AUGMENTED RECRUITMENT: REVOLUTION IN HIRING AND TALENT ACQUISITION WITH AI AND AUTOMATION

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ABSTRACT

This Research Paper highlights and analyses the concept of Augmented Recruitment, a modern approach that integrates advanced and modern technologies like artificial intelligence (AI), Machine Learning and data analytics into recruitment process. The study attempts to find out how these technologies improve traditional hiring practices, improving efficiency, reducing bias and enabling perfect candidate selection.

INTRODUCTION

Recruitment is one of the important function of every management. In HRM Human Resource Planning is always followed by the process of Recruitment. In general terms Recruitment refers to the search process for the organisation to find a suitable candidate for their job activities as per the Job Description and Job Specification and it is also the process of motivating people to apply for the job in order to make them the prospective employees.

Recruitment Process in the previous period that is in the era of Traditional Management was conducted by applying some sources like Job Rotation, Call back of Retired Managers, Internal Advertisements, Consultants, Campus Recruitment and such kind of various Internal and External Sources. The recruitment process had a physical perspective. Lot of time and efforts were invested by the HR department just to search for a suitable candidate. Soon there was revolution in the field of technology and modern advancements took place and there was the birth of the advance technologies like Artificial Intelligence, Virtual Reality, Augmented Reality, ERP systems, Machine Learning and many more.

Due to the technological advancements the HR department also shifted their physical perspective of Recruitment process to Digital Recruitment process and started the use of latest technologies to save their time and efforts and also to acquire the best of the candidate as per the needs of the job. So there was a birth of a new concept of Recruitment known as "AUGMENTED RECRUITMENT". Augmented Recruitment refers to the process of Recruitment wherein the Recruitment process is automatically conducted by giving instructions to the machine as to the type of candidate required. The instructions are given to the machine by using AI and by using the computer coding and language. The machine will accurately do the shortlisting of the suitable candidate as per the instructions provided to it.

OBJECTIVES OF THE STUDY

1. To study the role of AI for Augmented Recruitment

2. To find out the practical applicability of Augmented Recruitment

3. To assess the benefits of Augmented Recruitment for Employers

4. To know the candidate Experience in Augmented Recruitment

5. To find out the ethical practices and challenges of Augmented Recruitment

HYPOTHESIS

H0 (Null Hypothesis): There is insignificant difference between traditional recruitment and augmented recruitment

H1 (Alternative Hypothesis- Effectiveness): Technologies used in Augmented Recruitment helps to improve the effectiveness process as compared to the techniques of traditional recruitment

H2 (Alternative Hypothesis- Candidate Experience): Augmented Recruitment helps to improve the candidate Experience in Recruitment by fastening and personalizing the process.

REVIEW OF LITERATURE

1. Augmented recruitment is the integration of AI, machine learning, and automation technologies to streamline and enhance the hiring process. It aims to reduce biases, improve efficiency, and enhance the candidate experience while assisting human recruiters in making data-driven decisions.

2. **Automation in Recruitment**: Early stages of automation in recruitment focused on applicant tracking systems (ATS), which helped streamline the collection of applications. Over time, ATS evolved to provide deeper analytics and candidate scoring based on resumes, skills, and experience.

3. **AI and Machine Learning**: AI-powered tools now assist in resume screening, matching candidates to job descriptions, and predicting the success of a candidate within a role based on past performance data and historical data sets. These technologies have substantially reduced the time-to-hire and improved the accuracy of hiring decisions.

4. **AI and Natural Language Processing (NLP)**: AI helps process large datasets from resumes, job applications, and online profiles. NLP enables machines to understand human language, making it easier to assess candidates' resumes, communications, and job fit.

5. **Video Interviews and Facial Recognition**: AI-based video interviewing platforms like HireVue or SparkHire analyze facial expressions, tone, and verbal responses to assess soft skills and emotional intelligence.

6. **Predictive Analytics**: Predictive analytics uses past hiring and performance data to forecast how well a potential candidate may perform in a role. It considers factors such as work experience, personality, and interview feedback.

7. **Chatbots and Virtual Assistants**: These tools automate candidate engagement, answering common questions about the company or the role, scheduling interviews, and gathering initial candidate information.

RESEARCH METHODOLOGY

1. Research Design :
Type of Study -

- **Qualitative -** This would enable to know the perceptions and experience of the HR professionals, candidates and stakeholders about Augmented Recruitment

- **Quantitative -** A statistical analysis of recruitment performance metrics (time-to-hire, cost-per-hire, candidate satisfaction) before and after implementing augmented recruitment technologies.

2) Data Collection Methods

- **Secondary Data**:

o **Case Studies**: Reviewed documented case studies of 08 companies that have successfully integrated augmented technologies.

