

Impact of Artificial Intelligence in Recruitment

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Abstract— Automation, including the use of artificial intelligence, is ushering in a new age of recruitment and hiring practices. These advancements in technology are changing the manner in which one think about and approach human resources; but also, in the manner in which candidates are sourced and screened. AI in recruitment is the area of artificial intelligence with predictive analysis that helps recruiters in recruiting. AI for recruiting is a growing part of HR technology designed to reduce time taking activities like manually screening resumes. Technology execution across the HR value chain helps firms with selecting the proper candidate, empowering pre and post-employee engagement and personalization of the recruitment process. AI has the power to figure out what a successful employee during a specific position has done, and appearance for candidates with backgrounds that match up with those workers. Recruitment is a significant component for each association in recruiting qualified representatives who can accomplish more to accomplish their activity objectives. The AI in recruitment acts and responds like an individual, and its definitive objective is to permit the PC to continue to work typically.

The primary objective of this paper is to study the concept of Artificial intelligence and Recruitment and the role of AI in Recruitment. It also studies the benefits and the future of AI in Recruitment. This paper additionally features a portion of the AI tools used in recruitment with a case study on Unilever Recruitment.

Index Terms— Artificial intelligence (AI), Recruitment

I. INTRODUCTION

Innovation and advancements in technology have helped humans come a long way. The traditional hiring process includes searching the best applicants. Sorting out applicants' profiles manually might a long time for recruiters to finalize, leaving both the organization and candidates uncertain. This is where an AI in recruiting can come as a guide to HR teams and lessen the burden a little. This thrives on a lot of data that companies are unable to utilize properly due to various reasons .AI-based recruiting disposes the need to manually interview every applicant from the very beginning. The same process is completed by virtual assistants who track the trail of various proceedings during an interaction that a prospective candidate has with the organization. The adoption of AI in HRM and in recruiting can be called as 'the new age of HR', since AI changes the recruitment industry by replacing routine tasks that have been conducted by human recruiters (Upadhyay, 2018) With recruiters and AI shaking hands, tasks like sorting resumes according to the requirements of the job, have now become an extremely simple activity to do.

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• RECRUITMENT

Organizations have to recruit people with essential skills, qualifications and experience if they have to survive and flourish in a highly competitive environment. While doing so, they need to be sensitive to economic, social, political and legal factors within a country.

"Recruitment includes those practices and activities carried out by the organization with the primary purpose of identifying and attracting potential employees. It is an important part of human resource management as it performs the essential function of drawing human assets into the organization." (Barber, 1998)

Recruitment is a process of identifying, attracting, interviewing, selecting, hiring and onboarding employees (Smart recruiters, n.d.) In other words, it involves everything from the identification of a staffing to filling it. Recruitment is reaching out, attracting, and ensuring a supply of qualified workforce and making out selection of people who are essential in both, quantitative and qualitative aspect. It is the development and maintenance of adequate human resources. Recruitment, logically, focuses on (i) attracting a large number of eligible candidates who can take up the work if it's offered and (ii) offering ample data for unqualified persons to self-select themselves out. Recruitment has two significant viewpoints: the first is to find out the number of vacancies to be informed and the type of applicants expected to fill them; the second is to speak to potential applicants through novel promoting, to apply for the vacancies.

• ARTIFICIAL INTELLIGENCE

AI is defined as a science and a set of computational technologies that are inspired by but commonly operate quite differently from the ways people utilize their nervous systems and bodies to detect, learn, reason, and take action. (wikipedia, n.d.)

The computer scientist John McCarthy coined the term Artificial Intelligence in 1956, and characterizes the field of artificial intelligence as "the science and engineering of making intelligent machines." Computer science defines AI research as the investigation of "intelligent agents. Any gadget that perceives its environment and takes actions accordingly to augment its chance of successfully achieving its goals". A more elaborate definition portrays AI as "a system's ability to correctly interpret external data, to learn from such data, and to use those learnings to achieve specific goals and tasks through flexible adaptation."

"AI as a field is wide and a multidisciplinary domain, which can be exploited not only in computing disciplines but also in linguistics and philosophy. AI can take many different forms, such as robots, bots or software." (Tecuci, 2012)

AI has four foundational segments. They are categorization, classification, machine learning, and collaborative filtering. Categorization involves creating metrics that are specific to the problem domain (e.g. finance, networking and so forth).

