

# Role of Artificial Intelligence In Changing The Recruiting Landscapes- A Conceptual Study

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**Abstract:** Artificial Intelligence allows machine to make decisions and solve complex problems. Machine Learning is the process of making the devices intelligent by feeding them data sets and specific examples. From that information, the machines can learn to detect problems and patterns by which decisions are made. Basically, Machine learning is the training process and AI is the science and engineering of applications and innovations made by machine learning. AI- Powered technology is meant to speed up time consuming process and the recruiters can concentrate on other processes. AI enables teams to discover passive candidates and unlock data-driven insights that guide decision-making and better outcomes. Implementing artificial intelligence in recruiting can optimize your talent acquisition strategy and streamline the workflows associated with the hiring and onboarding. Attracting, Identifying, securing top talent involves many moving pieces- different people, tons of paperwork, back and forth communication, a lot of scheduling and loads of information to swift through. Unilever, a multinational company that receives thousands of application every day. The major challenges they face are processing applications in time and reduce bias in the hiring process. For which they developed an AI tool that could analyze video interviews for entry- level position, which saved 100,000 hours per year. Gentpact recently launched IMatch, a GenAI-based in-house resume parsing and job matching engine. It helps in covering 40% of its new hires. The objective of this paper is to study about the tools of AI and its influences in recruitment strategies. This study brings out the changing scenario in recruitment techniques in companies using AI tools while recruiting. This study is entirely carried out based on secondary sources of information like various peer reviewed journals, articles, books, conceptual papers and websites and are used to further explore in near future.

**KEYWORDS:** Artificial intelligence, AI tools, Recruiting strategies, Recruiting Landscapes.

## I. INTRODUCTION

In a more general sense, AI-driven HR technology optimizes efficiency by relieving recruitment teams of

menial tasks. If you get AI right, it will blend into the background and be there for support. It's also important to note that AI should be seen as an assistant or advisor to recruiters; it does not replace human interaction during the recruitment process.

Artificial intelligence (AI) is changing the world of recruitment. The global AI market will increase to more than \$1.8 billion by 2030, indicating this evolution is here to stay. From sourcing to screening candidates and interviews to talent assessment, a long list of activities needs to be done to get the right talent that fits the requirements of an organization. In this article, we are going to find out how AI is changing the landscape of the hiring process and briefly state some of the benefits that technology brings along with it for businesses.

AI for hiring is the process of using artificial intelligence technology in the hiring process to make different stages far more effective and efficient. It can help in sourcing and screening candidates, resume analysis, job application, pre-employment assessment, and even predicting candidate success and cultural fit. AI in recruitment has the potential to revolutionize the way hiring is done, while making it efficient, accurate, and effective in identifying and acquiring the right talent for organizations.

"This year's Talent Acquisition Trends Report shows that the era of artificial intelligence will indeed change landscapes around hiring. Revolutionize processes. Cut time to fill. Reshape the role of the recruiter. Whether you're already practicing AI in recruitment for your business, the next phase—AI in recruitment—is definitely going to hit functions with a huge impact. Know the pros and cons of their potential use by recruiters, which will let you better leverage them in your organization and adapt them to your needs.

AI tools help analyze historical data on market trends and internal talent metrics. This will enable companies to have insight into the emergent skills that are demanded and availability of talent for designing recruitment strategies meeting current and future talent needs."

## II. OBJECTIVES

- To be aware of the current usages of AI in recruitment
- To bring out the various tools and its importance
- To know the role of AI in changing the recruiting landscapes
- To understand the Challenges and Risks of AI in hiring process

## III. METHODOLOGY

This paper is drafted based on the secondary sources of literature such as Websites, Journals, Reports, Publications of Professionals and books, which helped to understand the concept of AI and its role in changing the recruiting landscapes.

Features and Functionalities of AI:

**Resume Screening:** The AI-powered systems automatically screen and analyze resumes to identify relevant skills, qualifications, and experience. It aids in faster sifting of applications for high-volumed applications, thus saving the time and effort of the recruiters.

**Candidate Sourcing:** AI sourcing tools search the web for potential candidates based on very specific criteria and keywords across diverse online platforms, job boards, and social media networks to spot passive candidates who might not apply otherwise.

