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The Impact of Artificial Intelligence on Recruitment: A Conceptual Study

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Abstract: *The recruiting industry is undergoing a revolutionary change as more and more businesses integrate artificial intelligence (AI) into their operations. AI technologies are being used by businesses more and more to automate and expedite the hiring and selection process for new hires. This study is to investigate the various ways that artificial intelligence (AI) is influencing the sourcing, screening, and selection of candidates during the recruitment process. This paper examines the consequences, difficulties, and opportunities brought about by the incorporation of AI in recruiting practices through a thorough analysis of the literature and actual data. This research offers insights on the changing nature of hiring in the AI era by reviewing pertinent literature.*

Key Words: *Digital transformation, compliance, chatbots, recruitment, HR procedures, and artificial intelligence (AI).*

I. INTRODUCTION

It's surprising how quickly the business context is changing from big data to artificial intelligence to machine learning. On the other hand, a distinct strategy is used to bridge the gap between rhetoric and reality. (Singh, A., & Shaurya, A. 2021). AI has been a hot topic in many current discussions due to its advancements over the internet and its effects on socio-economic and ethical aspects of society. Governments and industry alike are attempting to understand the potential implications of artificial intelligence (AI) for their constituents. New AI services and applications can flourish in this ideal environment thanks to the gathering of "Big Data" and the growth of the Internet of Things (IoT). (Vrontis et al 2022) AI-advanced selection techniques are viewed as a valuable tool in today's "war for talent" by enterprises because of their better speed and efficiency improvements over traditional screening and evaluation practices. The current trend of working from home and being more remote encourages employers to embrace remote interviewing methods in addition to in-person interviews to evaluate candidates. (Hunkenschroer, et al 2022)

AI has been making headway in the recruitment space by improving worker productivity, cutting costs and time, and getting rid of biases and errors made by humans. It assists in automating the sourcing and search for candidates, matching them with employers, communicating with applicants in real-time, giving recruiters feedback on their experience, conducting interviews, analysing facial expressions, choosing candidates, and diverse hiring. (Brishti, J. K., & Javed, A. 2020).

II. LINKAGE BETWEEN AI AND RECRUITMENT

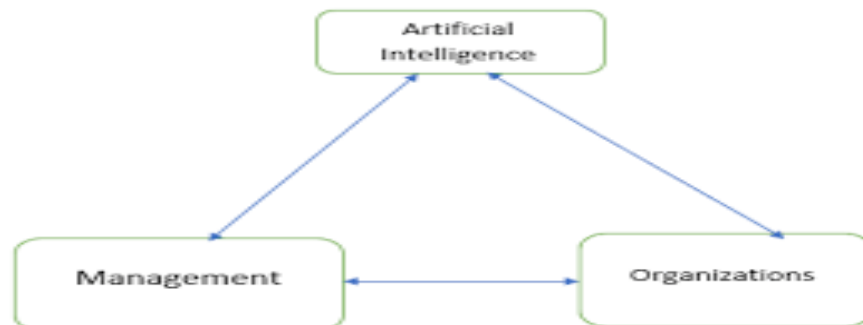


Fig :1 ,Source: https://ijirt.org/master/publishedpaper/IJIRT153824_PAPER.pdf

Electronic recruiting became one of the fastest-growing recruitment methods in the first decade of the twenty-first century, and the use of online recruitment increased dramatically. The most often cited advantages of electronic hiring are increased applicant outreach, quicker information sharing between employers and potential workers, lower advertising costs, data accessibility and availability, lower communications costs, and enhanced organizational attraction.

The biggest problems with e-recruitment include resume overload, a rise in the diversity of candidate calibre, a lack of individual application responses, and candidate confidentiality issues. (Holm, A. B. 2010). The field of recruitment has been greatly touched by artificial intelligence (AI), which has revolutionized old methods and improved the effectiveness of talent acquisition procedures. According to research, companies are using AI technologies like natural language processing and machine learning algorithms more frequently to speed up the process of finding, vetting, and selecting candidates. (Davenport, et, al 2010)

A. Recruitment

Edwin B. Flippo states that "the process of searching for candidates for employment and encouraging them to apply for jobs in the organization" is known as recruitment.

