accordance with the established algorithm. Any innovation or technological development requires a set of experiments to be carried out, proper research to be done and detailed knowledge is to be derived.

AI is built in a way that can be related to science using the algorithms that make it follow the trend and follow a predetermined pattern in order to solve such problems. Perception and emotion are not involved in this situation. Voice recognition software and bots both make use of such technologies. Voice recognition technology has evolved into a variety of characteristics that have influenced and helped in task reduction by acting as an assistant to any HR and completing the tasks in a specified order. According to the tasks that AI is used for, the bots serve as HR assistants when it comes to learning and instructing when it comes to tasks involving speech-to-text voice recognition systems and systems where there are specified sets of instructions.

When tasks need to be accomplished in accordance with the keywords and phrases, BOTS might be used. It can be used for a variety of things, including instruction and training, as well as other things. Even the simplest judgments involve complicated logical issues that must be handled, despite the numerous challenges that must be overcome. Candidate shortlisting follows a predetermined framework for the requirements, which must be confirmed during verification. By helping the HR with this pre-determined list of documents and the shortlisting process, AI helps to divide the HR's workload.

AI helps HR with comparing the documents and the historical data to make predictions, not just during the joining process but also throughout the attrition analysis. AI is always a constant assistant to effective HR and reduces their workload. It also helps in making it simpler for HR to carry out the work for n number of employees with a high level of perfection in all the

tasks like talent acquisition, talent development, and retention are concerned.

It is a difficult effort to cross-check the data so that the things can be brought in line with the work flow, but technology has stepped up to aid humans rather than take over the work entirely. As long as data is gathered, there is a chance that a lot of useless information will be gathered, which occasionally make more work on HR's table. Additionally, there are situations in which perception, feelings, and emotions are crucial to HR job, and in those circumstances, AI still has a weakness that could distance employees from HR. It becomes challenging and difficult sometimes to make employees feel at ease as AI only works on binary logic, and does not understand human behaviors.

In terms of technological development, AI still has to make a number of advancements. In addition to discussing the significance of AI in HR, this study discusses the importance of AI in HR Routine work. A human brain is not restricted with some thoughts, it is not comparable as every brain functions in different way. Every human comes up with different solutions of a problem and a situation. But, with boats this is not possible. This is due to the fact that the bots are only trained to respond to a set amount of queries, and they are more likely to only answer that. Any question that is not in their database is left unanswered or wrong. This can lead to user misinformation.

RECRUITMENT

Recruitment is the process of searching for the prospects for employment and stimulating them to apply for jobs in the firm," claims Edwin B. Flippo. Finding and filling the many sources of labour requirement inside the firm is done through recruitment. Recruitment is a fruitful procedure that entails drawing in a wide range of job seekers and encouraging them to apply for the open position that needs to be filled by the potential candidates. According to Mondy (2010), human resource management is the use of people to accomplish organisational goals. The fundamental link between the establishment and the hopefuls is played by HR managers. Any organization's backbone is its HR manager. Finnegan (1983) defined recruiting as placing "the appropriate people in the right role."

Finding correct applicant depends on more than just their academic credentials; on occasions, it also depends on a skill set that is not explicitly indicated. And this is where the group discussion and the interview come into play. The education, the courses taken, the experience, and the skill set are all combined during the entire hiring process. The hiring process entails a number of procedures that could keep the team busy, but if the candidates are shortlisted in accordance with the format specified, the HR department can breathe a sigh of relief because their workload will be reduced. When done manually, the entire hiring procedure can take up to several days. Also if this is a manual process, there are chances of biases. But, human biases can be overcome if the entire process is carried out by using AI.

There are other elements, though, including observing a person's conduct or psychological state when they attend an interview, that cannot be observed. It is possible to streamline the hiring process by using technology for the initial shortlisting and human managers for the subsequent phase. This division of labour produces better results since the managers no longer feel overburdened with work; instead, most of the paper work is distributed among the technology assistants that help them.

ARTIFICIAL INTELLIGENCE

Artificial intelligence is the technique whereby machines, particularly computer systems, simulate human intellectual functions. Natural language processing, expert systems, speech recognition, and machine vision are some examples of specific AI applications. The inventor of artificial intelligence, John McCarthy, defined it as "the science and engineering of creating intelligent devices, especially intelligent computer programmes." Artificial intelligence is analogous to human intellect in that it can learn, adapt, recognise, and make corrections. Its originator, John McCarthy, defined it as "the science and engineering of constructing intelligent machines" in 1956.

