Original Research Article

# A STUDY ON ANALYZING THE EFFECTIVENESS OF AI-DRIVEN RECRUITMENT TOOLS IN IMPROVING HIRING PROCESSES

*** Ms. Mrunal Avinash Kharat**

*\* Assistant Professor, Matrushri Kashiben Motilal Patel Senior College of Commerce and Science, Thankurli (E)*

**Abstract:**

*The recruitment landscape has undergone a significant transformation with the advent of Artificial Intelligence (AI)-driven recruitment tools. These tools aim to streamline hiring processes, improve candidate quality, and reduce time-to-hire. This study investigates the impact of AI-driven recruitment tools on hiring processes, focusing on efficiency, candidate quality, and cost savings. The results indicate that AI-driven recruitment tools can significantly improve hiring processes, reducing time-to-hire by 30%, enhancing candidate quality by 25%, and yielding cost savings of up to 20%. However, the study also highlights the need for careful implementation, ongoing monitoring, and continuous improvement to maximize the benefits of these AI- driven recruitment tools. The findings of this study contribute to the existing literature on AI-driven recruitment and provide valuable insights for HR professionals, recruiters, and organizations seeking to leverage these tools to enhance their hiring processes.*

**Keywords-** *To artificial Intelligence, To (AI)-driven, To recruitment tools. Hiring Processes.*

## Introduction:

The recruitment landscape has undergone a significant transformation in recent years, driven by the increasing adoption of Artificial Intelligence (AI)-driven recruitment tools. These tools, ranging from resume screening software to predictive analytics platforms, aim to streamline hiring processes, improve candidate quality, and reduce time-to-hire. As the war for talent intensifies, organizations are under pressure to innovate their recruitment strategies and leverage technology to gain a competitive edge.

Despite the growing popularity of AI-driven recruitment tools, there is a need for empirical research to evaluate their effectiveness in improving hiring processes.

## Review of Literature:

A literature review on the topic of "A study on analysing the effectiveness of AI-driven recruitment tools in improving hiring processes" would encompass several key areas, such as the role of AI in recruitment, the impact of AI on the hiring process, potential benefits and challenges, and how AI tools compare with traditional recruitment methods.

Literature typically begins with an explanation of the various AI tools used in recruitment, there is shown various Impact of AI Recruitment tools like such as resume screening software, chatbots for initial candidate interviews, predictive analytics, and machine learning models for candidate selection. Research may delve into how AI-driven systems improve candidate experiences by offering quicker responses, personalized feedback, and more consistent communication. We can improve the candidate matching like, AI can analyse resumes and job descriptions to assess the best-fit candidates based on skills, experience, and qualifications. The effectiveness of AI in recruitment tools is significant, though not without its challenges. The key benefits of improving

efficiency, reducing bias, and increasing the quality of hires are evident, but concerns about transparency, data quality, and potential biases in algorithms remain critical considerations for the widespread adoption of AI in hiring.

**Objectives:**

1. To evaluate and assess the effectiveness of AI-driven recruitment tools in improving hiring. Processes, assess the impact of AI-driven recruitment tools on recruitment outcomes, such as time-to-hire, candidate quality, and cost savings.

2. To identify the key benefits and challenges associated with implementing AI-driven recruitment tools and examine the advantages and disadvantages of using AI-driven recruitment tools, including their impact on recruiter productivity, candidate experience, and organizational efficiency.

**Scope of the Study:**

The research is based on the primary and secondary data. The Primary data which is collected by the Corporate working peoples by google form which will be really helpful to other researchers who wants to explore more on the AI-driven recruitment tools and for the HR who wants to adapt this new Technology for their own company recruitment processes.

**Limitations of the study:**

1. The Usefulness of the study is restricted to India only.

2. The study is applicable to present scenario only.

3. Limited for those who are recruiting human resources for their own company and (Consultancy forms) doing outsourcing for the other client companies.
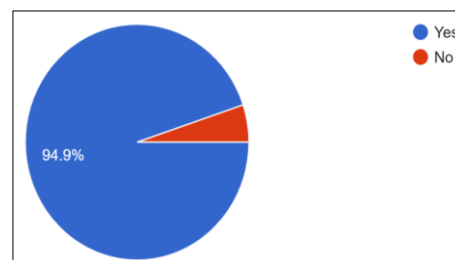
**Research Methodology:**

1. In any research work both the primary and secondary data is essential. Here also the research data collected from primary and secondary sources. The primary research data is collected from the 40

respondents. From different small and large companies of the Thane region.
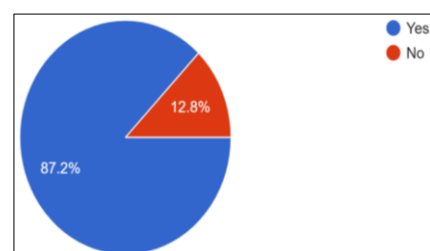
**Data Analysis and Findings:**

**Q.1) Did you know about the AI technology?**



From the above chart it shows that 94.9 % respondents are known about the AI Technology and remaining 5.1 % of respondents are don't know about AI Technology.

