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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.

ONLINE PAYMENTS, WALLETS AND CRYPTO-CURRENCIES - SHOULD INDIA TAKE THE RISE IN NUMBER OF DIGITAL PAYMENTS AS A SIGN TO GO DIGITAL

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ABSTRACT

This study is an attempt to identify the thinking of India moving towards digital payments and about the safety of these payments. Though, a lot of research has been done on consumer perception towards credit card payments, very less has been done on other modes of payment and the challenges faced by the consumers for digital payments. This study aims to understand the frequency of Digital payments and factors affecting, or challenges faced by the consumers while using digital payment modes these may affect consumer perception. India is the second-best smartphone retail in the realm after China. The smartphones and added abilities accompanying powerful back up of Internet providers like Reliance JIO have pushed forward the use of online wallets. Mobile connectedness and computer network are a big leap to the use of online payments.

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