

THE RISE OF ARTIFICIAL INTELLIGENCE IN TALENT ACQUISITION



DR. R. SEETHA LAKSHMI,

Assistant Professor, GITAM Hyderabad Business School, GITAM (Deemed to be University)
Rudraram, Patancheru Mandal, Hyderabad 502329, Telangana, INDIA
ORCID: 0000-0002-4227-3985

DR. T. SOWDAMINI

Assistant Professor, GITAM Institute of Management,
GITAM (Deemed to be University), Visakhapatnam, Andhra Pradesh, INDIA
ORCID: 0000-0002-5134-0940

DR. ASHISH KUMAR BISWAS

Assistant Professor, GITAM Hyderabad Business School, GITAM (Deemed to be University)
Rudraram, Patancheru Mandal, Hyderabad 502329, Telangana, INDIA
ORCID: 0000-0001-9048-2143

ABSTRACT

Artificial Intelligence wins over the complexity of the hiring process and exists as an integral part of human resources function. The AI tool streamline the hiring process, enhances the candidate engagement and better experience through the proper communication. This in turn, keeps the organization in a tight talent landscape in attracting and hiring the pool of candidates. Apparently, it is important to understand the applications of AI tools in talent acquisition and retaining them in the organization. This chapter outlines the AI in talent acquisition, the most frequently used AI tools, the changing role of HR and the challenges in implementation of AI in the hiring process.

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INTRODUCTION

The digital era transformed the business models and placing themselves into the competitive environment with a competitive advantage. This can be finely tuned with the productive



workforce. Identifying productive employees and getting them on-board is the challenging task of an HR professional in an organization. With the rapid changes and advent of technology, pooling the employees and finding out the right talent becomes an effortless job for HR. Talent acquisition is leveraged by artificial intelligence, thereby finding and connecting the right candidate enhances the recruitment efficiency. Artificial intelligence is a replacement for human cognition where it allows the computer to do the task and articulates the decision-making. Besides these advancements, a few issues remain unresolved, and only 22 percent of the firm has adopted analytics in HR (Tambe et al., 2019). This chapter outlines the Implementation of AI in the Hiring process, and top AI recruiting Software tools, AI's role in enhancing the candidate's experience, on-boarding, the changing role of HR, and their challenges with AI in recruitment.

IMPLEMENTATION OF AI IN HIRING THE TALENTS

The hiring process is revolutionized at an alarming rate with the help of Artificial Intelligence. AI has the ability to process a high volume of data at a higher speed. The work is based on the algorithm and predicts whom to hire by finding a causal relationship between the employees' attributes and the job description to bring forth the applicant and identify the candidates for the specified job. The process starts with the screening of candidates. The job applications are screened or reviewed at this stage. It entails the shortlisting of candidates from the cumulated resumes. Social media plays an important role and serves as a main source of the database to select candidates. The AI tool selects the candidate from the database who meet the specific requirements. It matches the candidate's profile to the job description and ranks the candidate based on their profiles. The administrative task of HR is reduced to a certain extent and also saves time in processing the voluminous data. This enables the recruiter to leverage AI's power through the various tools and helps in an unbiased screening of candidates and place them on-board.

TOP AI RECRUITING SOFTWARE PLATFORMS

The unbiased hunting and screening of candidates are leveraged through various top AI recruiting software. Hiretual Review, XOR, Paradox review, Humanly, Textio, Pymetrics, LOXO, Eightfold, Allyo, seekout, Talkpush, Myinterview are some tools to seek out the right applicant. TurboHire is a platform by which an employee is taken from HI to Hired. With TurboHire, HR can schedule and conduct high quality live and one-way interviews to understand candidates before making hiring decisions, with the help of human-machine interaction. This AI-based candidate ranking and automatically identifies skill-sets from resumes to duplicate detection. Through this tool's entire hiring process and assessments can be done quickly (Turbohire, 2018).