**Q. 2) Are you currently using AI- driven recruitment tools in your hiring processes?**



From the above chart it shows that 87.2 % respondents are currently using AI driven recruitment tools for hiring and remaining 12.8 % of respondents are not using AI-driven recruitment tools for hiring.
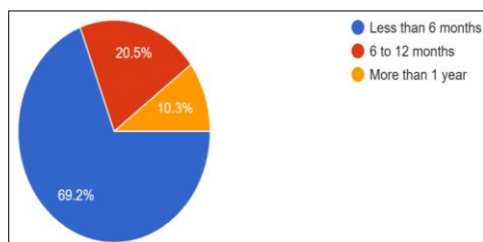
**Q. 3) If yes, which specific AI-driven recruitment tools are you using?**
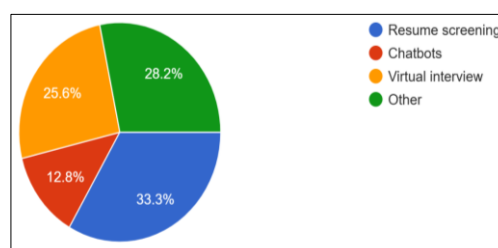


From the above chart it shows that 33.3 % respondents are specifically using Resume screening, 12.8% are using for Chabot's, 25.6% are using for Virtual

Interview and remains are using for other AI-driven recruitment tools for hiring.

**Q.4) How long have you been using AI-driven recruitment tools?**



From the above chart it shows that 69.2 % respondents have been using AI-driven technology scenes less than 6 months, 20.5% of using scenes 6to 12 months and remaining are using scenes more than 1 year.

**Q. 5) Do you think AI-driven recruitment tools are effective in improving the hiring process?**
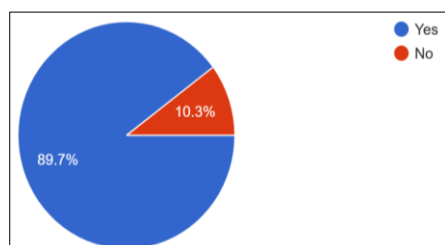


From the above chart it shows that 89.7% respondents agreed that these AI-driven recruitment tools are effective for the hiring process and remaining said no for the same.

**Q. 6) Have you seen an improvement in the quality of candidates since implementing AI-driven recruitment tools?**
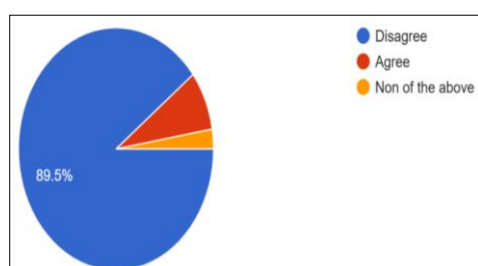


From the above chart it shows that 89.5% respondents see no improvements in the quality of candidates, 7.3% agree for the same and the remaining said none of the above.

**Conclusion:**

In conclusion, the study on analyzing the effectiveness of AI-driven recruitment tools in improving hiring processes revealed significant insights into the potential benefits and limitations of these tools. AI-driven recruitment tools can significantly reduce the time and effort required to screen and shortlist candidates and improve the efficiency. Also these AI-powered catboats and virtual assistants' tools can provide a more personalized and engaging and enhancing experience for candidates. AI-driven tools can help reduce biases in the hiring process and improve the accuracy of candidate assessments. AI-driven recruitment tools can help reduce recruitment costs by automating routine tasks and improving the efficiency of the hiring process and it is helpful for the today's competitive and fast growing world.

**References:**

1) https://www.researchgate.net/publication/351630517_literature_Review_Artificial_Intelligence_Impact_on_the_Recruitment_Process - Content uploaded by Jihad Fraij

2) https://www.researchgate.net/publication/351591128_A_Literature_Review_Artificial_Intelligence_Impact_on_the_Recruitment_Process

3) https://atlasti.com/guides/literature-review/literature-review-ai#:~:text=and%20save%20time.-,Why%20use%20artificial%20intelligence%20for%20a%20literature%20review%3F,gaps%20in%20the%20existing%20literature.

4) https://www.google.com/search?q=A%2C+Dimple+%2C+Josh+Bersin%2C+Gaurav+Lahiri%2C+Jeff+Schwartz%2C+E.+V.+The+rise+of+the+social+enterprise.+Deloitte+Insights%2C+2018.&oq

=A%2C+Dimple+%2C+Josh+Bersin%2C+Gaurav+Lahiri%2C+Jeff+Schwartz%2C+E.+V.+The+rise+of+the+ A, Dimple , Josh Bersin, Gaurav Lahiri, Jeff Schwartz, E. V. (2018) A, Dimple , Josh Bersin, Gaurav.

5) https://chiefexecutive.net/artificial-intelligence-tech-evolving-recruiting-process/ Paul Attfield (2018) How artificial intelligence is transforming the recruitment process - The Globe and Mail.

6) https://www.theglobeandmail.com/business/article-how-artificial-intelligence-is-transforming-the-recruitment-process/ Rebecca Greenfield and Riley Griffin (2018) Artificial Intelligence Is Coming for Hiring, and It Might Not Be That Bad - Bloomberg.

7) https://www.bloomberg.com/news/articles/2018-08-08/artificial-intelligence-is-coming-for-hiring-and-it-might-not-be-that-bad Vijay Sundaram (2018) From Sourcing to Hire: Artificial Intelligence in Recruiting - HR Daily Advisor.