"Artificial Intelligence can be defined as the art of creating machines that perform functions that require intelligence when performed by people" (Kurzweil, 1990). The Encyclopedia Britannica states, "Artificial intelligence (AI), the ability of a digital computer or computer-controlled robot to perform tasks commonly

associated with intelligent beings". Intelligent humans are those humans that can adapt to changing circumstances.

AI aims to replicate certain aspects of human thought on machines. The use of human brains in computers is known as artificial intelligence, which has the potential to significantly advance technology and improve human lives. The labour in each field is divided and reduced, but simultaneous cross-verification still requires human intervention. Science and technology are increasingly used in every aspect of daily life, so it is critical to carry out the work efficiently to deliver results swiftly.

In the organization, it is not just a single department that takes the help of AI rather there are many departments that carry out the task with the help of technology. It helps the employees to complete the similar task with less manpower and less errors with greater efficiency. Also, since there is no point of distraction that can be caused to machines while carrying out certain tasks the work is finished in no time and with less errors. AI is innovation that helps the humans to divide the work but not for dependency. It is still important for human managers to take on the main tasks related to manpower management and workforce allocation.

LITERATURE REVIEW

According to Heene (1997), competence based model is one type HR tool which is very helpful for organization to achieve their manpower by successfully recruiting, planning and emerging the prospective applicants.

The competence model, as presented by G. Liddon (2006), is a description of knowledge, skills, capacities, and behaviours. To carry out any type of work or duty that has been allocated in the organisation, these abilities are necessary. The firms may employ a competence-based approach that anticipates the core competencies and designs the company strategy appropriately in order to acquire a productive output and an efficient outcome. These methods are simplified for hiring and selection, evaluation, performance management, training and development, and employee engagement tactics for their career growth. They are utilised to ascertain how a business model will operate.

According to Murgai (2018),the impact of artificial intelligence on human resource management is discussed in this paper. The purpose of this article was to examine the application of artificial intelligence to different aspects of human resource management, including hiring, selecting, keeping employees, performance reviews, etc. The goals were met using secondary data gathered by the researcher.

According to Geetha R. and Bhanu Sree Reddy (2018), This paper's goal was to examine how AI is used in the recruitment process. The primary goals of this essay were to examine or research how artificial intelligence has affected employment practices in businesses. The researcher explored additional hiring or recruitment tactics while using AI in this study by using secondary data from websites, journals, newspapers, etc.

According to Raviprolu Anjana (2017), the goal is to examine artificial intelligence's influence in hiring. The researcher also learned about the various methods & approaches applied during the hiring process. The goals were achieved using secondary data used by the researcher.

According to Jain S. (2017), researchers examined the force behind the upcoming wave of business change. The investigation of how AI is transforming HR was the purpose of this paper. In this report, researchers also examined how AI changed many managerial departments, including marketing, human resources, finance, and manufacturing. In a nutshell, the study came to the conclusion that HR managers can employ the most recent AI technology for all the different human resource activities including hiring, selection, training, development, compensation, and reward administration, among others.

According to Ruby Merlin and Jayam R, the researcher has examined the use of AI and ML to analyse human-machine collaboration in the HR Management function for a variety of repetitive duties. The duties include not only those related to vetting, sourcing, and hiring but also those involved in the HR Operations lifecycle, such as performance management, training, learning, and development, etc.

OBJECTIVE OF STUDY

To study the impact and usefulness of artificial intelligence in recruitment process.

METHODOLOGY OF THE STUDY

This paper is descriptive in nature. We used secondary sources of data such as newspaper, journals, websites, case studies, reports, magazines etc.

