


Chapter 26

Impact of Artificial Intelligence on Talent Acquisition in the IT Sector With Reference to Chennai

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ABSTRACT

The business paradigm has changed as a result of the digital era, and organizations are now functioning in a competitive environment that may be altered with a productive staff and a competitive edge. Finding, hiring, and onboarding high performers is a significant task for every organization's HR department. The rapid advancement of technology has made it easier for HR managers to find and hire qualified candidates. The utilization of artificial intelligence in talent acquisition facilitates the process of selecting appropriate candidates, hence improving recruiting efficiency. Artificial intelligence significantly converted the recruiting process. Artificial intelligence enables computers to execute tasks and make wise decisions by substituting human cognition. AI is capable of handling vast amounts of data quickly. The algorithm is used to complete the tasks, guess the candidate's attributes, identify the candidate, and match the candidate based on the job description and candidate profile.

INTRODUCTION

The rapidly evolving sector of talent acquisition has gone through major shifts due to the appearance of Artificial Intelligence (AI), which has changed how organizations locate and communicate with potential employees. This shift in the technological paradigm has not only sped up the hiring process but also created fresh possibilities for talent validation and assessment (Joshi et al., 2023). Because AI can automate, accelerate, assess, and make judgments based on data, it has developed into a vital component

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of talent acquisition strategies (Geethanjali et al., 2023). AI is capable of swiftly traversing through thousands of profiles, analyzing digital credentials to assess proficiency, and removing profiles that do not match the search parameters. In conjunction with this, this essay will talk about the advantages and disadvantages of artificial intelligence (AI) while delving deeper into how it can automate, speed up, and improve process efficiency overall (Rallang et al., 2023).

Humankind has moved forward tremendously by means of technological innovation and achievements (Kadiresan et al., 2024). Discovering the finest candidates, sifting through them, and manually completing their profiles are all part of the traditional hiring process, which can take a while for recruiters to complete. Here's where artificial intelligence in recruiting can help HR personnel by providing guidance and a small amount of relief (Lishmah Dominic et al., 2023). HR professionals anticipate that artificial intelligence will play a significant role in enhancing the talent acquisition process. The process of predicting, locating, assessing, employing, and integrating competent candidates into roles that are appropriate within a company has been referred to as talent acquisition. Artificial intelligence is being used by multiple organizations in order to enhance the performance of their HR operations, including performance management, hiring, and employee engagement. Talent acquisition strategies that leverage artificial intelligence have numerous advantages, including the avoidance of tedious and time-consuming procedures and an improved candidate experience (Frank et al., 2023).

AI-Powered Applicant Selection and Credential Screening

Artificial intelligence-powered resume assessment and candidate selection is a cutting-edge advancement in the procurement of new talent. With the assistance of this cutting-edge tactic, recruiters may focus on the most outstanding applicants by using machine learning algorithms to assess resumes quickly and efficiently. AI finds appropriate phrases, skills, and experiences to automate the initial assessment procedure, saving time and money (Srinivas et al., 2023). People can also make better judgments with the aid of AI's data-driven insights. These algorithms are able to assess a candidate's qualifications objectively, reducing prejudices and promoting more unbiased evaluations (Sabti et al., 2023). Because of this, companies can consider a wider range of applicant attributes when making selections. AI resume screening and selection speed up the hiring process and increase the likelihood of discovering exceptional candidates that precisely fit the company's requirements (Anand et al., 2023).

Challenges With AI in Recruitment

Technology can always be a sword with two sharp edges, and one should be mindful of the drawbacks before implementing it. Therefore, in order to use various HR tools like AI, HR managers need to be tech-savvy. If not, there are numerous challenges to overcome. The following are the challenges of AI in recruitment (Chun and Evans, 2023).

- **Comprehending Human Mentality:** Handling individuals differs from handling information or variables. Understanding people's psychology and mindsets requires a vast amount of data, which is always complex.
- **Human emotions:** Controlling or energizing the employees through physical interaction is always more important than using artificial intelligence (AI) to handle their emotions.

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