

A study of Artificial Intelligence on Recruitment Processes: Effects on Employers and Job Seekers

Mital Pipaliya

Contact no.: 8866402707.

Email: pipaliyamital393@gmail.com

**P.hd Scholar (Human resource
Development, VNSGU)**

Dr. Bhavesh Vanpariya

Contact no:7777995599

Email : bhaveshmba@gmail.com

Assistant Professor

**Department of Human resource development
(VNSGU)**



Abstract:

The purpose of this paper was to examine artificial intelligence (AI) in various fields and the effects that the recruitment industry is experiencing as a result of this technology's growing influence. This study looked at how AI is affecting both employers and job seekers, particularly in the early stages of the hiring process. Although artificial intelligence (AI) has not yet gained widespread recognition in academic research, it is currently being utilized in recruitment processes, despite experts recognizing it as a “game-changing” technology for HR.

Objective of the study

To discover how artificial intelligence is used currently in recruiting process.

To understand the significance of artificial intelligence in recruitment

Methodology of the Study:

This is a conceptual paper developed based on reviews from literature of recent years. The literature supports understanding the concept of Artificial Intelligence and its flow in recruitment strategy. Secondary sources such as Websites, Journals, Reports, Publications of professionals, and books are referred for writing the entire paper.

Review of literature:

1. Hemalatha, A., Kumari, P.B., Nawaz, N., & Gajenderan, V. (2021) The study aims to provide insights into AI development and impact, as well as funding policies. The findings of the study suggest that AI is growing and becoming more collaborative, diverse, and challenging. The diminish in self-references indicates that AI is becoming more open-minded and widely shared. The study found influential papers, researchers, and institutions that have significantly contributed to the field. Additionally, the study explores the evolution and interconnection patterns of AI topics over time. The findings highlight AI's ongoing growth and impact in the 21st century and provide valuable insights for researchers, institutions, and governments.

2. Vedapradha, R., Hariharan, R., & Shivakami, R. (2019) This paper examines how artificial intelligence (AI) is used in recruitment and how it affects employee performance. The study used multiple linear regression analysis to investigate the adaptability of AI in recruitment and its impact on overall worker performance. The paper provides an overview of various AI-based recruitment tools that automate tasks such as resume screening, employee engagement, and interview digitization. These tools use machine learning and predictive statistics analysis to predict accurately and facilitate intelligent hiring decisions. The research shows that AI-based recruitment has a significant association with employee performance, with

productivity being the most influential variable. The paper suggests that AI can be applied to different industry processes to enhance efficiency and reliability, and it can be explored in service industries such as banks, e-commerce, and hospitality.

3. Wright, J., & Atkinson, D. (2019) This paper explores the impact of artificial intelligence (AI) on the recruitment process, focusing on its influence on the initial stages of the process. It uses an integrative literature review and semi structured interviews with nine experts to assess the potential impact of AI on recruitment. The paper suggests a new recruitment process that integrates structural and technological changes while enabling HR teams to understand better and manage the impact of AI on recruitment.

4. Nawaz, N., & Gomes, A. M. (2019). The purpose of study was to evaluate the impact of artificial intelligence on the hiring process. The writer investigates how chatbots can provide service delivery to encourage employee involvement in the hiring process. The objective of the study is to determine how chatboats affect the hiring process as a whole. As researchers conclude artificial intelligence do the help to HR professionals in any field of recruitment. But there are still a need to do more research.

5. Mehrotra, S., & Khanna, A. (2022). Artificial intelligence (AI) is being used very pervasively with the ever-evolving and competitive business world and has become the 21st-century buzzword. Countless innovations in technology have pushed businesses to make their value-creation processes more effective and customer-friendly. Digitization has played a significant role in reshaping the different human resource functions and processes. This study aims to elucidate the acceptance of automation in human resource management by employers and the degree to which recruiters can use AI to hire people. The study incorporates a thematic analysis approach, and the data is collected from primary sources by conducting semi-structured interviews with four experts working in IT organizations. This research would be useful for recruiters and HR managers to consider the fields of AI implementation and management to take advantage of cost-cutting technical developments.