**Chatbots and Virtual Assistants:** AI chatbots can interact with candidates, answer their questions on the company and job roles, and even conduct preliminary interviews on behalf of the recruiter. This will engage applicants better while providing information about them.

**Candidate Matching:** AI algorithms can match candidate profiles with job requirements to determine applicant suitability. This will help in a shortlisting of those candidates who fit the best in an available position.

**Video Interview Analysis:** AI-driven video interview platforms analyze responses, facial expressions, and tone of voice of the candidates to evaluate various traits like communication skills and emotional intelligence. The information may be utilized to more objectively assess candidates.

**Predictive Analytics:** AI can effectively evaluate historical information on successful or failed hires to determine patterns and features in them that have led to their success. Such information will be used for predicting candidate success so a better hiring decision can be taken.

**Diversity and Inclusion Initiatives:** AI can help in identifying and minimizing unconscious bias from job descriptions, resume screening, and evaluating candidates, which leads to diversification and inclusion in the hiring process.

**Employee Retention:** It can be used to analyze employee data for patterns that could indicate potential retention issues. It helps companies proactively mitigate the needs of an employee toward reducing employee turnover.

**Onboarding and Training:** AI systems help derive personalized onboarding and training plans for newly hired employees, with gaps in skills and knowledge, and thus ramp up as quickly and effectively as possible.

What AI can do?

**Short time-to-hire reduction:** Sometimes hiring can be costly and disruptive. Reducing the cycle without compromising the quality of the candidates is in everyone's best interests.

**Improved candidate experience:** A clear, streamlined process that keeps applicants and stakeholders informed along the way shows candidates that you value their time and effort.

**Less bias in hiring:** Data-driven insights can help curb or avert unconscious biases in hiring and make the process fair for each candidate.

**Enhanced performance:** Artificial intelligence in recruiting eliminates repetitive or data-heavy tasks from hiring teams so they can devote their time and

talent to the elements of the process that need a human touch.

**Cost Savings:** By automating repetitive tasks, AI reduces costs directly related to recruitment activities by taking out most of the manual labor.

**Scalability:** The AI-driven tools help work on large volumes of applicants effectively, thus helping a company scale up in hiring based on the requirement.

**Identifying Passive Candidates:** AI tools can search online platforms to source passive candidates who might not have applied directly but have required skills and experience.

**Continuous Improvement:** AI systems learn from previous interactions and results, helping them improve their performance over time by increasing the accuracy of results.

**Personalization:** AI can tailor the candidate experience by providing personalized content and recommendations based on a candidate's background and interests.

Companies incorporating AI in recruitment:

Unilever is a transnational corporation, and thousands of people send in their applications every day. It had two problems: to handle the applications timely and to eliminate biases from the recruitment process. In 2019, Unilever decided to use AI for both. They developed an AI tool that could analyze video interviews for entry-level positions. The AI integrated machine learning and predictive analysis to select the candidates that would perform best if they were recruited. Unilever is quick to claim AI saved their recruitment team over 100,000 hours per year. Meanwhile, Unilever has scooped several awards for diverse hiring, including the 2019 Best Places to Work for Disability Inclusion.

Recent of these is Genpact, which recently launched IMatch—an in-house resume-parsing and job-matching engine based on GenAI. AI tools account for approximately 40% of their new hires, who have cleared the touch-less hiring process till the interview stage. Use of AI has resulted in a 15% increase in recruiter productivity, with speed to hire improving from 62 days to 43.

Infrastructure major Welspun Enterprises has deployed a GenAI bot that helps its top management in conducting interviews. Hiring efficiencies have

improved drastically. Before using the GenAI bot for interviewing, the selection ratio was 15%. Now this rate has increased to 55%, a 40% jump in selection rate overnight.

A Unicorn HR Tech company from Ambler, Pennsylvania, named Phenom, is applying artificial intelligence to automate task performance and personalize a job search. The technology has the ability to predict and guide job seekers to relevant roles for their background. Phenom also allows an employer to match people with their right jobs. This means it uncovers on-target talent in an organization and subsequently promotes them. It embeds its software into an array of job sites that house many of the world's biggest companies. With 300 million users and one million jobs posted in 130 countries, it considers itself a career-tech company.