Recruitment is a crucial component of human resource management (HRM) since it helps a company obtain intellectual capital, which is among its most valuable assets. Identification and attraction of potential personnel is the primary objective of all organizational processes and actions pertaining to recruitment. It is crucial for businesses to be able to fully attract the top candidates, especially in the modern job market to the greatest extent feasible, given the fierce competition for the finest prospects, to have the best candidate pool from which to select and make final hiring decisions. (Oksanen, R. 2018). The core function of human resource management, recruitment, has experienced substantial changes in response to changing organizational requirements and technology breakthroughs. (Barber, et, al 2017).

The job of a human resource manager is to use people to accomplish corporate goals. The HR manager's job is to hire people for the company from both internal and external sources. Candidates are recruited both internally through internal processes like promotions and transfers and externally through external channels including advertisements, recommendations, and other sources. (Geetha, R., & Bhanu, S. R. D. 2018). Organizations can use AI systems to monitor current performance and daily operations. As pressure from the business world has grown, strong managers have seen the value of AI in the workplace. Artificial intelligence is now permeating every aspect of an organization's operations, including the human resources department. In this department, AI systems have taken the place of human workers, performing tasks like performance management, candidate screening, recruitment, and alignment of HR activities. (Yawalkar, M. V. V. 2019)

B. Artificial Intelligence

Artificial intelligence (AI) is a technological paradigm shift that gives machines the ability to do jobs that have historically needed human intelligence. Artificial Intelligence (AI) has emerged as a transformative force across various industries, and its impact on Human Resource Management (HRM) is profound. The integration of AI technologies in HRM processes has the potential to revolutionize the way organizations attract, manage, and develop their human capital. One significant area where AI is making a notable impact is in talent acquisition.

AI-powered recruitment tools are increasingly being adopted to streamline the hiring process. These tools utilize advanced algorithms to analyse resumes, assess candidates' skills, and even conduct initial interviews. According to a study by Deloitte (2019), AI in recruitment has shown promising results in terms of improving the efficiency of screening and shortlisting candidates, reducing time-to-fill positions, and enhancing the overall quality of hires.

In the realm of workforce analytics, AI plays a pivotal role in extracting meaningful insights from vast amounts of data. Predictive analytics powered by AI enables HR professionals to anticipate employee turnover, identify skill gaps, and optimize workforce planning. This proactive approach allows organizations to make data-driven decisions and strategically align their human capital with business objectives (SHRM, 2021). However, the integration of AI in HRM is not without challenges. Ethical considerations, bias in algorithms, and concerns related to data privacy are critical issues that organizations must address to ensure fair and responsible AI adoption in HR practices.

Figure 1 An artificial intelligence framework demonstrates the connection between management and the organization. The study authors (Duchessi, O'Keefe, & O'Leary, 1993) covered the effects of digital technology and artificial intelligence on workforce management, organizational structure, cost reduction and improved service, personnel shifts and downsizing, and ownership and responsibility for decision making.

III. OBJECTIVES OF THE STUDY

- 1) To study the idea of artificial intelligence.
- 2) To observe how artificial intelligence is used currently in recruiting process.
- 3) To understand the importance of artificial intelligence in recruitment.

IV. METHODOLOGY OF THE STUDY

This conceptual paper was created using literature reviews as a guide. The body of research lends credence to our understanding of artificial intelligence and how it affects hiring practices. The whole work is drafted using secondary sources such as books, journals, reports, websites, and professional publications.

To properly structure the report, the researcher began by searching for all the necessary keywords, which helped them to locate additional study articles on recruitment and artificial intelligence.

A. *The Essentials of AI for Hiring*

We are at the start of the Fourth Industrial Revolution in the digital economy, which has swiftly propelled us into scientific advancements like nanotechnology, robotics, machine learning, algorithms, and artificial intelligence. These advancements nearly work in tandem with one another. The shift to a digital age has resulted in an imprecise relationship between human and machine power. The HR and recruitment industries seem to be drawn to artificial intelligence like a snowball. The goal of recruitment is to draw in well-known candidates with the necessary job abilities so that hiring managers or outsourcing companies can use them to fill open positions.

