

Chapter 2

Artificial Intelligence and Machine Learning–Powered Recruitment for Smart Hiring

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ABSTRACT

The quality of experience measures the effective recruitment process it creates for an aspirant. The classical hiring approaches are time-consuming and sometimes prove ineffective as the scale of recruitment increases and the time given to execute the recruitment is minimized. Industries are turning towards adopting smart hiring practices by embracing artificial intelligence and machine learning algorithms for various tasks in the recruitment process. Replacing human experience with machines to make decisions is the order of the day, and we are finding enough avenues to create the same in management functions to minimize human errors.

INTRODUCTION

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The chapter presents the recruitment process, its implementation challenges, and the need for human-centric to AI-centric recruitment. It also emphasizes implementation requirements in developing a smart hiring process by listing data assets. It covers some of the industry's popular solutions available for intelligent hiring. It presents a comparative study on the quality of experience they create from the candidate's point of view. Highlighting the factors taken care of compared to classical approaches proves that AI-centric approaches work efficiently. Emphasize the factors that support AI-centric approaches to work efficiently (Compared to classical /traditional methods). List limitations for adopting a smart hiring process (Casalone et al., 2023).

Recruitment is integral to any HR professional's role and will help the organization build thriving employees willing and ready to support the organization's growth. According to companies, the recruitment process is not easy; it is sometimes relatively complex as they have to hire the right candidate for the right job at the right time for multiple roles. It takes a lot of time to hire the best-talented candidate and to avoid the wrong hire. A recruitment team in any company encounters many challenges in the entire hiring process. The recruiting team has to fill the open positions to enhance the employer branding in the minimum amount of time. A company's Open positions for a long time affect goodwill, so talent acquisition is the top priority. The company will face many challenges while recruiting the best candidates for the organization (Yakubovich, 2006)(Atkinson et al., 2023)

Fundamental Challenges in Implementing an Effective/Quality Recruitment Process

The most common recruiting challenges are as follows (Okolie,2017) (Thangaraja,2023):

No clarity on job requirements: Companies will not have clarity about the job openings; they usually prepare based on the previous year. For recruiters, it becomes difficult to get a proper match with unclear job details (Aguirre,2018).

Attracting and finding suitable candidates: Attracting and finding the right candidate for any role is very hard, no matter how many individuals apply. If the applicant's talent doesn't match the organizational requirement, there is a slim chance of getting a suitable candidate. (Aguirre,2018)

Candidate drop off: It is also called Ghosting, a common problem encountered during any organization's hiring or interview process. Candidates join jobs and leave immediately within a week, which adds cost to the company in attracting and finding the right candidate and the recruitment process (Myers et al.,2007)

Engaging qualified candidates: Companies find it challenging to engage prospective employees as there are many opportunities and offers by other competitors. The company should go the extra mile, convincing them that the offer is best compared to competitors. They often struggle to stand out in engaging qualified or talented candidates.

Creating a positive hiring experience for both employees and recruiters: Providing a positive hiring or professional experience to the candidates leads to the acceptance of the job offer and enhances the brand reputation. Likewise, if the hiring process is negative or unprofessional, there is a big chance of rejecting the offer by talented candidates.

Hiring without bias: In the hiring process, the recruiter's decision is grounded on stereotype, affinity, similarity attraction, and intuitions (based on gut feeling); the selection choice is more biased.

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