AN ANALYSIS ON THE PERCEPTION OF CANDIDATES CONCERNING THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN THE HIRING PROCESS

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Abstract:

A study regarding the perception of candidates concerning the application of Artificial intelligence in the hiring process. The topic is decided on a thought of a question of how it will be in a case where Artificial intelligence is replaced by human beings in a hiring process. As artificial intelligence is now active in various sectors this paper is mainly focused on whether artificial intelligence will have an impact on the recruitment process. The study is conducted to analyse the responses of the candidate relating to the statement of artificial intelligence recruiting other than the normal based hiring process. The reports will be based on the responses of the students of undergraduate as well as postgraduates. Through this study, we can see the possibilities, problems, and interests of candidates relating to the AI-based hiring process and see whether they have a huge impact on this new way process or not.

Key Words: Artificial Intelligence, Hiring, Recruitment, Students

INTRODUCTION

Human resource is so important to the company, the recruitment process and how these personnel are gained is critical to its success. The recruiting process used to be lengthy and took a lot of time, and required a lot of paperwork for recruiters but, with online recruitment becoming more widespread, this is steadily changing. Due to technological advancements, the study has been performed in recent years to see how these two crucial parts of HRM and technology might be merged. Typically, research is undertaken to see how technology may make the recruitment process go more smoothly and efficiently. Currently, the focus is much more on technological advancements that assist recruiters, such as the process being more automated. As a result, it might be said that the personal touch in recruitment is dwindling. As the new technology is shrinking the world, organizations must constantly compete on a global scale. Human resource management encompasses many different aspects, such as employee training, recruitment, employee relations, and organizational development.

LITERATURE REVIEW

According to the research conducted by Krishnakumar A and Albert E.T in the year 2019, studies indicate the various applications of Artificial intelligence in the hiring process. From the research of Krishnakumar, we can analyze that due to the increasing amount of data and computer applications the decisions are taken without any human interference. And in the research of Albert E.T, the artificial intelligence applications are taken by companies who have large technology and huge resources. The study states about the process of AI involvement in the hiring process like recruitment and selection. The artificial intelligence applications will help in getting maximum efficiency and around ninety-six percent of the recruiters identify that AI plays an important role in ability preservation. The study was analyzed by Scott Briggs in 2021. According to the research conducted by Upadhyay and Khandelva in 2018, this study is also related to AI applications and the area is related to the perspective of the client as well the

contestants who are appearing for the job. By studying the paper, we can find out that it is a winning game for both the personalities involved in the procedure of hiring and the artificial intelligence-based hiring process will help in increasing qualitative advantages. It requires an accurate amount of data and these data are very compound to know and identify the character of the candidates efficiently, this was based on a study by Raviprolu in 2017. Malini Goyal's (2017) study is related to Natural Language Processing and mainly focused on the normal recruiting processes other than the Artificial Intelligence hiring process. According to the studies conducted by Benfield in 2017, artificial intelligence helps fast track the hiring activities and it determines the different aspects of the hiring process like advertising, screening, interaction with applicants, and maintaining applications. Artificial intelligence enables the screening process of recruitment to be done automatically and it will resist the oblique related to human behavior this study is based on research conducted by Cara Heilmann in 2018. So, there are also researches stating the drawbacks of artificial intelligence, a study conducted by Alexandra Levit it is based on a case where some recruiters may not completely check the candidate's background. Christopher McFadden (2019) in his study states that artificial intelligence will help to know about the candidates and get to know whether they are fit for the job or not. A study by Chris Collins states the challenges of using AI by recruiters in getting and evaluating the applications and difficulties faced by recruiters.

OBJECTIVES OF THE STUDY

- How artificial intelligence is currently used in the recruitment process
- Interest to adopt the artificial intelligence into the hiring process
- Impact can artificial intelligence make on traditional recruitment
- Challenges faced while using artificial intelligence

HYPOTHESIS

Null Hypothesis (H0): There is no significant association of Candidates Trust with the candidate's intent to appear for A.I. enabled hiring process.

Alternate Hypothesis (H1): There is significant association of Candidates Trust with the candidate's intent to appear for A.I. enabled hiring process.

