

## Talent acquisition in future: the e-Recruitment process and role of AI

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**Abstract:** Talent acquisition refers to the methods, tactics, and processes used to find, recruit, and keep the human resources a company needs. It comprises developing, implementing, and evaluating programmes for locating, luring, employing, and onboarding personnel.

Maintaining a competitive edge is essential for success in the fast changing global economy. One of the most significant sources of competitive advantage today is the use of human resources to attract and keep talented individuals. The internet has contributed in drawing potential employees to a company through a method called as "E-Recruitment." The practise of advertising open positions online and accepting applications has become more widespread. extending the study of recruiting practises with a focus on Indian E-Recruitment trends and practises, to identify the e-recruitment methods being used and the benefits that companies using these methods are experiencing. The study will employ a number of methodologies, including the interview method, questionnaires, and already accessible secondary data.

Identification, attraction, engagement, and retention of highly skilled and talented persons is the process of talent acquisition. Finding and keeping the greatest personnel gives an organisation a competitive edge, but it's equally critical and challenging to locate the right person for the position. Organizations are devoting more time, energy, and resources to designing their recruitment strategy as a result of the market for hiring being more competitive.

**Keywords:** E-Recruitment, Internet-based Recruitment, Online Recruitment, AI in Recruitment.

### 1. INTRODUCTION :

“Hiring the right people is the key to success.” - Richard Branson

Employers analyse their long-term talent needs in the context of their business goals using the strategic process known as talent acquisition. After identifying and developing the best talent sources, they put their plan into action by hiring, screening, and onboarding candidates. Typically, it is the result of the HR division working closely with talent acquisition experts, with input from senior executives. In the early stages of talent management, which is the procedure organisations use to hire, deploy, train, evaluate, and compensate personnel, talent acquisition is frequently considered as a strategic approach

Recruiting and talent acquisition (TA) are frequently used interchangeably. But they are two quite distinct things. A subset of TA, recruiting entails the processes of sourcing, screening, interviewing, evaluating, choosing, and hiring.

Although recruiting is a component of talent acquisition, other strategic components are also included.



- Planning and strategy for talent acquisition must take into account global factors, establish business alignment, and assess workforce strategies and labour markets.
- Workforce segmentation necessitates knowledge of the many workforce segments, the occupations held within them, and the qualifications needed to succeed in each.
- The process of identifying, articulating, and defining a company's image, organisational culture, critical differentiators, reputation, and products and services is known as employment branding. Employer branding can improve an organization's market position, draw in qualified individuals, and show prospective employees what it is really like to work there.
- Candidate Audiences: An organisation must identify and comprehend the audiences from whom it will source candidates for particular roles. Depending on how well the occupations are understood and where the audiences will come from to fill them, several sourcing tactics should be used.
- Building a great candidate experience, running candidate communities, and keeping in touch with candidates who weren't chosen are all parts of managing candidate connections.
- Merits and Analytics is the ongoing monitoring and application of key performance indicators to promote continuous improvement and higher hire quality.

## **2. PROBLEM STATEMENT:**

The process of hiring, training and allocating the task to the candidate or employees according to the requirement of the position or organization or project is a tedious process for an HR. Even if he/ she selects the candidates that seem to be fit for the job role after the tedious process it may get destroyed due to other factors like payroll, job satisfaction etc. This Process of recruitment and TA became more complicated during the COVID and the fear of recession makes the process even difficult for an HR to work on the Recruitment and TA process. In this research paper we are going to explain how the latest technology like internet and AI, the boon of this century aids in the recruitment and TA process, making the role of an HR, in an easier manner.

### **EXAMPLE OF TALENT ACQUISITION VIA E-RECRUITMENT**

Wall Street Journal, a leading newspaper company in the US and global level, is using Machine learning, which is a part of AI, to select prospective candidates for the job position in their company. LinkedIn also using AI based software for scanning the resumes and selecting the right candidates for the clients or for the organizations

## **3. REVIEW OF LITERATURE:**

Electronic recruitment, also known as e-recruitment, refers to the use of technology, such as the internet and digital platforms, to advertise job openings, screen resumes, and communicate with job candidates. In recent years, e-recruitment has become a popular alternative to traditional methods of talent acquisition and has had a significant impact on the recruitment process.