This platform is built around to accumulate and aggregate the data from a resume across all the websites to reach the top talents and predict every individual's requirements. AI software can screen candidates, schedule interviews, and responds to all the posted questions over mail or text messages. They are thereby increasing the conversation rate, engaging the candidates, and motivating them to apply for the job. It helps to recruit and retain the talents. The AI platforms act as a robust system for the hiring process.

ROLE OF AI IN ENHANCING THE CANDIDATE'S EXPERIENCE

The use of AI in talent acquisition assists in the hiring process and enhances the candidate's experience. Providing real-time answers to the candidates' questions, offering quick feedback,



and suggesting the steps for further proceedings develop a good rapport between the organization and candidate. Also, it builds a brand image for the organization. The experience of the candidate will further be enhanced if they get frequent updates on their application. This technology saves both time and effort of the candidates. It thereby stimulates them to sustain their interest in the organization, which builds the organization's brand image.

ON-BOARDING

AI turns the onboarding procedure in the most comfortable and organized way for HR professionals. For instance, AI tools' application improves the tasks' efficiency like conducting the background checks, cumulating the documents about the benefits, and creating the offer letter templates. It also assists the HR professionals in focusing on the employees once they on-board to the job, receives the documents that spell out the companies' policies and procedures, tracks the documents that have been read, and prompts an electronic signature.

CHANGING ROLE OF HR PROFESSIONALS IN THE HIRING PROCESS

In a competitive world, every business wants to get the best out of its employees. To achieve these, companies are attracting candidates in various ways that add value to the company. For this, the role of HR in employee branding is equally important to achieve the organization's goal. (Bev 2019). One of the best ways to retain employees is to make them happy always. So, HR is responsible for setting up and managing social relations, encouraging workers to engage them productively.

In recent years there is a dynamic shift in the role of HR from traditional function to digital transformation, making them be a strategic partner in the decision-making process. According to the recent KPMG report survey taken for 1200 global HRs of 64 countries, more than 39% responded that organizations are looking for analytics and digital applications and AI (Rao 2019) in all HR applications. Hence, modern HR needs to be accustomed to the latest digital tools to perform varied tasks in the business world. So with the technology, we are reshaping the business with various devices. AI is a computer science branch that mainly uses algorithms and other cognitive functions, more like humans, to leverage HR managers in the hiring process (Raviprolu, A. 2017).

CHALLENGES WITH AI IN RECRUITMENT

Technology is always a double-edged sword, and One should be aware of the negative outcomes of technology usage. So, HR managers need to be tech-savvy while using various HR tools like AI. Otherwise, many challenges need to be faced.

Following are the challenges with AI in recruitment (Raviprolu, A. 2017)

1. **Understanding Human Mindset:** Dealing with people is different from dealing with data or variables. So, much data is required to understand people's psychology and mindset is always complicated.
2. **Human emotions:** It is always critical to deal with or motivate employees physically rather than technically with AI dealing with employee emotions not equal with direct interaction.
3. **Reliability:** Majority of the cases, the AI tools are in a nascent stage, so the data which the company is relying on and the conclusions deriving out of that sometimes leads to inconsistency



4. Human lingo: With the help of ROBOTS and chatbots, sometimes they may not understand the human language and feelings and expressions, leading to negative conclusions.

CONCLUSION

The companies are looking for an automation process starting from the Hiring to exit function. Thereby both the companies and HR should get ready to identify the right tool and platform for completing the hassle-free hiring process. The voluminous data demand AI to find the suitable candidate (Upadhyay, A. K 2018). Using social media as a platform, an unbiased filtration process can be done in the hiring process and giving equal weight to all applied candidates. The effective implementation of AI tools transforms the role of HR from manual, repetitive process activities to conventional methods with the help of technology, thereby gaining more efficient results, which saves both time and cost for the organization. It also improves the quality of hires. AI thus redefines the HR process. The role of HR becomes more proactive in identifying the candidate's culture fit and improving their relationships using various data available for measuring the Key Performance Indicators (KPIs). Hence, adapting the AI-based tools improves hiring a suitable candidate and helps develop stronger employee relationships and engagement (Kane Partners, 2019).

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