6. Nawaz, N. (2020) Facial recognition plays a crucial role in the hiring process, allowing HR management to learn more about employees. AI, a growing innovation, is revolutionizing HR management by creating millions of jobs and simplifying the recruitment process. AI uses human knowledge to improve efficiency and productivity in various fields, including aviation, software engineering, construction, accounting, and more. It is used in human resources activities such as salary management, payroll, and performance appraisal. The diversity of Big Data and the expansion of the Internet of Things (IoT) make it an ideal domain for new AI applications. AI and machine learning drive innovation through their activities, improving

human efficiency and enabling new program activities. AI also improves an organization's expert system.

7. van Esch, P., Black, J. S., & Arli, D. (2021) The study highlights the importance of understanding candidate reactions to AI use in recruitment and the need for HR managers to consider these perspectives when implementing AI enabled systems. It suggests that anxiety mediates the relationship between organizational attractiveness and candidates' intent to complete the application process, while trust and anxiety also play a role. This is crucial for effective recruitment management in the growing use of AI technology.

8. Drage, E., & Mackereth, K. (2022). In this paper, Researcher analyse two key claims offered by recruitment AI companies in relation to the development and deployment of AI-powered HR tools: recruitment AI can objectively assess candidates by removing gender and race from their systems, and this removal of gender and race will make recruitment fairer, help customers attain their DEI goals, and lay the foundations for a truly meritocratic culture to thrive within an organization. Second, the attempted outsourcing of “diversity work” to AI-powered hiring tools may unintentionally entrench cultures of inequality and discrimination by failing to address the systemic problems within organizations. Third, AI hiring tools` supposedly neutral assessment of candidates' traits belies the power relationship between the observer and the observed.

9. Gupta, A., & Mishra, M. (2022)The article titled “Ethical concerns when using artificial intelligence in employee recruitment” addresses ethical issues related to the use of artificial intelligence (AI) in the recruitment process. use. It emphasizes the importance of integrating ethical values and ethical standards into AI technology. The article highlights the increasing use of AI tools such as chatbots and facial recognition software by companies for their recruitment needs. The main goal of the study was to identify the challenges and ethical concerns companies face when integrating AI tools into their recruitment processes. The study highlights two major unethical issues facing recruitment companies: data privacy and unconscious bias. Gender biases and stereotypes can persist in AI technology due to the lack of representation of women in the field. The article also provides a literature review on the use of AI in recruitment and discusses various AI tools and applications. He concluded by emphasizing AI's potential to improve recruitment processes but also emphasized the need to address bias and ethical concerns.

10. Vasiljeva, T., Kreituss, I., & Lulle, I. (2021) The study reveals that attitudes towards artificial intelligence (AI) vary across different industries and that organizations with AI solutions have different attitudes compared to those without AI solutions. Key factors

influencing AI adoption include top management attitude, competition, and regulations. The research used the technology organization-environment (TOE) framework to collect qualitative and quantitative data. The findings contribute to understanding AI attitudes and provide recommendations for successful adoption. The study also suggests that universities should adapt their courses to include the latest business trends and promote collaboration between IT and business departments. Effective knowledge management and collaboration are crucial for successful digitalization.

11. Varshney, S., Jigyasu, R., Sharma, A., & Mathew, L. (2019, August). The document "Review of various Artificial Intelligence Techniques and its applications" explores the importance and applications of AI techniques in various industries. It introduces machine learning, a class of algorithms that improves decision-making and informed actions. The document explains supervised and unsupervised learning techniques, including classification and regression algorithms, and their applications in fraud detection, sentiment analysis, and disease control. It also discusses unsupervised learning, particularly in clustering problems, and highlights the effectiveness of machine learning techniques over traditional methods. The document also mentions the emerging use of deep learning techniques like Convolutional Neural Networks.

12. Allal-Chérif, O., Aranega, A. Y., & Sánchez, R. C. (2021) The document explores the acceptance criteria for AI in recruitment, highlighting its importance in finding the right talent in the competitive job market. It identifies factors influencing acceptance, such as transparency, complementary features of AI tools, and a sense of control. The research methodology involves interviews with recruiters, managers, and applicants to understand their attitudes and experiences with AI in recruitment. The findings suggest that transparency, trialability, and a sense of control are crucial for trust and acceptance. The use of approval nodes, clear summaries of AI decisions, and ranked options can enhance trust and adoption. Applicants, however, show aversion to chatbots but are more likely to apply for AI-based jobs when they understand its benefits.