A literature review of e-recruitment revealed several key benefits of this method. Firstly, e-recruitment allows organizations to reach a wider pool of job candidates. By advertising job openings on digital platforms, organizations can reach a large and diverse group of job seekers, including those who may not have otherwise been aware of the job opportunity. This can result in a more representative sample of applicants, leading to a more diverse and inclusive workforce. Another advantage of e-recruitment is that it can save time and money compared to traditional methods of recruitment. For example, the use of digital platforms to screen resumes and communicate with job candidates eliminates the need for manual processing, reducing the time and effort required to review applications. Additionally, e-recruitment eliminates the need for expensive advertising campaigns and the costs associated with physical recruitment events.

However, e-recruitment is not without its challenges. Some researchers have pointed out that relying solely on digital platforms may limit the depth and quality of the recruitment process, as the use of technology may reduce the human interaction between organizations and job candidates. This may result in a lack of personal connection and information exchange between the two parties, leading to a less informed decision-making process.

Furthermore, e-recruitment may also contribute to biases in the recruitment process. For example, certain digital platforms may prioritize certain types of job candidates based on algorithms, leading to a lack of representation for



underrepresented groups. Additionally, some job seekers may not have access to the technology or digital skills required to participate in e-recruitment, creating a barrier to entry for certain individuals.

In conclusion, e-recruitment has revolutionized the talent acquisition process by offering organizations a cost-effective and efficient way to reach a wider pool of job candidates. However, it is important for organizations to be mindful of the potential limitations and biases associated with e-recruitment and to consider the use of a combination of traditional and digital recruitment methods to ensure a fair and representative recruitment process.

#### **4. THE CHANGING RECRUITING LANDSCAPE:**

Many facets of our day to day lives have been dramatically changed by technology. The hiring process for the employers has had a large impact. For example, Naukri.com and monsterindia.com. The online portals for employment opportunities have emerged as an easy way to approach the employers. Many screening parameters set up by the employers has digital talent assessment tools. It is no longer about whether the technology is changing the landscape, but about how it is changing it as technology is playing a major role in the aspect of the hiring process.

There is a dramatic change in the hiring process due to technology, what does it mean for the job seekers and the employers? In the modern Internet era, the conventional method of recruitment has been revolutionised as well. During the conventional time, the advertisements in the newspapers were the only formal external way of posting a vacancy and inducing employees to apply and receive the job. The local newspapers were used to attract the local talent and the national newspaper was used to attract the seekers all across the nation. The Internet is so far the greatest recruitment resource for recruiters today for identifying qualified candidates, thereby making advertisements an superannuated method for recruitment. E-recruitment has proved to be a privilege for the job seekers for the past decade. The Internet acts as a medium to connect the seeker and the employer for the recruitment purpose virtually. The whole process is done virtually from advertising for the position to receiving the resume and selection of the right candidate; and all of these are done online in a more simplified and cost effective manner. E-recruitment is also referred to in various other terms like online-recruitment, internet-based recruitment.

#### **5. RECRUITMENT PROCESS**

Recruitment is the most common way of distinguishing and drawing in potential assets who can expect the empty situations in your association. You should recognize which position(s) is empty, dissect the work necessities, audit applications, screen, waitlist and interview potential up-and-comers who may be an ideal choice to get everything done.

Out of the few up-and-comers who will have applied, you can be guaranteed that every one of them are qualified. In any case, the genuine test is to find applicants who are additionally an ideal choice for the working environment culture in your association.

##### **Importance Of A Strong Recruitment Process**

Any great recruitment process is designated at very capable applicants and empowers the most extreme number of occupation searchers to go after the job. This makes it simpler for you to fabricate a pool of capable competitors who can meet the current and future prerequisites of your organization, as well as choosing the one(s) who will be the best fit for your working environment culture.

A solid recruitment interaction will assist your employing with joining to channel the right up-and-comers and limit the time and exertion taken to track down the qualified competitors. The recruitment cycle doesn't simply consider your association's amazing skill; it additionally assists with setting aside the cash spent on recognizing, drawing in, connecting with and selecting and holding ability in your organization.

##### **What Is E-Recruitment and Why Is It Important?**

E-recruitment, otherwise called online recruitment, refers to the use of web-based technology for the different processes of drawing in, assessing, selecting, recruiting and onboarding candidates.



Through e-recruitment employers reach a larger number of potential employees. Companies might construct their e-recruitment stages in-house, use e-recruitment HR software or employ recruitment agencies that utilize e-recruitment as a feature of their package.

