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HYPOTHESIS (ES)

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ROLE OF ARTIFICIAL INTELLIGENCE IN TALENT ACQUISITION

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ABSTRACT

Over the past decade, there was a boom in Internet recruitment where new technologies are used combined with AI which has transformed the overall direction and functions of the recruitment process, which further accelerated post-COVID 19. The main purpose of this study was to understand the impact of Artificial Intelligence on the talent acquisition process. The research instrument used in this study is a questionnaire that was structured in the form of Google form, which was sent to Human Resource employees working in different companies. The sampling technique used for this study was non-probability sampling where the sample was taken from individuals who were easily accessible. The data were analysed using statistical techniques such as Pearson correlation coefficient, linear regression, and two-sample t-test using SPSS software and MS excel. This study found that AI enhances the overall efficiency of the recruitment process by enriching the quality of hiring and improving the communication between the recruiters and the job seekers.

KEYWORDS

artificial intelligence, talent acquisition, internet recruitment, recruitment process.

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INTRODUCTION

In this highly competitive world, organizations must compete constantly on a global level as new technologies are making the world smaller. Recruitment and selection like any other aspects of business require speed and accuracy. Thus, to survive in this competitive world, it has become very important for the organization to attract and retain the best candidates. Many companies started implementing AI and machine learning to meet the talent gaps and perform the daily repetitive tasks of the HRs such as sending automated messages and emails to a more complex set of functions like handling several bots in a time-efficient manner. These technologies have changed the face of the recruitment industry. As per the recent report by LinkedIn and PwC on talent trends, AI is the top trend influencing how people are hired by 35% of talent professionals and AI-based technologies are currently employed by 40% of the global HR department.

LITERATURE REVIEW

Johansson & Herranen (2019) emphasized the impact of AI on traditional recruitment systems and how AI will increase its effectiveness. This study also aims to investigate the current state of AI in recruitment systems. This study noticed that the application of AI in recruitment is still a new topic and how the decisions made by AI have impacted the company's success and turnover in numerical terms.

Chanda (2019) study also mentions how AI is impacting recruitment and which is considered the efficient automation software in Human Resourcing Function.

Fraij & Laszlo (2021) highlights the advantages of AI in the area of recruitment and how AI helps the HRs to transform their time, effort, and daily tasks into computerized and making space for recruiters to focus more on boosting performance and overall development.

Sharma & Malik (2020) access the impact of AI to have on the recruitment process. This study concludes; that the use of artificial intelligence in talent acquisition helps the recruiters to be more productive by streamlining and automating the high-volume repetitive tasks.

RESEARCH OBJECTIVES

This study has been undertaken to achieve the following objectives:

1. To analyze the future impact of Artificial Intelligence on talent acquisition.
2. To identify the age groups who prefer AI as the next step of automation.

RESEARCH HYPOTHESIS

H1: There is a correlation between Artificial intelligence on the effectiveness of the recruitment process.

H2: There is a significant difference between the age groups and who prefer AI as the next step of automation.

CONCEPTUAL FRAMEWORK

CHART 1

METHODOLOGY

This study used an exploratory research design and uses a non-probability sampling technique where the respondents are human resource department employees working in various companies. This helps to understand the perspective of HR working with diverse companies. The sample size of this study was 15 and data was collected using a questionnaire. The Cronbach alpha reliability coefficient obtained for the questionnaire was 0.72 Nunnally (1978). The statistical techniques used for the analysis were Pearson Correlation Coefficient Analysis, Linear Regression, Two Sample t-Test, and Descriptive Analysis. The data was coded and entered into the software Statistical Product and Service Solutions (SPSS) version 28 and Microsoft excel.

RESULTS AND DISCUSSION

In order to examine the future impact of AI in the recruitment process Linear Regression was performed. The results are displayed in the following table 1:

TABLE 1: LINEAR REGRESSION

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.256	.207		1.240	.255		
	It will speed up the recruitment	.156	.068	.181	2.300	.055	.360	2.777
	It will reduce the cost per hire	.043	.058	.071	.745	.481	.245	4.082
	It will increase the productivity of recruitment activities	.109	.078	.130	1.396	.206	.258	3.879
	It will help to keep passive candidates engaged	.110	.068	.140	1.614	.150	.296	3.380
	Increases the quality of hire	.318	.114	.424	2.799	.027	.097	10.309
	It reduces the time to fill the gaps in the organization	.202	.078	.240	2.583	.036	.257	3.889
	It helps in improving the communication	-.006	.122	-.008	-.046	.965	.068	14.638
a. Dependent Variable: Impact of AI								

The results reveal that the unstandardized beta value is highest for increasing the quality of hire with the value of 0.318 and the t-value is above +2. Thus, the predictor variable "quality of hire" has a multiplier effect with the dependent variable.