Artificial intelligence and machine learning could save time and money in the hiring process for both the organization and the individual. With the use of new technology in recruitment, candidates will be chosen more quickly, and their resumes will be examined less closely. Raj Mukherjee, senior vice president of Indeed.com, reports that 65% of applicants apply for new jobs within ninety-one days of receiving a job offer. Given that Indeed.com has 200 million monthly visitors and operates in over 50 countries.

HR uses artificial intelligence in eight different ways when hiring:

- 1) **Screening Candidate:** AI technology assists candidates in interacting with themselves before to or following their application for positions that the company has posted. Because chat boxes are AI tools, businesses operating in the digital economy can communicate with applicants through them. The candidate receives assistance from a chat box that answers questions and an AI tool that requests feedback and necessary candidate data.
- 2) **Candidate Engagement:** We use a variety of job sites to access and apply for jobs, yet fewer jobs return our applications. An AI tool uses a message system or automated emails to automate the candidate application process.
- 3) **Re-engagement:** When a job posting closes, the application tracking system usually comes to an end. However, by employing AI tools, it is possible to identify the chosen applicant and establish their level of interest in the job for which they have applied. As AI tool makes use of interaction opportunities, it also maintains an updated database of candidates who apply for new positions or promotions.
- 4) **Post-Offer Acceptance:** Upon completion of the application and subsequent steps, the candidate will be contacted to request acceptance.
- 5) **New employee On-boarding:** The system for onboarding new hires is sometimes described as an orientation program. It introduces policies, procedures, and organizational cultures in an effective way to new personnel. AI solutions may assist applicants with all of these formal procedures and provide resources and information to new hires that connect them to ongoing programs.
- 6) **Career Development:** It is nearly impossible for bosses or superiors to communicate career growth information with their staff members without providing them with well-established training programs, a learning atmosphere, and motivation.

B. *Importance of AI in Recruitment*

- 1) **Efficient Candidate Sourcing:** AI automates the initial stages of candidate sourcing by analysing resumes and identifying suitable candidates efficiently. (Davenport, et,al 2018).
- 2) **Improved Screening and Shortlisting:** AI-driven algorithms can assess, and screen candidates based on predefined criteria, reducing manual effort and ensuring a more objective process. (Marler, J. H., & Boudreau, J. W. 2017).
- 3) **Enhanced Candidate Matching:** AI enhances the accuracy of candidate-job matching by analysing skill sets, experiences, and preferences, leading to better alignment between candidates and roles. (Van den Heuvel,et,al 2017).
- 4) **Reduction of Bias in Hiring:** AI helps mitigate unconscious biases in the recruitment process by focusing on objective criteria, leading to more diverse and inclusive hiring. (Dastin, J.2018).
- 5) **Enhanced Candidate Experience:** AI-powered chatbots and virtual assistants provide real-time engagement, improving communication with candidates and enhancing their overall experience. (Gartner. 2020).

- 6) Data-Driven Decision-Making: AI enables recruiters to make data-driven decisions by providing insights into recruitment metrics, allowing for continuous improvement. (Rasmussen, T., & Ulrich, D. 2015).
- 7) Cost and Time Efficiency: Automation of repetitive tasks through AI streamlines the recruitment process, reducing both time-to-fill positions and overall recruitment costs. (Al-Fuqaha, et, al2015).
- 8) Predictive Analytics for Talent Management: AI enables predictive analytics, helping organizations forecast future talent needs and plan strategic workforce development. (Davenport, T. H. 2006).

V. CONCLUSION

Artificial intelligence refers to technological advancements that can function as intelligently as the human brain in many contexts. In comparison to conventional recruitment techniques, it garners significance and attention as an automated recruiting approach. The primary task for every organization is recruitment. The hiring sector is currently expanding by using intelligent hiring practices, such as hiring using artificial intelligence. And a lot of different businesses are paying attention to the changes that are occurring in the hiring process. AI technology has a significant impact on recruitment activities since it helps recruiters to identify and match skill sets required by the industry, align unstructured candidate biodata, and generate standard profile constructions. In the modern day, recruiters see AI technology to be in competition with AI-powered recruitment. However, the software was created by humans to ease the workload while the procedure was being completed. To sum up, the use of AI in conjunction with humans results in data upkeep, saves money and time for businesses, and improves accuracy and accessibility throughout the hiring process.

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