



IMPACT OF ARTIFICIAL INTELLIGENCE IN TALENT ACQUISITION

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ABSTRACT

This is a qualitative research on Impact of Artificial Intelligence on Talent Acquisitions, the study focuses on how AI is related to hiring processes and how firms are adopting it. Secondary data has been accessed in this study due to limitations of meeting respondents face to face in time of lockdown in India due to COVID 19. Analysis and finding suggests that dependence on AI in Toto is not advisable as interpersonal communication cannot be ignored.

I. INTRODUCTION

Artificial Intelligence has been a buzzword across industry not in India but globally. Though, every technology has a cultural connotations, since its adoption may vary from one culture to other, so would be impact. Many firms are getting ready to use artificial intelligence in their human resource management processes. The role of AI in Talent Acquisitions is immense, as it has ability to predict the behavior of existing employee. AI can give an insight on employee orientation and motivations. It can also give an idea about the level of detachment of employees.

In 21st century, technology is in vogue. People are using technology in a more or less manner. Organizations need to accept the use of technology as one of the cultural traits in society. Thus, the change in hiring method is coveted to match the assessment standards of candidates where they are more techno savvy, hence technology driven hiring process matches the most.

There has been misnomer regarding the artificial intelligence that it will eke out several jobs, people will lose jobs, whereas the reality may be totally different from underlying assumptions, in fact there is change in skill by use of technology. While computerization started many organizations incorporated computer skills as mandatory for recruiting candidates for few specific positions. Therefore, technology adoption emphasizes acquiring new skills by human resources thus are functional to human resources and organizations both.

Research Methodology: Qualitative research methodology has been used in this study. The rationale for applying qualitative research is the study of impact of artificial

intelligence; impact can be understood through narratives and experiences of participants. Qualitative research also provides opportunity for iterations. Due to ongoing constraints of contacting respondents; secondary sources have been accessed to collect data. Reports, articles, news have sourced and content analysis has been done. The findings are based on data collected through secondary sources hence that may not be generalized across.

Content analysis is an analysis which is based on different contents collected through various sources in form of articles, reports, news items, audio and videos materials, it gives an opportunity to researcher to analyze data collected in form of contents from various secondary sources.

Research Question:

- What is the impact of Artificial Intelligence on Talent Acquisitions.?
- How Culture Impacts Artificial Intelligence in adoption of Talent Acquisitions?

Research Objectives:

- To understand impact of Artificial Intelligence on Talent Acquisitions.
- To understand the cultural context of artificial intelligence in Talent Acquisitions.

II. LITERATURE REVIEW

Bernstein (2019) opines that “Of course, unspoken in all of this, but implied, is that recruiters and organizations need to embrace a more holistic and integrated view of acquiring and managing talent. Ask any TA professional in 2019 if they can state with certainty if all of the hires they supported in the previous year are still on board and contributing to the success of the business. Their answers will likely reflect that current processes do not promote this understanding. Without this level of insight, talent advisors cannot adequately advise the organization on acquisition and management practices – something that the rise of AI all but requires from today’s take on recruiting stars”.

Firms need to pay attention to roles and requirements that may differ at every individual hiring, hence a AI cannot be seen as a total solution to every problem but yes it can help in evolving the processes through use of technology (Shutan, 2020)

AI contribute towards enhancing efficiency of recruitment processes by expediting and bringing important attributes as key indicator towards shortlisting candidates, it has both advantage and disadvantages. It also helps in handling candidate’s expectations (Emmanuel, 2017)

Interpersonal communication is imperative in recruitment despite inclusion of artificial intelligence, AI can be a competitive advantage in hiring, but one has to stick to communications that is central in recruitments (Jenkins, 2018)

Machine learning can learn biasness from external ambience while developing algorithm, though use of artificial intelligence is relevant also as one of the key benefits it has that it

may signal unhappiness of an employee and thus interventions can be worked out in advance (Aspan, 2020)

For leadership role in AI, one should have ability to work cross functionally, strong interpersonal skills and also should have sound knowledge of technology. Despite technology being important the role of interpersonal skills cannot be brushed aside (Ng, 2016)

AI add value to hiring process in the way that it identifies attributes as per corporate culture, human resource managers get an insight for improving job descriptions and understanding job performances (Alsever, 2017).

III. ANALYSIS AND FINDINGS

Firms are using artificial intelligence as upcoming tools in hiring decisions, its benefits are immense as it may help in attracting best candidates based on their attributes mentioned in database. Artificial Intelligence are available in form of different digital tools, hence the firms need to cultivate technical skills of using of the same. AI has been welcomed and adopted comfortably in western economies, In India culturally, people believe in more face to face interactions.

Every culture responds differently to a technology, the adoption of technology differs from culture to culture, some culture adopts more advance technology easily whereas some culture adopts technology gradually. The knowledge of a culture cannot be undermined because of ignorance of a technology. Technology is exclusive and has specific outcome in a society, the ideal typical perspective of application of AI in India is not buttressed by strong arguments.

Every culture has its own knowledge and intelligence system, we ca not undermine or underestimate one, in case of indigenous knowledge that are transferred from one generation to other, hence it has relevance and applications in modern societies as well.

The employee turnover is a concern for all organizations across the world, the insights about employee can help in getting prepared in advance, but there are organizations who have created a bond with employees and employees wish to superannuate from such companies. Companies like Tata and Birla Group, employees wish to stay with company in all weathers. Its not because they don't have opportunity but a bond with employee's company has developed.

AI can add value to the process of Talent Acquisitions, its not that its indispensable across all national cultures and organizations. There are specific industry types where the use of AI is immense in Talent Acquisitions like IT & ITES industry.

IV. LIMITATIONS

This study has been conducted based on data sourced through secondary sources and the contents available through. There were practical limitations as researcher was not able to

reach out to respondents in person in firms because of the lockdown in India and also with limited resources for travelling at this point of time. The analysis been made based on data available hence it cannot be generalized everywhere.

V. FUTURE IMPLICATIONS

This research has been undertaken during time of lockdown in India because of COVID19 pandemic, the sources of data has been limited and secondary in nature, semi structured interview can be conducted with targeted respondents to understand the phenomena in a more efficient way. This study can be used by firms which are having a perception that they are lagging behind for want of use of AI, this study in deed gives those organization a background to continue with there in house intelligence system in talent acquisitions instead of feeling inferior because of AI.

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