SCOPE OF THE STUDY

The study is conducted to ascertain the impacts of artificial intelligence on the recruitment process. We mainly focused on candidates whose age is between 21-and 30. Through this study, we are focused on how much the candidates are satisfied with artificial intelligence in recruitment. For the study, we distribute questionnaires among them via google forms through online platforms without going face to face interactions

RESEARCH METHODOLOGY

The review was directed based on Southern Kerala. Information is gathered by poll. It is gathered through internet-based stages. The exploration instrument utilized for this study is a survey. In this office, the respondents are mentioned to top off the poll. The inspecting units are centred on individuals between the ages of 21-30. The procedure utilized here is irregular examining centred on the respondents who are under 21-30 and who are planning for the screening. The information was gathered in view of a survey appropriated to the clients through web-based stages.

DATA ANALYSIS

1. How likely would you apply for a job if you know you have to appear for the Artificial intelligence (A.I) enabled hiring process?

Organizations are increasingly using AI-enabled technology and tools in their recruiting processes. Our research finds that the attitude of candidates to AI in recruitment is that 35.45% feels it is good, 32.73% feel it is neutral, 22.73% feels it is very good. There are very fewer negative responses where not good and worst is 5.45% and 3.64% respectively. This states that they candidates would like to understand more about the AI enabled process so that it would help them well for future endeavours.

Apply for Job
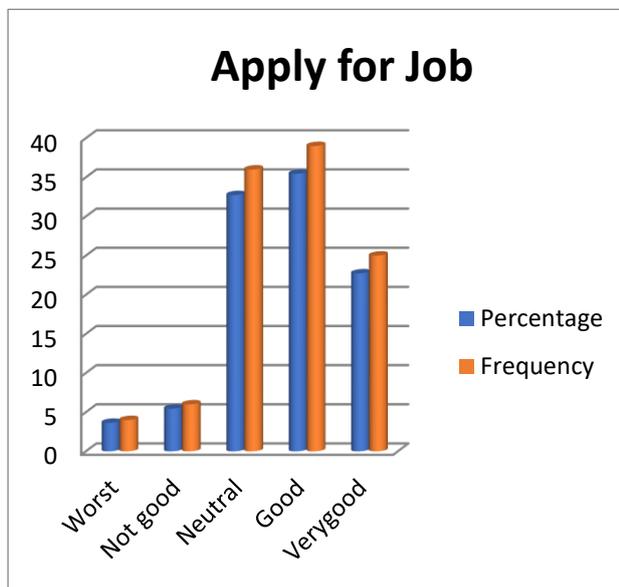
2. What are the Positive impacts do you think about the AI in the recruitment process
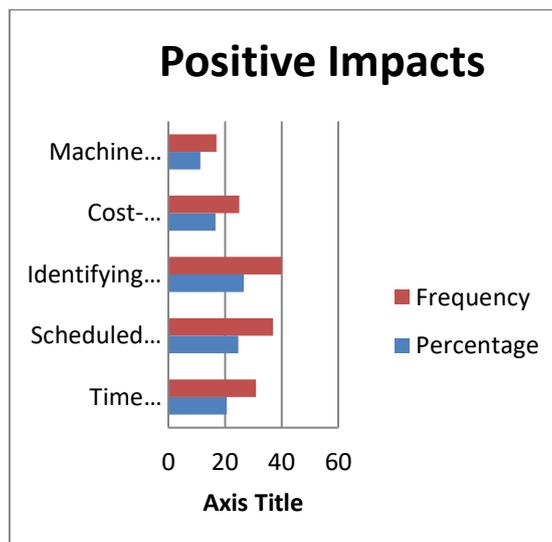
Positive Impacts

Positive impacts of AI; The respondents say that identifying the right candidates is 26.67 %, scheduled interviews are 24.67%, time-consuming is 20.67%, cost-effective is 16.67%, and machine learning is 11.33%. Therefore, the work is systematic and is done easily without much human interventions and would produce better results. This would result in more improved efficiency, better decision making and better developments as well.

**3. What are the Negative impacts do you think about the AI in the recruitment process?**
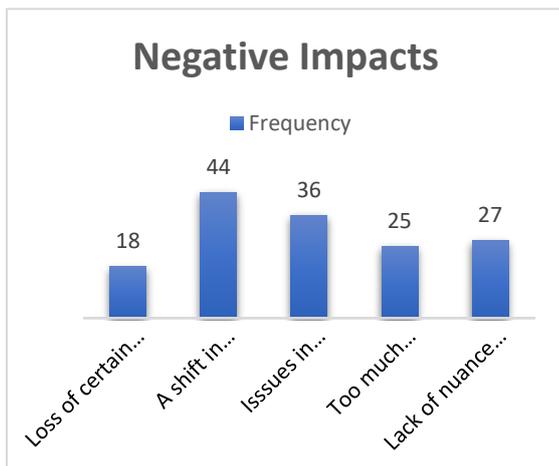
From the above information, we can see that 12% of the respondents stated the loss of certain jobs. In the recruitment process, 29.33% of the people respond to the shift in the human experience, 24% of the people respond to the issues in accuracy and reliability, 16.67% of the people respond to the too much dependency on certain keywords and 18% of the respondents are to the lack of nuance of human judgment. Technology is still developing and people sometimes find it difficult to adapt to the technology. Hence proper network system and proper guidance would help to avoid the negative impacts of the AI enabled technology.