Classification involves figuring out which data is most relevant to solving the problem. Machine learning involves anomaly detection, clustering, deep learning, and linear regression. Collaborative filtering involves searching for patterns across large data sets.

II. LITERATURE REVIEW

Edwin B. Filippo (1979)¹ defines Recruitment as a positive process of searching employees and encouraging them to join the organization. He termed recruitment as a positive process as it encourages people to apply for job which increases the hiring ratio.

Dale Yoder (1972)² defines Recruitment as a procedure to find or discover the sources of humans to meet the requirements of staffing plan and to use effective measures for attracting the humans in sufficient numbers to facilitate viable selection of efficient workforce.

Rynes (1990) defines Recruitment as the organizational practices and decisions that influence either the number of applicants who are to apply for or to accept a given vacancy.

Plumbey (1985), Herriot (1989), Montgomery (1996) explains that the focus of Recruitment is on matching the skills and capabilities of prospective candidates against the demands and rewards included in a given a job.

De Cenzo and Robbins (1999)³ defines Recruitment as the process of exploring or finding the potential candidates for actual or anticipated organizational vacancies. In other words, it is a activity-bringing together those with jobs to fill and those seeking jobs.

Jovanovic (2004) said Recruitment is a process of attracting a pool of high caliber candidates to choose the best among them. Therefore, top performing organizations committed considerable resources in good quality selection process. Because of the way that organizations are constantly braced by data innovation to be more competitive, it is normal to likewise consider using this innovation to re-compose the traditional recruitment process through proper decision-making techniques, with that both the viability and the productivity of the procedures can be expanded and the quality of the recruitment process can be improved.

Costello (2006) describes Recruitment as the set of activities for finding good number of qualified people at the right time and right place so that the organization and the people can select each other as per their short term or long-term benefit.

Parry & Wilson (2009) defines "Recruitment includes those practices and activities carried out by the organization with the primary purpose of identifying and attracting potential employees".

Stoilkovska, Iieva & Gjakovski (2015) defines Recruitment "as the practice of finding the right candidates which make up a candidate pool which fits an open job vacancy that a company have."

The study of Artificial Intelligence began in 1955 in Dartmouth College in New Hampshire with the proposal named "A proposal for the Dartmouth summer research project on Artificial Intelligence". **McCarthy** with **Minsky**, **Rochester** and **Shannon** coordinated the study. This

proposal goes beyond the concept that computers can be used in the corporate world to increase productivity. The objective was to explore ways to make a machine that could act and reason like a human, was capable of abstract thinking, problem-solving and self-development.

John McCarthy (1995) known as the father of Artificial Intelligence, coined the term. Artificial Intelligence. He defines AI as "the science and engineering of making intelligent machines." He also created Artificial Intelligence programming language, LISP (list processing) at Computer science and Artificial Laboratory with Minsky. And it became one of the guideline computer algorithms.

Bock Peter (1985) defines AI as "the ability of a human-made machine (an automation) to emulate or simulate human methods for the deductive and inductive acquisition and application of knowledge and reason "

Elaine Rich (1991)⁴ defines Artificial Intelligence as a study of how-to make computers do things. There is mental task that computer can do better than humans and vice versa. It is well known that computers are better than human beings in information storage, numerical calculations and repetitive tasks.

Kaczmarek, Kowalkiewicz & Piskorski (2005) points out that AI can be utilized in information extraction advances that can add to the way toward resuming filters and mechanize the extraction of important information.

Faliagka (2012) states that Candidate ranking system works with the intensity of AI algorithms and recruiters provided training data for the AI algorithms, from which they become familiar with the candidate's scoring abilities.

Benfield (2017) says that AI accelerates the hiring procedure, yet in addition in different phases of hiring . He states that A.I. can assist in aspects of recruitment from job advertising, managing applications, filtering, screening and communication with the applicants.

Dimple Agarwal, Josh Bersin, Gaurav Lahiri, Jeff Schwartz (2018) states that artificial intelligence applications such as problem solving, one data driven function, streamline the automated recruitment process in human resources.

Jonathan Kestenbaum (2016), CEO of Talent Tech Labs, a talent-acquisition technology consultant in New York, states that "HR professionals may initially feel worried about the impact of AI on their work. According to him implementing AI software will simply remove the mundane tasks and time-consuming data analysis and will serve as an ongoing problem-solver for HR."

In an article by Forbes.com titled as "The rise of Facebook recruitment" stated that, job finders would have a accurate picture of what they are seeking for while finding a prospective job. As well the recruiters will also have an idea on who will be their prospective candidates.