**E-recruitment elements**

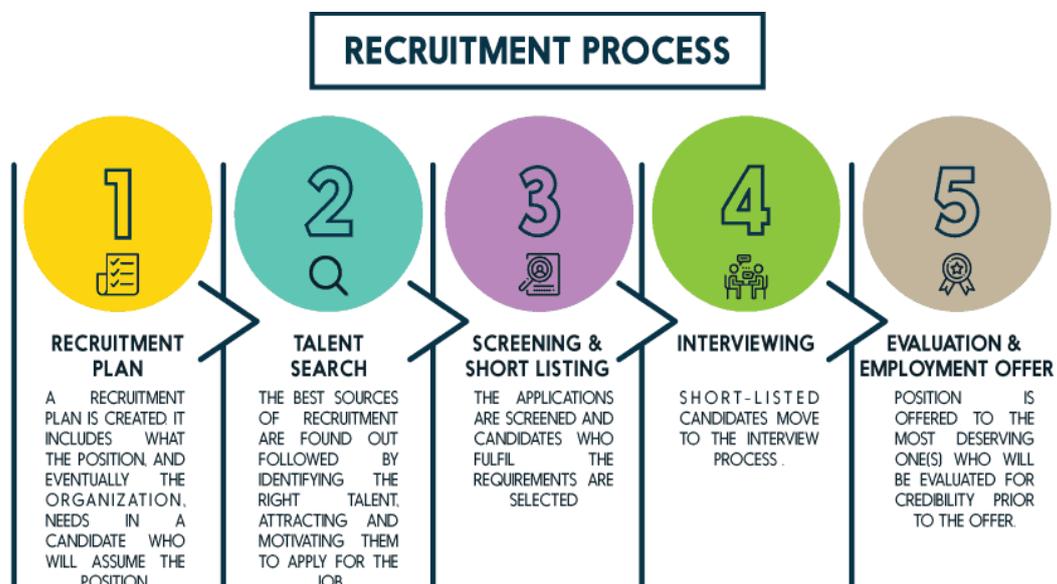
- Candidate following: candidate status with respect to the positions applied by him/her
- Employer's website: provides details of open positions and collect information for the same
- Work sheets: convey work advertisements from employers and agencies
- Online testing: some sort of evaluation of candidates over Internet
- Social media: speedy reach out to potential candidates

**Advantages of e-recruitment**

- Cost effective as it's generally free and it minimizes work cost
- Reaches bigger audience as the user can target a far wider audience without paying extra
- User friendly
- Enables dynamic content making user's adds more appealing to work seekers
- Shortened recruiting process
- Immediacy because most posts and replies appear in real time which is very realistic.

**Disadvantages of e-recruitment**

- Not suitable for senior positions where the pool of prospective candidates is a lot of lower
- High volume of responses including large number of unsuitable or unfit candidates for the vacant position.
- Technology issues that come from normalizing the application process
- Excessively impersonal



Technology is changing the way companies hire, but what does this mean for the future? The answer lies in artificial intelligence (AI). Businesses of all sizes rely on AI today Improve workflows, process information, and in some cases, make business decisions. The future of artificial intelligence (AI) in the recruitment process is a very interesting field and possibility. AI is still in the early stages of development, but the potential is there. Revolutionize the hiring process by automating many tasks that occur today Done by a human recruiter. In the future, AI-powered recruiting bots can be used to screen specific candidates. Perfect for the position and even conduct your first job interview. This will set people free. Recruiters can focus on more strategic tasks such as: B. Build relationships with candidates and Deepen your understanding of corporate culture. AI can also be used to provide real-time feedback to candidates as they apply A process that helps improve the experience for everyone involved. Overall, the future of AI in recruitment looks very



promising. By automating many AI may be able to recruit tasks currently performed by human recruiters. A more efficient and effective process.

### **AI in recruitment: major findings**

Recruitment by machine learning and AI in the recruitment process has become a hot topic recently and not. For no reason. More and more companies are using this technology to support their HR departments application. So let's dive into our insights on the use of AI in staffing and talent development. How technology has changed the hiring process:

1. Nearly 67% of HR professionals believe AI will have many benefits and positive impacts, about the flow of recruitment. People believe AI will save recruiters time (44%) and provide valuable insights along the way. The hiring process (41%) and facilitating the work of recruiters (39%). but there is also Those who believe that the use of artificial intelligence in the recruitment process could lead to it It overlooks unique and unconventional talent (35%) and disrupts the HR industry (26%).