HireVue is a video interviewing and recruiting automation technology company. The firm has conducted millions of interviews, rendering it to have the data on whom the best suit for the job is. The technology allows companies to capture videos of job candidates answering a standard set of interview questions. Artificial intelligence in such video interview evaluations helps to transcribe and analyze the speech in the video of the candidates recorded in responses and quickly understand if they are the right fit for the role.

Mastercard in recruitment marketing has achieved 900% more candidate profiles which lead to increase in hiring range.

Electrolux has achieved through AI scheduling by reducing the time consumption if the candidate applies and qualifies for an interview, which reduced the time to hire a candidate about 9%. Total time saved through AI scheduling was about 78%.

Kuehne+Nagel used AI as a tool for long term retention, by cultivating career growth and internal mobility options. Which lead to 74% employee satisfaction rate with experience.

Ways and means of changing recruiting landscapes:

- Advanced technology can pick out a potential candidate who had not applied to the job but has the requisite skills and qualifications.
- It can screen through vast numbers of résumés quickly and efficiently, matching job requirements with candidates' qualifications and experience.
- Predictive analytics enable AI to go through candidate data, such as résumés, social media

profiles, and online behavior, to determine which candidates may best succeed in the job.

- Chatbots assist candidates on the spot by answering questions about the job or the application process; this gives recruiters the opportunity to engage more efficiently while cutting down time spent on routine tasks.
- This means that video interviewing tools powered by AI can also be used to pre-screen interviews, thus saving scheduling and conducting time and costs for face-to-face interviews.

AI tools and its Importance:

- Textio is an AI writing augmentation tool that helps recruiters enhance their job descriptions, social posts, and emails with comprehensive data-driven inclusion guidance. It has an age graph feature, which will show recruiters how their writing will appeal to different age groups and notice specific phrases that may be offensive to some candidates.
- HiredScore guarantees ethics and compliance with diversity, equity, and inclusion through its proprietary AI, ensuring the no-discrimination standards set by governments across the world. In so doing, the AI ensures hiring is conducted legally and ethically in all respective countries.
- The Fuel 50 skills-based AI Talent Marketplace is for developing employees and hiring from within. Its ethical AI capability smart-matches employees with open opportunities, learning experiences, mentors, gigs, and projects that help develop their careers.
- Fetcher: Candidate data aggregation uses web extraction to extract all information about each job applicant from their social media and professional profiles. Therefore, the recruiter can instantly retrieve data on the educational background, interests, affiliations, and work history of the applicant. AI features analyze enormous amounts of data and provide insights on recruiting performance regarding candidate sourcing and engagement-to-conversion rates that recruiters can use to optimize their recruitment strategies
- Humanly: What this does is that Humanly's Interview Assistant will help recruiters by automatically taking notes while in the interview, doing follow-ups, and providing actionable advice as a result of the interview. It transcribes interviews and shows whether the attitude shown

by the interviewee is positive, negative, or even neutral.

#### IV. CONCLUSION

Global HR teams have been evolving their people strategies to respond to a world of unprecedented change. One thing is certain: technology will be key to the success of our teams, organizations, and millions of workers as they hunt out the right job. Artificial intelligence is here to lend power to any form of talent experience in ways not even yet imagined. It is time to shift AI tasks to the back so we can concentrate on what is important: building meaningful relationships with candidates and employees. AI-core to make your TA team as productive as possible in sourcing top talent: highly powered automation, insights to drive stronger personalization and decision-making, and bias control for elevated diversity and inclusion. Challenges: having quality data is fed into the system, user buy-in, current bias not seeping into new system. AI-powered recruitment platforms include personalized job recommendations and content, intelligent search, chatbots, automated interview scheduling, video assessment, fit and engagement scoring, insights, and candidate discovery. That will put recruiters more in the role of relationship building and proactiveness within hiring strategies, yet also again inform and educate the hiring managers about insights. This interest in AI has only been boosted by the pandemic, mainly because firms have felt immense pressure to adapt to new workplace conditions and changing candidate mindsets; being able to lean more on technology keeps them competitive and ready for the future of work.

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