Jobvote⁵ CEO, Dan Finnigan points out that "if recruiters and companies can learn to pair themselves with a specific AI, they can train it to understand a particular corporate goal and culture, so that recruiters feel like they are leveraging these chatbots and other similar technology as extensions of their teams, not as replacements for them."

¹ Personnel Management, New York, McGraw-Hill, p.131.

² Personnel Management and Industrial Relations, Prentice Hall of India, New Delhi, p.229.

³ Human Resource Management (5th Ed.) New York: John Wiley & Son Inc, 237-252

⁴ Artificial Intelligence. Tata McGraw-Hill Publishing Company Limited.

⁵ Online recruiting platform recognized by IDC marketplace as worldwide modern talent acquisition systems 2019

With reference to the case study by HireVue-2017 named as Hilton + Hirevue, The global hotel chain Hilton experienced several benefits of conducting video interviews, whereas the most remarkable implication was the decrease in the amount of time spent in recruitment process. Before the recruitment process took 42 days in Hilton hotel, but due to use of AI based video interviews, it takes only 5 days.

According to an extensive survey by LinkedIn Talent Solutions (2018), recruiting and hiring professionals do not see AI as something that can replace the phases of recruitment where people are most present – such as, building relationships, interviewing and phases where emotional intelligence is required. The study by The RES Forum⁶ (2019) abides by this idea and claims that people are needed for the complex issues, and machines are good for the repetitive, simpler tasks.

Author Max Tegmark⁷ asserts that AI has the potential to transform our future more than any other technology. And it can be already seen in hiring. AI is already saving Recruiters and HR teams time.

In a LinkedIn survey report, it presented that Artificial Intelligence has become the top reason in recruiting talents. In addition, 35% of talent professionals and hiring managers states that AI is the top trend impacting how they hire. In the recruitment process, AI was considered most helpful in sourcing, screening, interview scheduling and nurturing candidates.

As indicated by the Recruiting Industry benchmark report, two-thirds of all staffing firms will embrace AI-driven ATS (applicant tracking systems) by the end of 2020, while 79 percent of enterprise staffing firms i.e. firms with more than 100 recruiters will have done the same.

According to the Future of Jobs report published recently by the World Economic Forum, it is anticipated that the greater part of all current workplace tasks will be performed by machines in 2025. Furthermore, technology in recruitment could create 133 million new roles.

It is safe to state that recruiters and researchers agree on the potential of AI in recruitment. AI is additionally viewed as recruiting trend.

III. OBJECTIVES OF THE STUDY

The Research Paper has the following primary objectives:

- A. To study the role of Artificial Intelligence in Recruitment.
- B. To study the benefits of Artificial Intelligence in Recruitment.
- C. To study the future of Artificial Intelligence in Recruitment.

IV. METHODOLOGY

The study is based on secondary sources of data. Research papers, Reports, Articles, Journals and websites are being referred to draft this Paper. Descriptive type of Research has been conducted to have a better understanding of AI in Recruitment.

⁶ Influential learning and networking community for International HR and mobility professionals

⁷ In Life 3.0: Being Human in the Age of Artificial Intelligence

A. ARTIFICIAL INTELLIGENCE IN RECRUITMENT

Applicant tracking system (ATS) was the first successful advancement made in Recruitment. It came into action in 90's. ATS made recruiter's life simple by automating mundane tasks like organizing resumes, maintaining progress of applicants throughout recruiting process etc. It helped recruiters in getting their work sorted out.

Just like AI learning in other sectors, HR technology is additionally adopting to AI for recruitment and other processes. AI's ability to rapidly shift through millions of data points enables recruiters to quickly identify high-potential candidates. With AI, recruiters are able to take into a more extensive talent pool to source applicants, including online career boards, social media platforms, and agency databases. AI is helping recruiters to avoid repetitive processes and return to doing what they do best; communicating with candidates.

Artificial intelligence in recruiting implies automated backend processes, faster resume arranging and an elevated kind of applicant tracking. AI for recruiting is intended to smooth out or automate some part of the recruiting work process, particularly repetitive high-volume tasks. From sourcing and screening candidates to interviewing and onboarding, AI is changing HR's capabilities.