13. Ore, O., & Sposato, M. (2022) The study "Opportunities and risks of artificial intelligence in recruitment and selection" by Olajide Ore and Martin Sposato examines the perspectives of recruitment professionals on AI adoption in recruitment and selection. The research, published in the International Journal of Organizational Analysis, found that AI can automate tasks and improve recruitment strategies, but also presents risks like fear and distrust among recruiters. The study emphasizes the need for understanding recruiters' perspectives and the ethical implications of AI adoption. It also suggests organizations should be cautious about relying

solely on AI and consider the risks of bias and discrimination in decision-making processes.

14 Horodyski, P. (2023)The document investigates the perceptions of recruiters towards AI-based tools in the recruitment process. It highlights the lack of research on this topic and the limited understanding of the motivations and factors influencing the use of AI in recruitment. The study utilizes the Unified Theory of Acceptance and Use of Technology (UTAUT) to examine recruiters' intentions to use AI, considering the frequency of AI use and education. The findings suggest that behavioral intention to use AI is positively influenced by performance expectancy, with the frequency of AI use moderating this effect. Gender, age, experience, and education do not significantly impact recruiters' intentions. The major benefits identified are efficiency gains, time savings, and automation, while the lack of human judgment is seen as the main disadvantage of AI use in recruitment. The document also highlights the challenges of biases in AI algorithms, ethical concerns, and legal constraints in AI-powered recruitment tools. The role of organizational culture and resources in building AI capabilities is emphasized. The paper concludes with practical implications, the need for further research, and the potential of AI in transforming human resource management.

15. Nawaz, N. (2019). The paper is to examine the artificial intelligence (AI) on recruitment effectiveness, the study made in CMMI (capability maturity model integration) software companies of Bangalore, collected data through a structured questionnaire from 100 human resource professionals. Around Bangalore, descriptive statistics and structural equation modeling were used to test the hypothesis. The study found that using of artificial intelligence in recruitment process selects right applicant for the talent pool of the organization

16. Manthena, S. (2021) Artificial intelligence (AI) is transforming the recruitment process in organizations, with HR professionals focusing on enhancing human and automated work to do a simple, logical, and automatic work environment. AI has improved the excellence of hiring and reduced recruitment errors and can be applied in various functions to streamline processes and improve organizational performance. To compete with AI, HR departments should re-transfer their workforce to understand AI and its collaboration. This study critically investigates the impact of AI on recruitment and its benefits, using primary data collected through a Google form and secondary data from articles and reports. The primary data was gathered using a Google form and using a preferred five-point scale questionnaire. Secondary data was also gathered through papers and reports to identify some of the outcomes of the influence of AI on recruitment. To evaluate the dependability of artificial intelligence based on recruitment with performance indicating characteristics such as time and cost savings, accuracy, eliminates bias,

decreased workload, higher productivity, and candidate knowledge, a one-way ANOVA is conducted. The relationship between artificial intelligence and recruiting is favourable.

17 Reddy, D.J., Regella, S., & Seelam, S.R. (2020) Recruitment follows some major steps like attracting, selecting, and appointing appropriate candidates for that position. There is an ever-increasing focus on functional recruitment. Every company invests a lot of money and time in recruiting people to fill specific positions and wasting resources in searching for potential candidates. The total investment becomes lost if the selected candidates do not join the company after completing this entire process. The main aim of this research is to predict joining efficient candidates before resume selection and total process is to be done in an efficient way with minimal cost and minimal time. This prediction is based on some relevant attributes of quantitative and qualitative aspects like age, gender, work experience, current salary and salary hikes, etc., to predict the hiring candidates by applying various statistical measures on feature selection and using various machine learning algorithms to build the model. These results will help to predict the candidates who are joining in the end.

18. Mishra, R., Rodriguez, R.S., & Portillo, V. (2020). Following a few key stages like recruiting, choosing, and hiring qualified people for that post is recruitment. The emphasis on functional recruiting is rising steadily. Every organisation spends a significant amount of money and time looking for applicants to fill certain roles and uses resources in the process. If the chosen applicants do not join the firm after this entire procedure, the entire investment is gone. The primary goal of this research is to foresee the hiring of effective candidates prior to resume selection, and the entire process is to be completed in an effective manner with little effort and expense. This forecast is based on certain pertinent quantitative and qualitative factors, like age, gender, job history, present pay, wage increases, etc.