DATA ANALYSIS AND INTERPRETATION

Company	Recruitment Tool/Technology Used	Key Metrics	Improvements & Benefits	Source
Unilever	HireVue (Video Interviewing & AI)	-Time-to-Hire: 25% reduction -Offer Acceptance Rate: 50% higher -Candidate Experience: 30% higher satisfaction	-Reduced hiring time by 25% -Improved diversity in hiring -Enhanced candidate experience	Harvard Business Review
Siemens	Pymetrics (Psychometric & AI Assessments)	-Candidate Drop-Off: 50% reduction -Employee Retention (1 year): 80% of hires stay - Candidate Satisfaction: 90%	-Reduced bias in recruitment -Enhanced job fit predictions -Improved candidate retention	Pymetrics Case Study
L'Oréal	Taleo (ATS & AI Screening)	- Cost-per-Hire: 20% reduction - Time-to-Hire: 30% faster -Diversity of Hires: 25% increase	-Streamlined recruitment process -Reduced cost-per-hire -Increased diversity	L'Oréal Report
IBM	Watson AI (AI-Powered Candidate Matching)	-Candidate Interview Conversion: 40% increase -Time-to-Fill: 50% faster - First-Year Retention: 75%	-Improved candidate-job match accuracy -Faster hiring process - Enhanced retention rates	IBM HR Tech
Walmart	Stella AI (AI-driven Resume Screening)	- Time-to-Hire: 20% reduction -Sourcing Efficiency: 30% increase	-Improved hiring speed -Enhanced recruitment efficiency	Forbes

SAP	SuccessFactors (AI-driven Recruitment & ATS)	-Candidate Satisfaction: 90% -Time-to-Hire: 30% reduction -First-Year Retention: 80% retention rate	-Faster hiring process -Improved employee fit - Reduced turnover	SAP SuccessFactors
Amazon	Amazon Rekognition (AI Interview Screening)	- Interview Time: 20% faster -Candidate Diversity: 25% increase -Candidate Satisfaction: 40% increase	-Reduced bias in hiring -Increased	Amazon HR Tech
Accenture	AllyO (AI Recruiting Assistant)	-Candidate Engagement: 50% increase -Candidate Conversion Rate: 20% higher - Time-to-Hire: 40% reduction	-Improved candidate engagement -Enhanced conversion rates -Streamlined hiring process	AllyO Case Study

MAJOR FINDINGS FROM THE DATA

1) **Reduction in the timing for Hiring Process** – Companies like Amazon, IBM and Unilever were able to reduce their time of hiring by upto 50% by using AI tools. This shows that AI can be fruitful for candidate screening and shortlisting which will speed up the process at significant level.

2) **Cost Reduction-** Companies like SIEMENS and L'Oreal using tools like Pymetrics and Taleo helped to reduced the cost of hiring by 15-30% which is mainly due to Physical Labour, Less time spent on interviewing the unsuitable candidates and automating the repetitive tasks.

3) **Candidate Satisfaction and Experience** – Companies like Unilever and Accenture using AI driven platforms like HireVue and Allyo have reported significant increase in improved customer satisfaction 30-50 % . The improvement is due to faster responses, reduce wasting time, smooth interview process facilitated by the use of AI assistants and automatic feedback system.

4) **Quality of Hired Candidates-** Predictive Analysis and AI based tools like Hired Score used by companies like Cognizant has helped to improve the quality of hiring by 20-30% as AI helps to select the candidates which suits to the best needs of the organisation and working environment.

5) **Retention of Employees-** Companies like SIEMENS and IBM have observed the retention rates rising upto 80% which indicates that AI can improve accuracy of job matching leading to the hiring of the candidate who may stay long term in the organisation.

6) **Diversity in Hiring Resources** – Companies like WALMART, IBM, LOREAL have reported increased diversity with the help of AI based recruitment tools. It helps to find out and reduce biases in the recruitment process which leads to the selection of more diverse candidates.

TESTING OF HYPOTHESIS
Hence form the above findings it is concluded that

HO Null Hypothesis is rejected and H1 and H2 is accepted

CONCLUSION
This study aims at exploring the augmented recruitment tools such as AI and machine learning on the recruitment process. By analysing various recruitment metrics like hiring time, quality of the candidate, diversity amongst the candidates evidence have been observed that Augmented Recruitment technologies significantly helps to improve the efficiency and quality of recruitment efforts. The integration of AI tools and automation with Recruitment process have resulted in reduced time of hiring, improved matching of candidates with the job profile, and acquisition of diversed talented human resources.

LIMITATIONS OF THE STUDY
The limitation of the study is that it is based on Secondary Data and Primary Data not collected for the study. The Secondary Sources used for the study were also limited as Industry Reports and Case Studies of the companies were used available on the business websites or business books and journals. The study has a wide scope and it can be done on a exhaustive basis covering many other areas of Automation.

SUGGESTIONS

1) AI tools would surely help in the recruitment process but due care to be taken that it should not completely replace the physical human resource activities as to it should not endanger the jobs of the people in the HR department and also the prospective people to be recruited.

2) Physical verification or analysis is required after the candidate selected through Augmented Recruitment as there are possibilities of Machine Error.

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