

ARTIFICIAL INTELLIGENCE IN THE PROCESS OF RECRUITMENT: A CONCEPTUAL PAPER

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ABSTRACT: Artificial intelligence in other words is also called as machine intelligence. Artificial intelligence or machine intelligence is nothing but the machine which demonstrates their intelligence in contradiction to the natural intelligence displayed by any human or other animals it is designed in such a way that it thinks and acts very similar to human beings it works through a great technology where a big data is set which runs through AI algorithms such as neural network which then produces a model that provide answer like a real human the answer which it gives all depends on what it has been learnt about the matter which is set as a data.

Recruitment is a selection process that a company or any organizations do in order to select the best candidate in this competitive world. Recruitment being the important process for any of the company where it gives the best resource for the company which adds up in building the company into peak performance. It is very essential that this process should undergo in a very effective way with very less errors. Artificial intelligence the newly emerging technology, where it contributes its own features in the process of recruitment. In this paper we have tried to bring out the major scope of the artificial intelligence in the process of recruitment and how the engagement between the candidate and the company can be built using this technology.

Keywords- Artificial intelligence, machine learning, AI algorithms, recruitment.

I. INTRODUCTION

AI was founded by American researchers ALLEN NEWELL from CMU, HERBERT SIMON from CMU, JOHN McCarthy from MIT, MARVIN MINSKY FROM MIT AND ARTHUR SAMUEL from IBM in a workshop at Dartmouth college in the year 1956. They created programs which were astonishing where the computers were able to learn checkers strategies and also computers were solving the problems based on algebra, proving logical theorems and English speaking. In 1960s department of defense, USA funded for the research in a large amount and also they established laboratories around the world in order to spread AI.

One of the founder member HERBERT SIMON predicted that machines will be capable of doing any work than a man can do within the next twenty years. In 1974 they failed to recognize some of the tasks as a result, with the criticism made by SIR JAMES LIGHTHILL and also the pressure from US congress the fund was cut off for research of AI by both US government and British government and the next few years they faced huge difficulty to obtain funds for their research on AI projects. Again in 1980s they got the success in expert system which is a program based AI that simulates the knowledge and analytical skills of human experts and in the year 1985 AI got huge demand as a result the same government of US and British restored the funding for the research inspiring by the Japan's 5th generation computer project.

In the early 21st century AI had been used for datamining, medical diagnosis and logistics this was due to computational power improvement and solving specific problem based on greater emphasis. In the same year the AI was tied up with other fields like statistics, economics and mathematics. 2015 became a notable mark for artificial intelligence where google used AI for their numerous number of projects based software's they implemented AI for more than 2700 projects. The Microsoft's skype system which used AI which can automatically translate languages from one language to other. The Facebook is using AI in order to describe the images for blind people. in the survey made in the year 2017 says every one of five companies have been incorporated AI in some of their process operations. This all shows that 2015 witnessed the increasing implementation of automation process in order to reduce dependency increased quality and efficiency in the work. Today artificial intelligence is playing a vital role in the growth of business some research indicates that by the year 2020 it is estimated that the artificial intelligence market will reach US \$5 billion.

LITERATURE SURVEY

Rodolfo Acuna (2018), in his blog he has tried to bring out the various advantages and disadvantages that are being their using the Artificial intelligence. He has mentioned process optimization where he writes why the artificial intelligence should be used in the process of recruiting the people and how efficiently the process will take place giving the draw backs to what all are the possible disadvantages that the company can face using this technology.

Anjana Raviprolu (2017), in his paper on the role of artificial intelligence in recruitment the researcher tried to bring out the various roles that the artificial intelligence has in the field of recruitment. He briefed the concept about the artificial intelligence and he has also brought out various drawbacks that the technology has in the field of recruitment.

Ideal. (2017), the article that is published in the Ideal., it gives the detailed view of the artificial intelligence. In the survey they have conducted they tried to bring out the percentage difference that the company have using the AI for the recruiting process and not using the AI. They have completely brought the overall consequences that the AI has in the field of recruitment.

Objectives

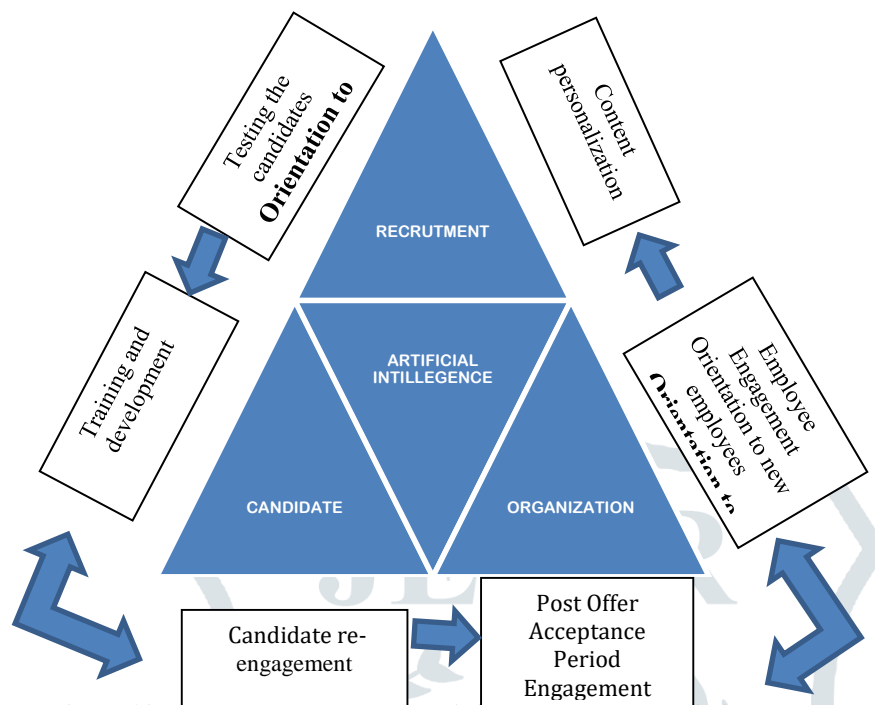
- To know and understand the role of AI in recruitment
- To identify various challenges facing by the companies using AI

