Assessing the Impact of Artificial Intelligence on Recruitment: Awareness, Knowledge, and Experience

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INTRODUCTION

In the modern error of technology artificial intelligence place a vital role in all aspect, it is a tool that helps to upgrade and simplify the work to be done. Usually AI contains all the information that exist in the internet. The AI is an effective tool that can assist in various task. Usually AI contains all the information that exist in the internet. The AI is an effective tool that can assist in various tasks but only some AI are widely used by people to serve information on the web and information obtained from them are highly processed by AI it can also response the command and can provide it all the available answers for a questions and it can also provide that in a simplified and understandable format the evolution of AI begin with the growth of the internet and with the help of the programmer develop there are specific age for the particular purposes.

Effective and efficient organizations are not solely built on financial investment but rely on the quality of their workforce and their commitment to organizational objectives. Investing in attracting, training, and retaining superior human capital is essential. Human Resources (HR) are the most valuable asset in any growth-oriented organization. The performance of economies, industries, and corporations is closely tied to the quality of human contribution. The impact of globalization has transformed the organizational environment, akin to societal changes. Technology's advancements, particularly in computers and telecommunications, have ushered in a knowledge economy, elevating the role of human resources amidst the evolving global economy (Geroge Strauss and Leonard R. Sayees,1975).

REVIEWS OF THE LITERATURE

Marr (2016)[1] Human Resources Management has went profound changes as a result of a diversification of decision-making processes of companies. The human resource function is moving more and more towards personalizing HR practices at the contemporary times which take into account the specificities of each target. The objective is to help managers achieve a better intergenerational collaboration. Human Resources Analysis permits companies to make good use of their employee databases in order to make the best decisions and enhance their operational performance.

Dhamija (2012)[2] Reveals in her studies that e-recruitment is one of the most popular non-traditional recruitment ways to recognize and attract potential job Candidates. Organizations turned to use online recruitment readily, because finding Potential job candidate through online recruitment is quicker, cheaper as well as more efficient. One notable disadvantage of using online recruitment is the possibility for discrimination between internet users and non-internet users. Along with all these advantages that online recruitment entails, it is important to remember the broad application of technological advancement in the field of Human Resource Manage. In addition to electronic job application forms, online recruitment provides several different recruitment aspects. These aspects are announcing available job positions on the Internet, receiving job applications online and the exploitation of different electronic recruitment tools. Some of the electronic tools include recruitment banks And robots to scan through online applications.

Guo et al. (2020)[3] conducted a systematic review of literature on the application of AI in HRM. The

authors identified four main themes recruitment, performance management, training and development, and employee well-being. They found that AI can enhance HRM practices by increasing efficiency and accuracy, reducing bias, and improving decision-making. However, they also highlighted the need for ethical guidelines and human oversight.

Vinay kamath,(1996)[4] The rewards and compensation packages defined by the organizations in the Contemporary times include Basic Pay, incentive pay like Bonus, Commission, Profit sharing Stock options, and Deferred Pay. This Deferred Pay includes Savings plan and stock repurchase schemes. Facilities and perks such as recreational facilities,vehicle, subsidized meals, family vacations and holidays, study leave, safety-nets like medical insurance, Life insurance, Pension and Social security are included in the compensation package. Rewards consists of promotion, Lateral move, Task force asssignment, overseas assignments, Cash reward and non – monetary rewards.

OBJECTIVE OF THE STUDY

- To measure the awareness level of artificial intelligence in the recruitment process among the respondents

- To analyze the respondent's knowledge of artificial intelligence in the recruitment process.

Artificial intelligence with the assistance of Human Resource Information System(HRIS):

- It involves gathering, storing, managing, retrieving, and verifying data essential for an organization concerning its human resources, personnel actions, and organizational unit attributes. (Kovach & Cathcart, 1999; Lippert & Michael Swiercz, 2005).
- HRIS supports strategic planning by providing data for labor force supply and demand forecasts, managing applicant qualifications, facilitating training development, and evaluating performance, among other functions.
- In the realm of AIHRM, the focus is primarily on data input and storage, with the function of intelligent decision assistance still in its early stages.
- Artificial Intelligence encompasses data retrieval and mining, as well as the utilization of expert systems to address organizational challenges.

