Recruiting Via Digital - A Case of It Employees, Kolkata

Indranil Ganguly

Assistant Professor, KC School of Management and Computer Application

Hayri Uygun

Recep Tayyip Erdogan University, Rize Turkey

Rashmi Gujrati

Principal (KCSMCA), Campus Director KC Group of Institutions, Nawanshahr, India

Kavitha R. Gowda

Associate Professor, Alliance School of Business, Alliance University, Bengaluru

Abstract

Artificial Intelligence is a part of Information Technology. Drawback of proper knowledge companies refused to adopt this new technology. It is new in the market. Recruitment in IT sector is an ongoing process. Very frequently requiting is visible in IT Companies. IT Company is a big brand in IT world. IT Company is an older player in Information Technology sector. Many employees are working in IT Company. They specially hire candidates who are from engineering or IT background. It is well known that employees are quitting their job often due to heavy workload, fast technological change, shift duties etc. Use of AI in recruitment reduces cost of recruitment, save huge paper work every day; handle the screeningprocess fast etc. Therefore, the study investigates the impact of AI on Recruiting Process.

Keywords: Artificial Intelligence, Recruitment Process and IT Employees

INTRODUCTION

IT Company is a renowned provider of IT services, consulting, and business Solutions Company. It is 50 years old popular IT Company in India. IT Company made revenues of US $25.7 billion in 2022. This organization is listed on National Stock Exchange as well as Bombay Stock Exchange. Artificial Intelligence is a copy of human intelligence process by machine. A machine that thinks and act like human. Recruitment is a process of identifying the proper candidates and attracting them to apply for an interview. Recruitment involved to identifying, tracking, screening, shortlisting, and interviewing Candidates for jobs within an organization. To remove the biastness in recruitment or wrong call, Artificial Intelligence is gaining importance. Because recruitment is an expensive and time-oriented process. So, Wrong recruitment may be the cause of big loss. Therefore, the studyinvestigates the impact of artificial intelligence on recruitment process.

REVIEWS OF LITERATURE

Thakur, D. J. and Sharma, S. (2020) examined the role of AI in recruitment. Arya, Mya, Olivia, Pomato and RAI are AI tools used in recruitment process. The four-result found, i.e. (i) Mya and Olivia reduce the administrative burden of recruitment personnel. (ii) AI help in efficient recruitment. (iii) AI consume less time. (iv) AI makes quality hiring.

Manthena, R.L. (2021) investigated the impact of Artificial Intelligence on recruitment. Through close ended structure questionnaire, data collected from IT employees. Non probability sampling technique was used. One way ANOVA was used to analyse the data. Result showed that a positive relationship exists between the artificial intelligence and recruitment.

Garg, A. et al. (2021) studied the impact of artificial intelligence in recruitment process. Secondary data (Such as newspaper, journals, thesis, websites, case studies, reports, magazinesetc.) were used. The result found that AI can perform sourcing, screening and matching faster,efficiently, accurately and less expensively.

Hemalatha, A. et al. (2021) His study investigated the four pillars used to measure the AI i.e., Natural Language Processing, Machine Vision, Automation, and Augmentation and the impactof these on recruitment and selection process. The primary and secondary both types of data were used. 141 IT employees were taken from Chennai. The result revealed that the above saidfour factors of AI have a positive significant impact on recruitment and Selection.

RESEARCH GAP

Lack of knowledge to use Artificial Intelligence Only large-scale organization uses Artificial Intelligence Barrier of Artificial Intelligence in Recruitment Process

OBJECTIVE

To study the impact of Artificial Intelligence on recruitment process

RESEARCH METHODOLOGY

250 structured questionnaires are distributed and 219 fully furnished responses are received. The questionnaires are developed in five-point Likert Scale. Simple random sampling method is used to collect primary data. Sampling size is calculated through Solvin's sample size formula. The study chooses IT company's IT employees.

RESULT

Table 1: Summary Table

Model Summary				
Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.843	0.652	0.651	1.17183

From Table 1, R^2 = 0.743, Adjusted R^2 = 0.652, which shows that 65% of the variance in recruitment process is explained by Artificial Intelligence? There are 35% other factors also create impact on recruitment process.