2. Nearly 85% of recruiters believe AI is a useful alternative technology of the hiring process. Only about 15% of HR professionals believe that people are irreplaceable and necessary throughout the hiring process. And about 23% believe artificial intelligence will. Replacing them in the process makes them afraid of their jobs.

3. About 79% of recruiters believe artificial intelligence will be sophisticated enough to do this soon. Make hiring and firing decisions. Only about 43% of candidates shared this, whereas opinion. A whopping 56% of job seekers do not want AI to make hiring and firing decisions. employee. Interestingly, only about 22% of recruiters gave the same answer.

4. Only about 31% of respondents agree that AI will decide whether to employ them or not. For work. However, this figure increases to 75% when a human presence is involved in the decision. Even if. Only about 25% of participants believe artificial intelligence will drive adoption The decision is completely unfair. 5. Nearly 89% of respondents believe AI could help the application process candidate. Only about 11% of participants believe artificial intelligence is useless. Applicant page of the application process. and that number is slightly reduced If you look at what recruiters believe, it's 5%. Conclusions The focus of this study is human resource management, payroll in multiple countries, Customer relationship management and financial management.

### **AI will replace part of the hiring process.**

Some argue that AI is replacing HR professionals when hiring new employees. But can it really do the job of keeping candidates engaged from start to finish? It indicates that most recruiters believe that AI will replace her, at least in parts of the process. Artificial intelligence works intelligently, but misses the human touch, Evaluation skills are required at the end of the hiring process. Over 62% of respondents say AI tools for hiring will replace part of hiring It's a process, but the final stage is always performed by the hiring team. Tasks you can do exchange? The most common screening candidates (63% of respondents), Qualified candidates (56% of respondents) on social media and various platforms and Creating job postings (46% of respondents). Our results are consistent with other studies showing that AI recruitment tools are powerful, Building and maintaining them requires human input. Hiring process can be more complicated Matching candidate data using automated technology is accurate and cost effective Configure and create profiles. But the hiring process requires input from hiring managers it works correctly . Additionally, he found that at least 1 in 5 of his recruiters are concerned about his AI-based jobs. Hiring to take over their jobs. Only about 15% of recruiters say so. They are not afraid because AI will never replace the human side of hiring. Let's take a look at the main benefits of using AI in the world, whether it takes the over recruitment process. About 68% of recruiters say using AI in the hiring process is an unconscious prejudice. One of the biggest benefits of AI in recruitment is the ability to eliminate human bias. from the hiring process. The Majority of Respondents (59%) Agree to Adopt AI The hiring process eliminates unconscious bias. And only about 14% agree This claim.

### **Recruitment by artificial intelligence: important discovery**

One of the most important discoveries in recruitment by AI is the potential for reducing biases and discrimination in the recruitment process. Traditional recruitment methods are often prone to implicit biases, which can have a significant impact on the diversity of the workforce. AI-based recruitment systems, on the other hand, can be designed to eliminate biases by using objective data and algorithms to make decisions. This can help organizations to create a more diverse and inclusive workplace and to improve the overall quality of their talent acquisition process. Another important discovery in recruitment by AI is the potential for improving the candidate experience. AI-based recruitment systems



can provide candidates with a more personalized and efficient experience, reducing the time and effort required to apply for a job and providing instant feedback on their qualifications and suitability for a role. This can help organizations to improve their reputation as an employer, increase candidate engagement, and reduce the time-to-hire.

In conclusion, recruitment by AI is a rapidly evolving field, with many important discoveries and advancements being made in recent years. By leveraging the power of technology, organizations can improve the efficiency, accuracy, and diversity of their recruitment processes, ultimately leading to a more successful and effective talent acquisition strategy.

## 6. CONCLUSION:

In conclusion, the use of online recruitment and AI in talent acquisition has revolutionized the way organizations approach hiring. With the ability to reach a wider pool of candidates and streamline the recruitment process, companies are able to find and hire top talent more efficiently and effectively. Additionally, the use of AI algorithms and machine learning allows for more objective decision making and reduces the likelihood of human biases affecting the hiring process. While there are still challenges and limitations to be addressed, the integration of technology in talent acquisition is certainly a step forward in the right direction. Companies that embrace this approach are well-positioned to succeed in attracting the best candidates in an increasingly competitive marketplace.

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