The awareness level of Artificial Intelligence in the recruitment process among 150 respondents

Awareness Level	Number of Respondents	Percentage (%)
Very Aware	30	20%
Somewhat Aware	60	40%
Neutral	40	26.67%
Not Aware	20	13.33%
Total	150	100%
Source: Primary data		

In this table:
- Very Aware: 30 respondents are fully aware of AI in the recruitment process.
- Somewhat Aware: 60 respondents have partial knowledge.
- Neutral: 40 respondents are indifferent or unsure.
- Not Aware: 20 respondents have no awareness of AI in recruitment.

To analyze the respondents' knowledge of Artificial Intelligence (AI) in the recruitment process using a Chi-Square test, we need to categorize respondents into different knowledge levels. The knowledge levels are as follows:
1. High Knowledge
2. Moderate Knowledge
3. Low Knowledge
4. No Knowledge

Knowledge Level	Observed Frequency (O)	Knowledge Level
High Knowledge	40	High Knowledge
Moderate Knowledge	60	Moderate Knowledge
Low Knowledge	30	Low Knowledge
No Knowledge	20	No Knowledge
Total	150	Total

Chi-Square Analysis:

To perform a Chi-Square test, we need to calculate the expected frequencies (E) for each category. Let's

Expected Frequency Table:

assume that, based on the hypothesis, the respondents are equally distributed across the four knowledge levels.

Knowledge Level	Observed Frequency (O)	Expected Frequency (E)
High Knowledge	40	37.5
Moderate Knowledge	60	37.5
Low Knowledge	30	37.5
No Knowledge	20	37.5
Total	150	150

Chi-Square statistic for each knowledge level:

- For High Knowledge: 0.1667
- For Moderate Knowledge: 13.5
- For Low Knowledge: 1.5
- For No Knowledge: 8.1667

Total Chi-Square Value:

Now, summing up all the individual results: 23.3334

To interpret this Chi-Square result, you would compare the calculated Chi-Square value to the critical value from the Chi-Square distribution table based on your desired significance level (e.g., 0.05) and degrees of freedom.

Chi-Square distribution table for the critical value at $df = 3$ and the significance level of 0.05 (which is approximately 7.815).

If the calculated Chi-Square value (23.3334) is greater than the critical value (7.815), you would reject the null hypothesis and conclude that there is a significant difference between the observed and expected frequencies of respondents' knowledge levels.

CONCLUSION

In conclusion, this study highlights the growing influence of Artificial Intelligence (AI) in the recruitment process and its varying levels of awareness, knowledge, and experience among respondents. The data collected from 150 respondents revealed diverse levels of awareness regarding AI's role in recruitment, with a significant portion of respondents being somewhat aware or neutral, while a smaller percentage demonstrated deep familiarity or no awareness at all. The Chi-Square analysis conducted to assess the respondents' knowledge levels revealed a notable difference between the observed and expected frequencies, with a calculated Chi-Square value of 23.33, which is significantly greater than the critical value of 7.815 at a 0.05 significance level. This result suggests that there is a substantial variance in the knowledge of AI in the recruitment process among the respondents, indicating that awareness and understanding of AI are not uniformly distributed across the population. The findings of this study underline the importance of further educating organizations and professionals in Human Resources (HR) about the benefits and challenges of AI in recruitment. With the increasing integration of AI tools in recruitment, it is crucial for HR professionals to stay informed and adapt to technological advancements in order to make more data-driven and unbiased hiring decisions. Additionally, ethical guidelines and proper oversight must be established to ensure that AI's implementation does not perpetuate biases or undermine human judgment. Overall, the study emphasizes the need for continued research and training in AI within the HR field, fostering a more efficient, effective, and fair recruitment process. As AI continues to evolve, its impact on recruitment is expected to grow, making it imperative for all stakeholders to embrace and understand its potential.