Following is the Role of Artificial Intelligence in Recruitment:

➤ AI – POWERED ASSISTANTS (CHATBOTS)

In recruitment, AI-powered assistants in addition to other things, decrease the time it takes to select and increase the number of candidates who complete the application process. AI-powered assistants guarantee that applicants get regular updates about the status of their application, give feedback, and are constantly available to answer questions. They can provide links to promising set of job descriptions, clarify company hours and location, and schedule interviews. For example: Mya and Olivia.

➤ IDENTIFYING PASSIVE CANDIDATES AND REDISCOVERY

Passive candidates, or candidates who aren't actively looking a new job, can actually be the best applicant pools. This is another aspect of recruitment. AI can simplify this aspect as well. Instead of focusing only on a candidate's resume, sourcing more information from his public profiles and making predictions about the success in acquisition can save a lot of human efforts.

AI can also help in rediscovering hidden talent among the current employees thus reducing candidate acquisition costs.

➤ ELIMINATE BIAS

Bias is big issue in the field of recruitment. Eliminating hiring bias is one among the most important challenges in recruiting today. Whether explicit or implicit, stereotypes and personal biases are something to which even the most principled recruiters can fall prey. AI helps level the playing field by taking into consideration blind applicant screening. AI can help in reducing unconscious biases during recruitment because it's totally programmable. The model can be trained to clear patterns of potential prejudices based on gender, ethnicity, geography, or even scholarly organizations. AI is

being taught to beat human biases during sourcing and screening. For example, Textio is a web-based tool that minimizes gender bias. Other recruiting and applicant tracking software programs can also help generate interview questions that are liberated from bias or other human instinct components.

➤ **SENTIMENT ANALYSIS**

AI can judge a candidate's sentiments better than a human because there won't be any conflict of emotions during an interview. AI can recognize, extract, quantify, and study the candidate's states utilizing procedures like NLP (natural language processing), computational linguistics, facial recognition, and biometric.

➤ **SCREENING**

Using natural language processing (NLP), deep learning and machine learning for resume screening we can screen resumes contextually just like a domain expert. It can then match and rank candidates to assist you with shortlisting the best talent. And all this is done in matter of few seconds. Thus, less time is invested on sourcing, screening and additional time is utilized for candidate relationship building, developing culture, and other value-added HR activities.

Recruiting teams would now be able to outfit the intensity of AI through tools that help them search, screen, and recruit skilled applicants. Following are the recent AI tools utilized in Recruitment:

Fetcher: AI for recruiting and sourcing

Fetcher's platform will have a look into your job requirements , and use machine learning to find suitable candidates that are then recruited via text or email. AI sourcing is a smart way to increase the recruiting efforts.

XOR: AI recruiting chatbot

XOR is a recruiting and HR chatbot that uses AI. Their AI chatbot can screen candidates, schedule interviews, and answer questions over text message, email, live chat on career sites, recorded videos, and WhatsApp messaging. Their AI helps to recruit and retain talent more efficiently.

Textio: AI for job descriptions

Textio's platform helps to empower work candidates to create sets of expectations that are thoughtful to up-and-comers and lessen inclinations inherent in different dialects.. For instance, they may choose words that are overly masculine or buzzword that goes out.

Pymetrics:AI for candidate assessment

Pymetrics empowers organizations to utilize AI to dissect potential workers. The representative experiences a progression of tests (imitating a computer game) and the calculation makes an individual for the individual who fits the job.

Paradox: AI chatbot for recruiting

Paradox utilizes machine learning to communicate with applicants through a conversational UI (otherwise called a chatbot). This permits candidates to pose key inquiries during the recruitment procedure. Their framework is sufficiently strong to be marked by numerous different suppliers

B. BENEFITS OF ARTIFICIAL INTELLIGENCE IN RECRUITMENT

The benefits of artificial intelligence are numerous and generally permit businesses to progress much more quickly and deliver better results. However, besides technical assistance, AI is also good at dealing with human resources. Specifically, the latest artificial intelligence software lets HR managers and project managers find the most qualified personnel significantly faster.

Following are some of the major benefits of AI in Recruitment:

➤ **Reduced hiring time**

AI tools for online recruitment can screen vast candidate databases within a minute and offer you a list of the right applicants. The utilization of AI technology in employment helps companies to eliminate the time and costs they typically spend to fill void positions. This advantage shields from losses involved with employee resignation and allows outperforming competitors on the market.

➤ **Smart Recruitment Automation**

Recruitment programming like an applicant tracking system (ATS) provides some degree of automation. It could help to store resumes in systematic manner over the cloud where it is easy to maintain the candidate database. Smart recruitment automation can streamline your recruitment process.