19. Pan, Y., Froese, F.J., Liu, N., Hu, Y., & Ye, M. (2021). Artificial intelligence (AI) has been highlight as a powerful tool in human resource management (HRM), but little academic research exists on the topic. The present study introduces the technology, organization, and environment (TOE) model from information systems research and integrates it with the transaction cost theory to better understand the facilitators and constraints of companies' AI adoption behavior during employee hiring. Survey results from 297 Chinese companies suggest that companies' perceived complexity toward AI constrains AI adoption, while technology competence and regulatory support encourage AI adoption. Relative advantages of AI technology, company size, and industry have no significant impact on AI usage. The findings also suggest the moderating effects of transaction costs on the influential power of technological complexity and organizations' technology competence.

20 Lee, J.H., Kim, J.H., Kim, Y.H., Song, Y.M., & Gim, G. (2021) The controversy over fairness and objectivity in the job market, due to hiring irregularities, has led to calls for transparent and fair recruitment procedures. Advances in IT technology have led to the emergence of a non-face-to-face “AI recruitment system” in which artificial intelligence (AI) conducts interviews, instead of human interviews. As the introduction of the non-face-to-face method is encouraged in the hiring process due to the COVID-19 virus pandemic, the number of companies introducing AI recruitment systems is steadily increasing. In this study, the factors affecting the intention of use of AI-based recruitment systems were analyzed by utilizing TOE and TAM. As a result, it was shown that the reliability, security, suitability, new technology, partiality, readiness, and legal and policy environment of the TOE affected the intention of using the system. It was also identified to have a moderating effect of the number of employees in the firm

21 Albassam, W.A. (2023). This study explores the potential benefits and challenges of AI in recruitment, analyzing current strategies from academic and industry perspectives. It finds that AI-based recruitment methods like resume screening, candidate matching, video interviews, chatbots, predictive analytics, gamification, virtual reality assessments, and social media screening offer efficiency, cost savings, and better hires. However, they also raise ethical and legal concerns, such as algorithmic bias and discrimination. Further research is needed to ensure these strategies are effective and unbiased

22 Mehrotra, S., & Khanna, A. (2022). AI is becoming pervasive in the business world. Its use has led to more effective and customer-friendly value-creation processes. Digitization has reshaped HR functions and processes. A study was conducted on the acceptance of automation in HR and the use of AI for hiring. The research aims to help recruiters and HR managers take advantage of cost cutting technical developments.

23 andey, S., & Bahukhandi, M. (2022). This paper explores the impact of artificial intelligence (AI) on the recruiting industry, focusing on the first phases of the recruitment process. It emphasizes the importance of professional employees in achieving organizational targets and navigating the new technological revolution. The study highlights the need for efficient data collection for decision-making.

24. G Anil Chandra Prasad (2021) The document discusses the use of artificial intelligence (AI) in the recruitment process. It highlights the challenges of traditional recruitment methods and how AI can overcome those challenges. The author emphasizes the importance of finding the right candidate quickly and efficiently to save time and reduce costs. AI tools such as AI-based data analysis and application tracking systems are mentioned as effective ways to screen

and analyze profiles. The document also explores the impact of modern technologies on recruitment, including video-based interviews and the use of chatbots. Overall, the document emphasizes the significance of AI in enhancing the efficiency and effectiveness of HR professionals in recruiting suitable resources for organizations.

25. Sen, S., Kadam, S., & Ravi Kumar, V.V. (2023). AI-based recruitment and selection has become a vital source of talent for organizations due to technological advancements. However, only IT and ITeS sectors are extensively using AI in recruitment processes. This research aims to understand the perceived value of AI platforms and identify novel themes in talent sourcing, utilizing primary and secondary data from various business functional domains.

26. Chattopadhyay, P. (2020) This document discusses how the Fourth Industrial Revolution is affecting business models and economic development. It emphasizes how AI and automation technologies can improve our quality of life and product innovation, but also notes the risks and challenges associated with their adoption. The article focuses on the use of AI technologies in firms and human resource management, exploring the implications of intelligent automation for HRM and identifying factors contributing to successful adoption. It also highlights the strategic use of technology in firms, the alignment of IT with sustainability goals and business objectives, and the need for comprehensive research on the acceptance and deployment of AI in enterprises. Additionally, the document mentions the role of IT in supporting innovation, operational efficiency, customer experiences, and relationships. Finally, the paper concludes by acknowledging the importance of incorporating AI into business strategy and discussing future research directions.