Table 2: ANOVA TABLE

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	712.797	1	712.797	519.084	.000[b]
	Residual	579.483	422	1.373		
	Total	1292.281	423			

Table 2 shows whether the independent variables have any significant variance on the dependent variables. Thus, statistically significant value is 0.000, i.e., less than 0.05, which proves that there is a statistically significant association between Artificial Intelligence and the dependent variable (recruitment process). So, the proposed hypothesis is accepted.

Table 3: Coefficients Table

				Coefficients[a]			
	Unstandardized Coefficients			Standardized Coefficients			
Model		B	Std. Error	Beta		t	Sig.
1	(Constant)	33.119	1.452			22.801	.000
	AI	1.163	.051	.743		22.783	.000
a. Dependent Variable: Recruitment Process							

Table 3 shows the predictor variables (Artificial Intelligence) have a significant impact on recruitment process as the value is lower than the significance level of 0.05. So, the significant value for Artificial Intelligence is 0.000, i.e., less than 0.05 (Sig.= 0.000 <0.05) which shows that Artificial Intelligence has a significant impact on recruitment process. It means when Artificial Intelligence increased by one unit, job satisfaction is likely to increase by 1.163 units.

CONCLUSION

The study conducts on IT employees working in IT Company in Kolkata. Recruitment is a very vital job. The cost of wrong recruitment directly affects organization profit. Therefore, study investigates the impact of Artificial Intelligence on recruitment process. 219 IT employees are selected. Structured questionnaires are made. Simple random sampling method is used. Linier Regression analysis is done. The result found that Artificial Intelligence has a positive significant impact on recruitment process. If Artificial Intelligence increased by one unit; job satisfaction is likely to increase by 1.163 units.

REFERENCES

1. Ashima Garg, S. G. (2021). A Review Paper: Role of Artificial Intelligence in Recruitment Process.

2. International Journal of Management and Information Technology, 6(1), 33-37.

3. Gulati, P., Gulati , U., Uygun, H., & Gujrati, R. (2023). Artificial Intelligence Inc Cyber Security: Rescue Or Challenge. Review of Artificial Intelligence in Education, 4(00), e07. https://doi.org/10.37497/rev.artif.intell.education.v4i00.7

4. Gujrati, Rashmi. "India's march towards faceless, paperless, cashless economy." International Journal of Commerce and Management Research 3.6 (2017): 73-77.

5. Gujrati, Rashmi. "CRM for reatailers: Business intelligence in retail CRM." International Journal of Applied Research 2.1 (2016): 24-29.

6. Khan, S., Tailor, R. K., Uygun, H., & Gujrati, R. (2022). Application of robotic process automation (RPA) for supply chain management, smart transportation and logistics. International Journal of Health Sciences, 6(S3), 11051–11063. https://doi.org/10.53730/ijhs.v6nS3.8554

7. Kaur, G., Gujrati, R., & Uygun, H. (2023). How does AI fit into the Management of Human Resources?. Review of Artificial Intelligence in Education, 4(00), e04. https://doi.org/10.37497/rev.artif.intell.education.v4i00.4

8. Madaan, G., Kaur, M., Gowda, K. R., Gujrati, R., & Uygun, H. (2023). Business Responses Towards Corporate Social Responsibility and Sustainable Development Goals During Covid-19 Pandemic. Journal of Law and Sustainable Development, 11(1), e0309. https://doi.org/10.37497/sdgs.v11i1.309

9. Manthena, R. L. (2021). Impact of Artificial Intelligence on Recruitment and its Benefits. IJIRMPS, 9(Special Issue September 2021), 58-63.

10. Nawaz, A. a. (2021). Impact of Artificial Intelligence on Recruitment and Selection of Information

11. Technology Companies. Proceedings of the International Conference on Artificial Intelligenceand Smart Systems (ICAIS-2021), 60-66.

12. Sofia Khan, R. K. Tailor, Ranu Pareek, Rashmi Gujrati & Hayri Uygun (2022) Application of Robotic Process Automation in education sector, Journal of Information and Optimization Sciences, 43:7, 1815-1834, DOI: 10.1080/02522667.2022.2128534

13. Sharma, D. J. (2020). The Role of Artificial Intelligence in Organizations for Recruitment Process:: A Review. Pacific Business Review International, 13(1), 74-76.