AI also plays a significant role in scheduling interviews. A Recruiter has to constantly discover the time and availability of a candidate and an interviewer. Smart automation consequently helps find the right interview space between the two.

Also, organizations can improve the presentation of their recruiting groups by incorporating AI into the applicant tracking framework for an assortment of different exercises, for example, searching for competitors, video interviews, and employment marketing.

➤ **Better experience for Candidates**

Candidate Experience is a crucial component of the recruitment process, many of the AI tools in the recruiting world are built to make life simpler for all parties involved. When job candidates and applicants can get the answers, responses, and information they need quickly and easily, they will feel more motivated to remain connected with the organization. If they're having a good experience, they will want to work in the organization even more.

➤ **Unbiased decisions**

One of the biggest challenges faced by HR managers is that they should be totally unbiased when examining an applicant's potential and competence. The similarity or discrepancy of opinions and values may affect the recruiter's judgment. AI software is not influenced by bias or prejudice and thus is less prone to making an error. It determines whether a candidate has a great value to the company without relying on the quality of interpersonal communication. AI invulnerability to bias is the reason why it delivers amazing results and prevents companies from hiring low-skilled workers.

➤ Enhanced Quality of Candidates

The quality of candidates relies on the initial candidates who is appealing with your job posting. Adding AI in recruiting procedure can improve the quality of the applicants in numerous manners. In the first stage of the process, AI can help to formulate clear, descriptive job descriptions, for instance, that helps explain what exactly an organization looking for in applicants. Secondly, AI can be used to find the right candidates online with something called 'programmatic job advertising' which means its advertising targeted to individuals based on demographic and behavioral variables. In short: the right message, to the right person at the right time. Programmatic advertising draws in the right people and thus just like writing the perfect job description.

Further discussed is a case study of Unilever Recruitment to better understand the benefits of AI in recruitment.

CASE STUDY – AI IN UNILEVER RECRUITMENT



The problem they faced:

Unilever is a British-Dutch consumer multinational company incorporated in London, England, and Rotterdam, the Netherlands with more than 400 brands and employs approximately 170,000 people worldwide.

As a global brand operating in 190 countries, applicants are based around the world. They search for 30,000 people a year and get around 1.8 million job applications. Keeping in mind all programs require communication, filtering and discussions; this is a difficult job for even a large organization like them. Finding the right people is a key ingredient to success, and Unilever can't pay for the talent because it's buried beneath a pile of CVs. It has become mandatory to figure out a way to make hiring easier, cost effective, time-saving and efficient.

The solution they found:

To address this problem, Unilever has partnered with Pymetrics, an expert in hiring AI, to create an online forum, which means that prospective candidates can be pre-screened from their homes, in front of a computer or phone screen.

The Unilever HR chief in an interview with Forbes said "We are looking for people with a purpose - strategic thinking, tolerance, business based on profiles, games and video interviews are all organized to look at the indicators for their behaviour."

Pymetrics is a game-based platform that measures social, cognitive and behavioural factors. The first phase of the process involves a series of games that candidates can play on the phone or computer to measure the features that make them unique; such as ability, logical thinking, consultation and most importantly the desire to take risks. There are no right or

wrong answers - they are just looking at how people react to problems, not specific solutions. The second phase of the process involves moving the video and video. Again, the tester is not a human being but a machine learning algorithm. The algorithm monitors videos of candidates answering questions for about 30 minutes, and with a mixture of natural language processing and body language analysis, it decides who can best fit it.

Outcomes from AI enhanced Recruitment:

Pymetrics reduced applicants from 250,000 to 3,50 people - all were invited to the testing centres. Here they teamed up with real life monitors to make the final selection of 800 people.

According to Unilever, the appointment has cut nearly 70,000 hours from interviews and analysis. Received positive feedback from managers and candidates about automated Recruitment process.

It also reduced their selection cost and saved half of the time of the managers.

C. FUTURE OF ARTIFICIAL INTELLIGENCE IN RECRUITMENT

Artificial intelligence (AI) and the fourth industrial revolution is at the forefront of everyone's minds. The recent CSIRO Data61 conference⁸ only confirmed what we already know: AI is changing almost every part of the business world, including recruitment.

CEO of TechLoris , Shayne Sherman says "Everything from online assessments to application tracking makes hiring easier on my end. It's the most efficient way to find matches, especially since resumes are designed to make the candidate more attractive, but might not list specific attributes that I'm actually looking for. AI is changing the way we recruit. It's tied in with analyzing the data of current employees, performance reviews, and resumes to see if someone is going to be a good fit. It's a guessing game, but algorithms are better at guessing than we are."