This paper is a conceptual paper developed based on the secondary data collected by reviewing various other literature papers, journals, magazines, articles.

Findings and discussions

Scope of AI in recruitment

Recruitment is a process of selecting the candidate for a job testing his overall skills which suits to the required position by ongoing various stages of process. Artificial intelligence has its own significant role in the process of recruitment which makes the process easy and efficient.



Artificial intelligence is used in the recruitment process in the following specified ways

Content personalization: This facilitates the advanced option which increases the employee personalized experience by clearly predicting the data through analysing the data which segregates the applications based on their experience career growth etc. which prioritize the applications based on their interests which adds advantage to both employee and the company in selecting the company for employee and selecting the employee for the company based on their requirements and interests

Testing the candidate: Initially before or after the candidate apply for the specified job the company in order to take the various information and to test his attributes the company will communicate with the candidate using the chat box which facilitates both company and the candidate to know and share the feedbacks one upon one.

Candidates engagement: in this digital era nothing is impossible in such case many people who apply for the jobs through various sites wait for the responses. So the AI is used here where the candidate will get the immediate responses to his application with regards to the process by automatically screening the application and sending the specified replay to the each and every candidate which facilitates the fast and appropriate engagement between the company and the candidate.

RE-Engagement: once the vacancy is filled the application which the candidate had sent will be of no use. Using AI, the record of each and every candidate can be maintained so that whenever the new vacancy arises, there is a high chance that the old candidates who had applied in the past can be intimated which re-engages the old candidate.

Training and development: In today's world training and motivation is very important to each and every of the individual who working in the organization especial the candidate who is newly recruited requires this in a very essential manner so here the AI will help the to figure it out which kink of customized training is necessary to an individual person by using various AI tools as the mind set of each and every person will be different from each other.

Post offer acceptance period engagement: once the candidate is selected for a specific job role and he is given the acceptance letter then there will be a gap of two to three weeks in the joining period in some case it may extend till months so in order to engage the candidates by frequently communicating with them AI tools are used in order to keep the new employee in engagement so they the chances of the person going to other company will be less.

Orientation to the new employees: Every company spends day or a week in giving the orientation to their new employees in order to make they clear about company's policies, ideologies, companies vision and mission and so many other related things here the AI can be used where it reduces the time taken by the company and the employee for the same where the employee can learn this using the AI tools where he can clarify his doubts as many as times as possible using this technology

Employee Engagement: It so happens in many companies that most of the employees will be having very simple doubts that every time cannot be handled by the HR manager. Here using Artificial intelligence, we can make the machine to answer to the questions for the employee so it will be easy for the employee to know about the simple things without any hesitations.

Drawbacks of using AI in recruitment

HUGE DATA: In order to work AI similar to human intelligence lot of data required by the machine learning in order act according to the specific process. Artificial intelligence tool called machine learning is used to read the data of past hundreds to thousands resumes in order to screen the resumes and act according. So as the AI is works based on the past data their my also have chances of finding some errors

Accuracy is of open question: artificial intelligence tools that are being used for this process is of in the process of emerging there may be the possibilities of inaccuracy in some specified process namely in screening of applications where if the candidates are

well aware of this technology there is a chances of they putting up some important keywords that catch by the machine learning because the artificial intelligence has still not yet grown to the extent that it detects or works to the top of human intelligence.

Candidate details may be misconceptualized: AI tools also works on some algorithms based process which predicts the candidate's skills, personality and many more. For which it goes through the candidate's social media profiles if for example a candidate should have some technical knowledge and no matter related to this uploaded in his social media accounts then there is a high chance of rejecting that application although he may have the technical knowledge

Conclusion

From our paper what we could understand is that recruitment is one of the important process in any of the organization. AI plays a vital role in selecting the candidates and it has its own significant roles in giving the good candidates to the organization where it directly or indirectly helps in growing the organization to the peak level. If technology joins hand with recruiting process it will be more effective than what is going on now. As in the process there are many fraud activities taking place these days within the organization. So, if this technology is used in the recruitment process there will be a clear and transparent procedure taking place for the recruitment. Although there are few drawbacks in using AI, the use of AI is very beneficial in the recruitment process for every organization.

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