Artificial Intelligence

Introduction:

A notable development in technology Proliferation is artificial intelligence. The word "AI" is, in fact, not limited to a single meaning; instead, it is defined and interpreted differently by many fields. Artificial do work like humans. It's a man made algorithm that is useful for their easy of work

Recruitment:

In the area of modern technological economy, we are in the beginning stage of a fourth industrial revolution which has quickly taken us into scientific developments such as nanotechnology, robotics, machine, learning, algorithm, and artificial intelligence are all graded up and almost acts as an extension of one another. The revolution of turning into the digital era has led to a lack of understanding between machine power and manpower. Attracting

the most skilled candidates with job requirements is the responsibility of HR managers or outsourcing companies.

The company and candidate can quickly find relevant jobs with the help of artificial intelligence and machine learning. New recruitment technology will prioritize candidate selection time over resume scrutiny.

History of Artificial Intelligence in Human Resource Management:

1. Recognition of HRM as a strategic trend: HRM has become increasingly important within organizations due to economic, political, social, and technological transformations .

2. Integration of HRM and business strategies: The integration of HRM strategies at the organizational decision-making level has become crucial for effective decision-making. AI serves as a supportive system, enhancing the effectiveness of HRM .

3. Research interest in AI applied to HRM: From 2000 to 2010, there was a gradual growth in research interest in AI, which aligns with the overall growth of AI research in different fields.

4. Application of AI in HRM topics: The distribution of AI application in HRM topics varied. The most prominent areas were HR management, team estimation, recruitment, and selection.

5. Reduction period: From 2011 to 2017, there was a decline in interest in researching AI applied to HRM.

6. Period of growth: Starting in 2018, there was a sudden increase in interest in researching AI applied to HRM, with 21.8% of the total research publications occurring during this period.

7. Focus on recruitment and selection: In the period of growth, the majority of research focused on the application of AI in recruitment and selection processes, emphasizing the attraction and choice of workers as a support system for companies.

8. Dispersed behavior: The research on AI in HRM exhibited dispersed behavior, with variations in motivations, objectives, methods, AI techniques, and HR applications.

9. Need for future studies: The study highlights the importance of evaluating existing research and calls for future studies to further explore the contributions of AI applied to HRM

Artificial Intelligence is used by HR in Eight ways during recruiting:

1. Screening Candidate:

As a way to assist recruiters in rapidly sifting candidates and finding top candidates, AI is mostly used in application screening. candidate screening is one of the time-consuming hiring

phases. Using AI technologies at this point may significantly reduce the time it takes to acquire new employees and enhance several recruitment metrics.

2. Employee Engagement:

Many job seekers use various job websites to apply for jobs but often receive little to no response. However, with the aid of artificial intelligence tools, the application process can be automated using email or messaging systems. These automated communications can maintain contact with the candidate and potentially lead to a quicker response.

3. Re-Engagement:

Application tracking systems often end with the closing of a job opening takes place. Using artificial intelligence tools, it will assess the candidate's qualifications and level of interest in the position. AI tool also uses engagement opportunities to keep updated records of candidates if the approach for a new position or promotion.

4. Post Officer Acceptance:

once the candidate has completed the application process and further procedures, he or she will be asked for acceptance. once they have given their acceptance, a gray area exists and it happens usually two weeks before they join to work at the organization they prefer.