As AI advances the recruiting process, recruiters now have more responsibility than before to ensure the success of their candidates. By working to improve onboarding and training, building relationships between candidates and hiring managers, and collecting feedback and acting proactively, recruiters will be able to drive their candidates to perform at a new level.

It is expected that the number of Artificial Intelligence adopters will increase at a galloping rate in the coming few years because of the reduced workload and less pressure put on the shoulders of the employees. The biggest application of A.I. in an organization is in hiring and recruitment and the biggest benefit will be agility, productivity, and precision.

According to a report done by EY⁹, core AI technologies provide better accuracy and stability to everyday processes and offer significant opportunities to improve the human resources (HR) function.

⁸ Australia's leading digital Research Network, digital specialist of Australia's National Science Agency

⁹ Ernst and Young Ltd. Or simply known as EY, a multinational professional services firm headquartered in London, England.

As AI continues to be blended with the recruitment world, recruiters are required to become progressively productive by “doing more human relations work with talents by lessening repetitive administrative task.”

A lot of individuals fear that automation in recruitment will supplant the recruiter, this is often not the reality. This advancement essentially implies that AI will never completely supplant the role, it'll just change the work by upgrading their part within the hiring process and increase the probabilities of value hiring. AI in recruitment can make an enormous jump in the industry.

Applications of artificial intelligence have done wonders where they have been utilized. There is a likelihood the future of AI in recruitment and talent acquisition is going to be brighter. there is nothing to fear of artificial intelligence. Instead of fearing, if you imagine both human and artificial intelligence are working in a collaboration, you are likely to paint a picture of a bright future in your mind.

V. CONCLUSION

AI-based HR applications including Recruitment have strong potential to raise employee productivity and help HR professionals become knowledgeable consultants that boost employee performance. AI integrated HR application can analyze, predict, diagnose and become more powerful and capable resources.

Artificial Intelligence is quickly becoming a popular tool for human capital tasks, like hiring and promoting employees. There are good reasons to be optimistic about the introduction of AI in recruitment. AI will only augment recruiter's roles by allowing them to move up the recruitment value chain. Recruiters just need to be aware of the changes that follow and sharpen their skills in areas that artificial intelligence can't easily take over, i.e. work that needs a high degree of imagination, creative analysis, and strategic thinking. In future when AI becomes an integral part of recruitment, we may not see recruiters competing with machines for jobs, but rather, they will be more liberated to unleash their imagination, creativity, strategic and relationship building abilities to connect and influence the candidates. Artificial intelligence has tremendous potential when it comes to recruiting. It should not be used to cut jobs, but to streamline, automate and transform a significant part of the recruiting workflow, especially the repetitive, high-volume transactional tasks, which will make recruiters far more productive. Technology has permeated all aspects of the hiring process.

VI. LIMITATIONS OF THE STUDY

- Due to covid-19, the study was limited to secondary sources of data and access to organizations was not possible. If the situation was normal, interviews could be conducted for primary data but due to lockdown this was not possible.
- Limited prior research work related to topic was available. More research work was available on the two fields individually. For example: There was enough research work on Recruitment and AI individually but the research work was limited to the role AI in Recruitment or AI and Recruitment together.

RECOMMENDATIONS

It is important to further research on the incorporation of AI into recruitment further, as the technological revolution is relentless. Despite the reluctance of HR professionals to use AI in their processes, the use of AI in business activities is increasing exponentially. Thus, it is critical to research, understand and familiarize oneself with this new technology that is finding its way into the core of the management of organizations.

Artificial Intelligence has a great scope and future in every field including Recruitment so the Researchers should primarily focus on the role and use of AI in Recruitment as there is already much research work on AI and Recruitment individually. This will complement Automation in recruitment.

And also, the debate around humans and machines usually focuses on replacement of humans which is not true .AI in recruitment enhances and helps humans to do their job more smoothly. Human Resources will always remain an important part of an organization.

More study can be done to explore which companies have adopted AI in their Recruitment process and what benefits they have got. To throw a light on this side, a case study has been put up in the study. A lot more can come up with machines and humans joining hands.

As trust issues arise with respect to AI, the perspectives of the job applicants and the experience of AI-based recruitment could be studied in order to gain more insight for this topic.

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