4. What are the Challenges faced while using Artificial Intelligence?

From the above information, we can see that 18.24% of the people respond to building trust, 27.06% of the respondents react to data security, 18.82% of the respondents says about the investment in A.I, around 23.53% of the people reacts to software malfunction and 12.35% of people responds to the high expectations related to the artificial intelligence. Since, AI is a new technology, there are many problems faced but understanding the problems and bringing new solutions to it would bring in better improvement and AI can become the future of everything.

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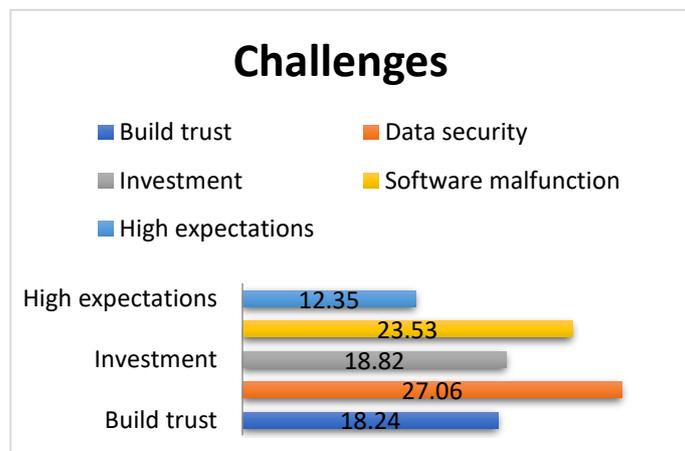
T-TEST

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
a. How likely would you apply for a job if you know you have to appear for the artificial intelligence (A.I) enabled hiring process?	110	3.68	1.004	.096
b. Do you feel A. I for job hiring is "trustworthy"	110	3.62	.995	.095

One-Sample Test

Test Value = 0

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
a. How likely would you apply for a job if you know you have to appear for the artificial intelligence (A.I) enabled hiring process?	38.463	109	.000	3.682	3.49	3.87
b. Do you feel A. I for job hiring is "trustworthy"	38.130	109	.000	3.618	3.43	3.81

INTERPRETATION

Null Hypothesis (H0): There is no significant association of Candidates Trust with the candidate's intent to appear for A.I. enabled hiring process.

Alternate Hypothesis (H1): There is significant association of Candidates Trust with the candidate's intent to appear for A.I. enabled hiring process.

Mean = a) 3.68 b) 3.62, SD = a) 1.004 b) 0.995, p value = 0.000 (p< 0.05) Therefore null hypothesis is rejected because significance value is less than 0.05 and alternative hypothesis is accepted i.e: There is significant association of Candidates Trust with the candidate's intent to appear for A.I. enabled hiring process.

CONCLUSION

This study depended on the up-and-comer responses to the utilization of AI in the enlistment cycle. As indicated by the reactions of the up-and-comers, most of the candidates will go after the position assuming that the organization is leading man-made brainpower employing process, so we can reason that the candidates will go to the AI enlistment when contrasted with

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the customary enrolment. Applicants in the prior stages are acquainted with the conventional method of enlistment, yet when gotten some information about AI enrolment; their reaction was that they will be fairly quiet while partaking in the man-made reasoning choice cycle. Competitors trust man-made reasoning and accept it will be a positive encounter for them. Computer-based intelligence will help organizations in distinguishing the right competitors and will kill applications that are not valuable to the organizations. One of the adverse consequences of computerized reasoning in the enrolment cycle, as per competitors, is a change in the human experience. Man-made brainpower in the employing system will grow as it gives advantages to organizations. Artificial intelligence will further develop enrolment exactness, permitting human asset officials to zero in on the best up-and-comers and diminish staff whittling down.

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