

Chapter 9

Optimizing Talent Acquisition: The Synergy of AI and Human Expertise in Creating Enhanced Candidate Experience

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ABSTRACT

This study examines the revolutionary effects of artificial intelligence (AI) on hiring in organizations. AI maximizes efficiency by automating processes like resume review, candidate matching, and engagement through chatbots. AI-driven predictive analytics support diversity and inclusion by predicting recruiting needs and reducing biases in job advertisements and candidate selection. The study finds that AI and human collaboration enhances analytical decision-making and the creative capacities of the talent acquisition process. It highlights the shift towards data-driven hiring and the significance of AI-driven insights in talent analytics and decision-making. However, the study asserts the necessity of human touch and emotional intelligence, even with EI tools, to create a positive candidate experience. Candidate experience is pivotal in talent acquisition, requiring harmonious collaboration between AI and human expertise. AI streamlines processes and enhances efficiency, while the human touch adds empathy and personalized engagement.

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1. INTRODUCTION

In the dynamic landscape of modern talent acquisition, the fusion of artificial intelligence (AI) and human collaboration has emerged as a pivotal strategy in talent acquisition (Fayoumi and Loucopoulos, 2023). It is a fact that, AI has significantly impacted recruitment processes (Ferry, 2018), with 63% of talent acquisition professionals and 34% of recruiters stating it will significantly shape future hiring practices (Spara et al., 2018). This kind of synergistic approach harnesses the unparalleled speed and unwavering consistency of AI algorithms while seamlessly integrating the typical element of human judgment and intuition. At the heart of this convergence lies the deep aim of not only automating processes but elevating the crux of hiring itself. It is a realm where algorithms explain through resumes with precision, yet it is human discernment that deciphers the elaborate blend of soft skills and cultural alignment. The present trend enfold that AI and human collaborations works hand in hand. Together, they take a path toward a strong, inclusive, and equitable recruitment landscape. This makes us curious to take a journey to unknot the complicated dimensions of this collaboration, exploring its capacity to not only enhance the quality of hiring decisions but also to champion the principles of diversity and fairness. Of late, it has been realized that, artificial intelligence is increasingly important in talent acquisition and recruitment, automating and enlightening various functions in the process. On one hand, the AI recruitment tools modernize processes, on the other hand human skills are indispensable for better decision-making and competitiveness. When we look at the recent trends and strategies in talent acquisitions to feel the convergence of AI's potential to supply companies with accurate data, clear objectives, and a balanced strategy, we are also left with the puzzle whether human contribution in the process can completely be done away with in near future.

Probing into the matter deeply, we find that AI systems are assisting humans in broadening their capabilities through three primary avenues. Those are, a) they have the capacity to improve our cognitive aptitudes, serving as *cognitive amplifiers*; b) they engage with both applicants and the HR department, freeing us from mechanical and routine tasks and c) they have human-like skills, thus extending our physical capacities and capabilities.

AI technology is not meant to displace human efforts but augment their capabilities and simplify laborious manual processes. Through task automation, AI empowers recruitment teams to allocate additional time and energy to other strategic endeavors. When seamlessly integrated, AI becomes a valuable asset in the recruitment toolkit.

Scholars in this area have tried to delve into the problems of AI-applicable areas in the R&S Process, with chatbots, screening software, and task automation (Albert, 2019), assistances of eHRM in terms of AI in talent acquisition (Black and van Esch, 2021; Johnson, Stone, & Lukaszewski, 2021), role of ethics in AI and

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