In order to examine the correlation between the impact of AI on the recruitment process, Pearson Correlation Coefficient Analysis was performed. The results are displayed in the following table 2:

TABLE 2: PEARSON CORRELATION COEFFICIENTS

Correlations									
		Impact of AI	It will speed up the recruitment	It will reduce the cost per hire	It will increase the productivity of recruitment activities	It will help to keep passive candidates engaged	Increases the quality of hire	It reduces the time to fill the gaps in the organization	It helps in improving the communication
Pearson Correlation	Impact of AI	1.000	.775	.795	.797	.667	.910	.883	.892
	It will speed up the recruitment	.775	1.000	.529	.544	.317	.636	.731	.543
	It will reduce the cost per hire	.795	.529	1.000	.546	.509	.739	.745	.836
	It will increase the productivity of recruitment activities	.797	.544	.546	1.000	.790	.642	.634	.666
	It will help to keep passive candidates engaged	.667	.317	.509	.790	1.000	.490	.532	.607
	Increases the quality of hire	.910	.636	.739	.642	.490	1.000	.724	.927
	It reduces the time to fill the gaps in the organization	.883	.731	.745	.634	.532	.724	1.000	.740
	It helps improve communication	.892	.543	.836	.666	.607	.927	.740	1.000

The results reveal there is a strong positive correlation between the impact of AI and quality of hire by 0.910. Hence H1 is accepted. Thus, there is a strong correlation between Artificial Intelligence and the effectiveness of the recruitment process.

In order to identify the age groups who, prefer AI as the next step of automation, Comparative means are performed. The results are displayed in the following Table 3:

TABLE 3: COMPARATIVE MEANS

Report on age groups who prefer AI be the next step of automation				
Age		**maybe**	**no**	**yes**
20-30	Mean	9.0000	.0000	1.0000
	N	3	1	4
	Std. Deviation	.00000	.	.00000
30-40	Mean	9.0000	.0000	1.0000
	N	3	1	2
	Std. Deviation	.00000	.	.00000
>50	Mean			1.0000
	N			1
	Std. Deviation			.
Total	Mean	9.0000	.0000	1.0000
	N	6	2	7
	Std. Deviation	.00000	.00000	.00000

The result reveals that the age group 20-30 assumes AI can be the next step of automation with a maximum count of 4.
In order to examine the significant difference between the age groups, Two Sample t-test was performed. The results are displayed in the following tables no. 4 & 5:

TABLE 4: t-TEST TWO SAMPLE OF AGE GROUPS 20-30 & 30-40

	Variable 1	*Variable 2*
Mean	2	1
Variance	8	2
Observations	2	2
Hypothesized Mean Difference	0	
Df	1	
t Stat	0.447214	
P(T<=t) one-tail	0.36614	
t Critical one-tail	6.313752	
P(T<=t) two-tail	0.73228	
t Critical two-tail	12.7062	

TABLE 5: t-TEST TWO SAMPLE OF AGE GROUPS 20-30 & >50

	Variable 1	*Variable 3*
Mean	2	0.5
Variance	8	0.5
Observations	2	2
Hypothesized Mean Difference	0	
Df	1	
t Stat	0.727607	
P(T<=t) one-tail	0.299778	
t Critical one-tail	6.313752	
P(T<=t) two-tail	0.599557	
t Critical two-tail	12.7062	

The results show that the t-stat for age groups 20-30 and 30-40 is 0.4472 and the t-stat value for age groups 20-30 and >50 is 0.7276 thus there is a significant difference between the age groups who prefer AI as the next step of automation. Hence H2 is accepted.

RECOMMENDATIONS

The present study makes it evident that implementing Artificial Intelligence based hiring in talent acquisition enhances the overall quality of hire. Therefore, the impact of AI improves the effectiveness of the recruitment process and companies should invest to implement AI-based hiring that is definitely economical.

CONCLUSION

The main purpose of this study was to identify the role of AI in talent acquisition and how it will impact the effectiveness of the recruitment process. In the future researchers need to investigate these findings with large samples. Based on the conclusions of this study, future investigation can be conducted to identify the impact of AI on other functions of Human resources.

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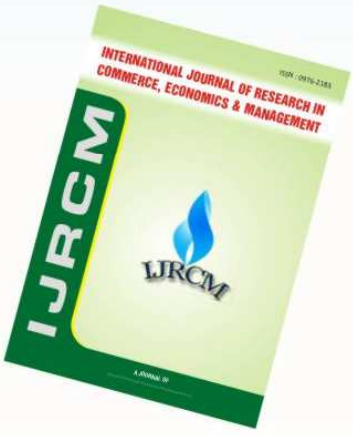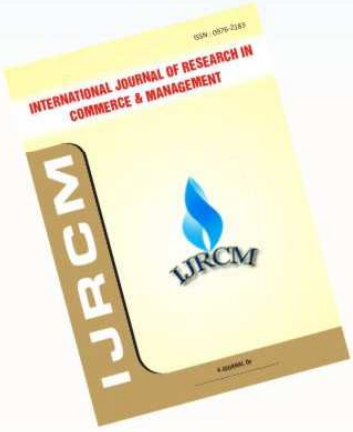
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