5. New Hire On boarding:

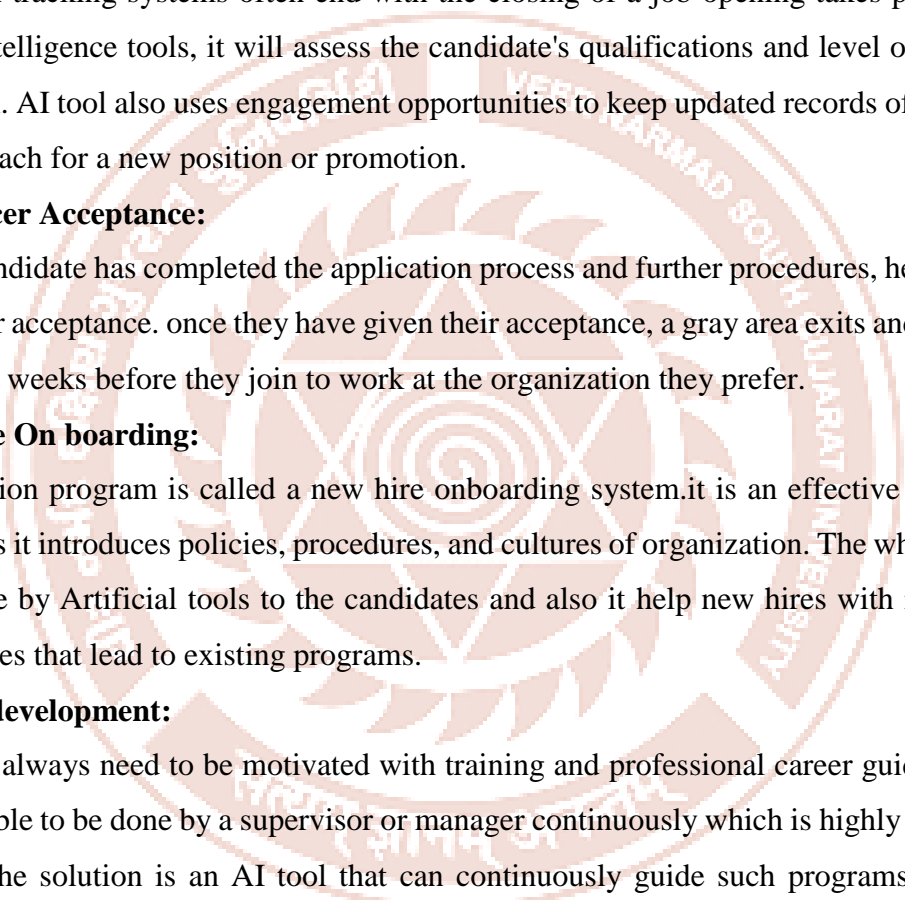
An orientation program is called a new hire onboarding system. it is an effective process for new hires as it introduces policies, procedures, and cultures of organization. The whole process can be done by Artificial tools to the candidates and also it help new hires with information and resources that lead to existing programs.

6. Carrer development:

Employees always need to be motivated with training and professional career guidance but it is not possible to be done by a supervisor or manager continuously which is highly impossible. However, the solution is an AI tool that can continuously guide such programs and coach individually per the organizational requirements.

7. Scheduling:

Coordinating and communicating for meetings and interviews is very boarding and monotonous work and it leads to unproductive work. To skip out from routine work we can use AI tools it book times and schedules, and even place orders for food without having to do a single thing.



Artificial Intelligence Applications:

The Internet of Things (IoT), big data analysis, cloud computing, and the recently introduced AI have all transformed recruitment and other HR procedures in the digital world of Industry 4.0. Software and/or hardware systems that can think like humans and make wise judgments based on facts are considered applications of artificial intelligence. Several AI-enabled applications, such as those for problem-solving and speech and facial recognition, are now used by organizations, but HRM is still in the early phases of adoption. AI alters the employer-applicant connection from the beginning. AI tools like Chatbot give job seekers an innovative and improved employer experience. Further AI-infused technologies can also automate the candidate evaluation process, interview scheduling, reference checking, and presenting job offers to the selected individuals. Here, the researchers list some of the Indian companies uses AI tools for Recruitment :

Popular MNC's such as Infosys, IBM, EY, Accenture, Deloitte, Unilever, L'Oréal, Capgemini, Amazon, Bajaj Allianz, Tech Mahindra, Mindtree, and LinkedIn, and HR start-ups such as HireVue, Para.ai, Pymetric, Hiretual, Darwinbox, and Dockabl have been using various AI-powered tools for recruitment including intelligent ATS, RPA, recruiter chatbots, and digitized interviews.

Future impact of AI using in recruitment for this companies

AI has a significant impact on recruitment and talent acquisition in various companies. It states that popular multinational companies such as Infosys, IBM, EY, Accenture, Deloitte, Unilever, L'Oréal, Capgemini, Amazon, Bajaj Allianz, Tech Mahindra, Mindtree, and LinkedIn, as well as HR start-ups such as HireVue, Para.ai, Pymetric, Hiretual, Darwinbox, and Dockabl, are using various AI-powered tools for recruitment, including intelligent applicant tracking systems (ATS), robotic process automation (RPA), recruiter chatbots, and digitized interviews . AI in recruitment can be adopted in various sectors

the future relevance of AI in recruitment is expected to increase as organizations move towards complete digital transformation . Participants in the study believe that AI has the potential to be used for verifying the authenticity of job candidates and improving behavioral and psychometric assessments.

Overall, the document suggests that AI will continue to impact recruitment in the future by streamlining processes, improving candidate experience, and enhancing talent acquisition strategies .

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