

Artificial Intelligence for HR: Opportunities, Functions, Recruitment and Hiring***Pereira Neticia & **Mahalakshmi P.**

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Introduction

Humans and machines work together to produce and provide the data which the HR executives are looking for. It creates the platform to execute, perform and operate. The organizations depend on how to work in combination in order to produce the best result with cost effectiveness.

AI technology creating a significant impact in providing the support to improve in the HR role in recruiting, competency mapping, reporting, payroll, policies and procedures. The Human Resource managers believe that by merging AI into HR will benefit and improve overall employee performance and experience.

Artificial Intelligence is creating the buzz in the corporate world. It is placing a challenging situation for the corporate world to change from the traditional way to the technological way. With the AI creating a positive impact in the recent years, there are many companies who are using the AI. For example like Allstate to Hilton to Five Guys Burgers and Fries. All these companies are using AI in the recruitment, hiring, screening, reviewing and interviewing the candidates.

The varieties of tools of AI are AllyO, Text Recruit and Montage. These tools are helping to message the candidates, plan and schedule the interview and conduct the interview. It gives an unique experience in the recruiting and hiring process.

Artificial Intelligence (AI)

Artificial Intelligence can be defined as the technological tool that is used to perform the task which requires some amount of intelligence in completing the task. AI focuses on the three key elements. Such as, high speed computation, quality data and advanced software. It provides the constancy and accuracy in the process and the service.

The term 'Artificial Intelligence' was first coined by John McCarthy in 1955. He defines Artificial Intelligence as, "the science and engineering of making intelligent machines, especially intelligent computer programs"

Recruitment and Hiring

With the development of the technology, the things around the individuals and the corporates are getting easier and faster. With the artificial intelligence the recruiting and Hiring process are getting

faster, better and easier. In today's scenario the leading theme in human resource technology is AI for the recruitment and selection. The using of AI enables the HR to reduce the time in screening the candidates.

Finnegan (1983), states that human resource are the backbone of the any organization. The organization runs with human resource in order to fulfill the goals and objectives of the organization. It is like saying "right people at right place and at right job".

Literature Review

The purpose is to provide the theoretical background of AI in the recruitment process by reviewing the past literature, articles and books

Recruitment is an important factor in an organization; an effective recruitment helps to choose the competent personnel for an organization. If the organization chooses the wrong person then it can suffer several economic losses (Newell, 2005; Muir 1988). However the capability to choose the best and competent employees in today's scenario is probably hard (Taylor & Collins, 2000; O'Donovan, 2019)

Selection is the next important factor, from the initial recruitment the organization pool of qualified applicants and now the task is to select the right applicant for the right job (Newell 2005; Stoilkovska et al. 2015). Selecting the right candidate is usually conducted by traditional methods, however in today's scenario the organizations changes into n on traditional methods in order to increase the reliability of the selection (Elearn, 2009)

Competence model helps to determine the Skills, Knowledge, Abilities as described by G Liddon, (2006).

Competence model is a tool used by the HR in a organization to manage the recruiting, planning and training the candidates efficiently (Heene, 1997).

Objectives of the Study

- To understand the importance of AI in the HR opportunities and functions
- To have the conceptual knowledge on AI in HR: recruiting and hiring process
- To understand the role on AI in recruitment

