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INTRODUCTION

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INTRODUCTION

Human resource management (HRM) is a vital function in any organization that manages employees and governs a business. HRM includes administrative tasks as well as a variety of activities such as recruitment, training and development, management, and compensation and payroll. This research focuses exclusively on the hiring process and, in particular, how artificial intelligence (AI) can help HR managers make faster decisions and streamline the hiring procedure.

When investigating HRM and AI, it is essential to examine the challenges that may arise during the deployment of this technology and to identify the most effective uses of artificial intelligence-based recruiting capabilities. The paper also addresses forward-thinking companies are transforming recruitment with unique use cases.

AI In 2019, the artificial intelligence market in recruitment was valued at USD 580 million and is projected to increase at a compound annual growth rate (CAGR) of 6.76 percent from 2020 to 2025. Technologies that leverage AI are becoming more prevalent due to the increasing demand for predictive analytics as an integral component of the hiring process. AI continues to be used in the recruitment industry due to the growing need for AI-powered platforms such as chatbots, machine learning, and process automation. In addition, the need to review large amounts of data, such as an applicant's resume, without human intervention is another factor driving the expansion of the market over the projection period.[1]

A review of current study in the field of AI in recruiting reveals that it is a relatively new area at the forefront of the industry. Since the use of AI in the hiring process is still in its infancy in most companies, this might be one of the motivations to attach greater importance to this research theme. The quality of hires and talent may ultimately determine the growth of a company. Now seems to be the time for businesses to embrace artificial intelligence and enable technology to operate in the background, so they can focus on what really matters, building meaningful relationships with both their applicants and employees.

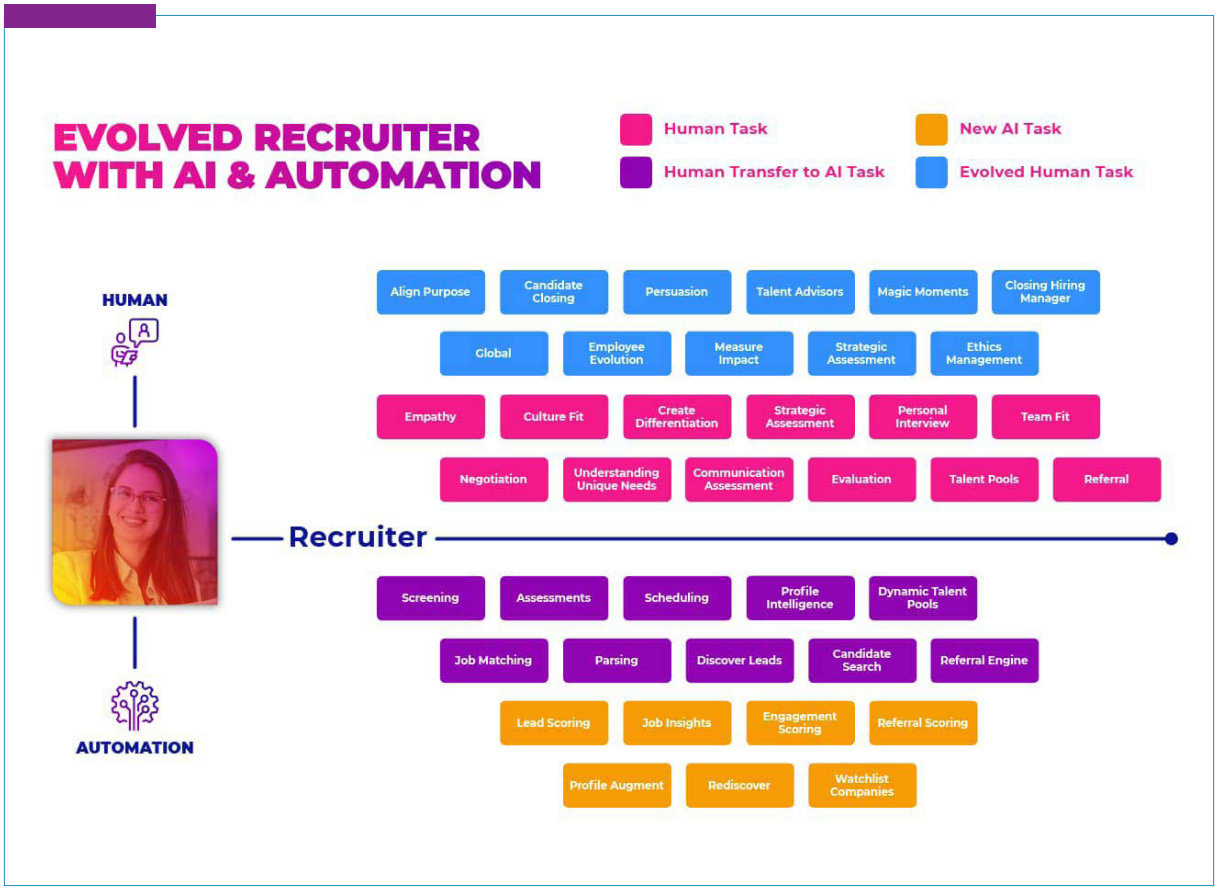

Figure 1
Evolved recruiter with AI & automation. Montesa, M. (2022, April). AI recruiting in 2022: The definitive guide. Phenom People, Inc. Retrieved from: https://www.phenom.com/blog/recruiting-ai-guide

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SECTION 1

Key recruitment challenges for hiring managers to consider

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