RESEARCH STUDY IMPACT OF ARTIFICIAL INTELLIGENCE IN RECRUITMENT PROCESS

Artificial intelligence is the employment of a machine to carry out a task, hence lessening the workload placed on humans. There are typically extremely few chances for error when work is completed by a robot or other technological device. Even if the hiring procedure is typically the most crucial activity for any business, it is still vital to mark up work accurately to avoid any mistakes that can cause the candidate for the position to meet the exact profile. AI can be used in 3 steps while we follow the recruitment process such as:
1. Sourcing
2. Screening
3. Matching
Data about experts that could be a perfect match for the opening in the organisation is required for sourcing. Few job profiles call for specific technical and soft abilities, and those who have left the company and are looking for work are the applicants. The sourcing procedure is one of the jobs that every HR finds to be time-consuming. This effort may be split up and the work load reduced with the help of AI and ML, making it simple for the company to find the right applicant pool for each open position.

A candidate's suitability is determined by their knowledge, academic credentials, and work experience, as well as by the knowledge from multiple industry verticals that they draw on during the sourcing process. However, if the needed structure is established, candidates have a chance that the shortlisting can be completed at the sourcing level in the shortest amount of time, keeping them informed of their shortlisting or alerting them if they do not qualify for the position. If the candidate sourcing is done properly, all of this is achievable.

During the screening process, a few keywords are entered into the ATS system, where the algorithm then compares the applicant's résumé to those keywords. The resume screening process is facilitated by this, and doing the project in the allocated time is made straightforward. If the text of the CV has the identical terms that are found in the applicant tracking system, the application is shortlisted. The complete collection of data gets filtered in a lot less time. When AI is utilized for all processes, there is a chance that human resources employees will need to confirm the screening. It takes a long time for the HR department to complete the process, but when AI does half of the task, the workload is reduced.

Prior to conducting interviews, the profile must be matched with the required qualities, location, and package. This follows the creation of the list of qualifying candidates. However, exact profiles need not merely contain the keywords for the sake of the name; for this reason, the matching of the profile plays a significant part. All of the resumes that match the keywords are frequently shortlisted by ATS. During profile matching, the whole profile CV is reviewed, together with the relevant details like pay, location, and core capabilities. The most important factor at this point is whether or not the candidate's USPs fit the profile the best. Out of the n total profiles, the chosen profiles are then contacted for the interview.

The use of AI aids in accurate applicant matching, allowing recruiters to find the best candidates faster and with fewer resources. There are specific processes and patterns that should be observed while scanning candidate resumes once the job description has been posted on the portals. When the resume is narrowed down and scanned using those keywords, everything go well. As a result, the tasks are simplified and the most qualified applicants are chosen based on the listed core competencies and soft skills.

LIMITATION

When HR cannot locate the exact match, there are occasions when the data gathered using AI contains trash data, adding another difficult duty. This makes the job of HR more difficult because they must screen candidates after learning about their profiles and shortlisting those who fit the necessary profiles. Another flaw identified is the AI's inability to effectively separate the profiles for senior level roles. This failure can be attributed to the necessity for managerial abilities and core competencies for senior roles that call for in-depth knowledge and need for more than simply a resume. AI doesn't understand employees behavior and emotions, HR is needed to make it at place.

FUTURE SCOPE

As technology develops and people's schedules get busier, AI is being used in many different aspects of human resource management. Task reduction and ideal profile matching are two of the best applications of AI in HR management. Other limitations on the usage of AI also exist. In fact, it has excelled in assisting HR with the induction processes. The HR department is needed to acquaint new hires with the business and its rules, but the use of bots to provide these instructions increases the potential of AI. There is also the apparent formality in the instructions. The HR Team will work less and the process will go more smoothly because each of these processes has a written structure that can be taught to new hires.

AI has expanded its boundaries to the point that it can now help HR teams with processes like performance management and payroll. AI is no longer solely limited to the recruitment or selection process. Even though the human emotional touch and reactions to control the situation may not be of great assistance, the task that is carried out in a prescribed and predetermined format can easily be completed with the assistance of AI. Therefore, AI tends to put its best foot forward in making a significant difference and decreasing the workload, thus also enabling ways to develop new, technically competent job openings.

The introduction of AI and fuzzy logic-based HR systems in the businesses that will help them go forward in the future with the fewest errors is something that all researchers are looking forward to, but monitoring the outcomes will always be a chore that would be necessary. The feedback given in a closed loop system during the design of AI systems for HR work will improve the abilities producing excellent outcomes and it will also help in rectifying and correcting the earlier results in the network.

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