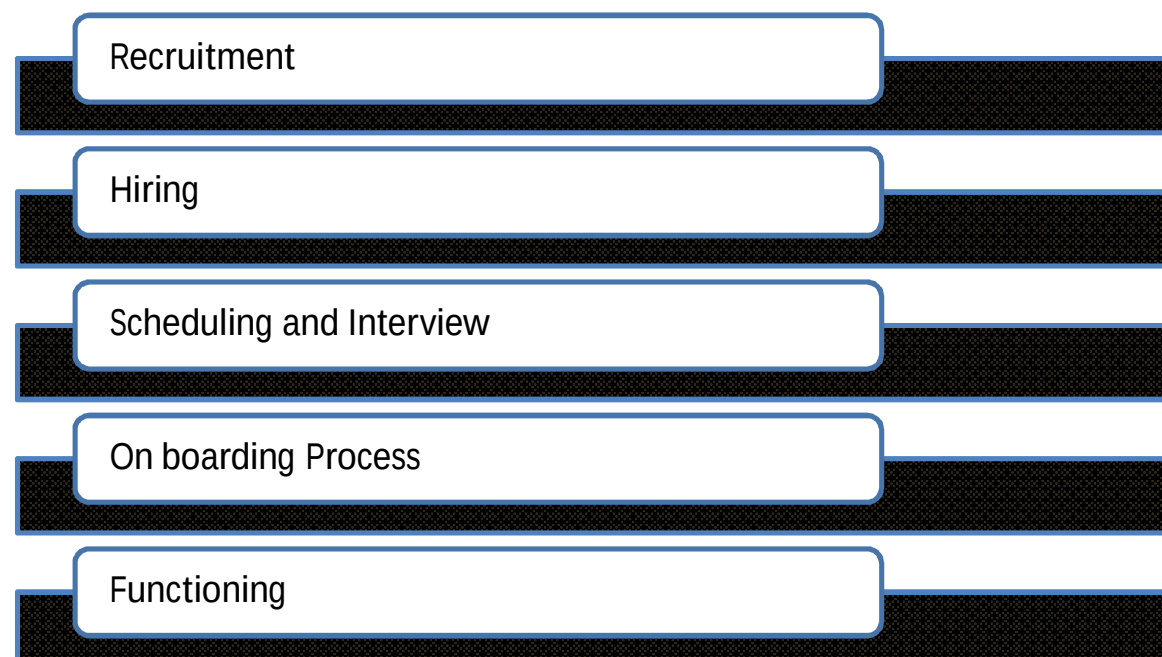
Methodology of the Study

This conceptual paper is prepared on the basis of the secondary data and review of the literature in order to understand the importance of AI in the HR opportunities, functions, recruitment and hiring process.

The secondary data was collected through Reports, Journals, Publications, Websites and Books. In order to have a proper understanding on the concept the researcher had surf through various websites and journals and related articles. The researcher undergone through a experiential knowledge in understanding the keywords such as Artificial Intelligence, HR Executive, Recruitment, functions and the opportunities.

Relevance of Artificial Intelligence in HR

HR is an essential part of any organization and it keeps in bring the changes as per the required of the organization and for the developmental growth of the human resource in the organization. By transforming HR through AI it can have the impact on the in the following areas.



Role of Artificial Intelligence in Recruitment

1. HR manager uses various AI tools to perform the screening of the candidates. These are used to ask questions for the candidates and their answers are analyzed by the HRExecutive to understand the various criterions of the candidates.
2. Often the candidates who apply for the job don't receive any information from the executive, The AI tools help to send the information and message to the individual candidate.
3. AI tools help to store the record of the individuals and be able to update it later, since most of the records of the candidate were lost once the requirement of vacancy are met.

4. AI tools helps to improve the performance, career growth and development of the employees by providing the training and development.
5. An AI tool also helps in employees to be familiar with the culture, policies and procedure of an organization.

Benefits of Artificial Intelligence in Recruitment

1. AI tools helps in better hiring of employees by collecting more data of individual candidate and evaluating them effectively.
2. An AI tool plays a major role in understanding the requirements and competency of the candidates in which it helps the recruiters to place on the right job.
3. AI tool is a time saving tool which helps to analyze the data in few seconds and provides the best result.
4. AI tool is an important factor to save the cost by reducing the role of third party in recruitment.
5. The work is in the machine and not by humans there may be less number of errors in screening and selecting.

Conclusion

HR application which are powered by AI are more productive to analyze the process and procedures of HR in recruiting, hiring, interviewing the candidates. It has the strong potential to increase the capability and professionalism among the employees and raise the performance and knowledge of the employees in the organization.

With the implementation of the AI in the organization, the employees will able to get familiar with AI features and functioning and it will enable to focus on the requirements, needs and the possible outcomes.

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