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AI –Driven Talent Acquisition: Strategic Shifts and Challenges in Talent Acquisition

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ABSTRACT:

The advent of Artificial Intelligence revolutionizes recruitment by integrating strategic applications, enhancing efficiency, accuracy, automation, data driven decision making and objectivity of talent acquisition. Strategically Artificial Intelligence supports long-term workforce planning by providing insights by reducing time-to-hire and aligning with business objectives. This paradigm shift enables organization to leverage predictive analytics, natural language processing, and machine learning algorithms to streamline sourcing and decisions making processes. However, adoption of this technological shift faces significant challenges including ethical concerns, data privacy, algorithm bias, loss of human touch. Additionally, the psychological impact of Artificial Intelligence is also a concern for an organization, as it risks diminishing the element in hiring. Despite these challenges, the impact of Artificial Intelligence is profound accelerating recruitment cycles, improving candidate experience and enabling informed hiring decisions. This abstract examines the Artificial Intelligence's strategic role in reshaping recruitment, its key challenges and its far-reaching impact on the future of talent acquisition.

KEYWORDS:

Artificial Intelligence, Talent Acquisition, Technology, Amazon Recruitment, Procurement, Impact, Challenges.

1. INTRODUCTION:

Today's fast-paced digital era is witnessing a significant transformation in the recruitment landscape, driven by the strategic deployment of Artificial Intelligence. What was once a manual, time consuming process is now evolving into a strategic, data- driven function powered by intelligent technologies. Artificial Intelligence has reshaped talent acquisition, making tasks more strategic, from automated resume screening to predicting hiring outcomes. Every coin has two sides, this technological evolution also introduces complex challenges like privacy concerns, ethical issues and algorithm bias.

However, as Artificial Intelligence based tools penetrate more into organizational processes, their impact goes beyond operational productivity and poses strategic, psychological questions that requires academic research (Tambe et. al. 2021). Strategic Human resource Management (SHRM) theory aligns human resource practices with organizational goals, supported by Artificial Intelligence, enabling data planning and predictive talent acquisition. Artificial Intelligence systems were originally designed to mimic

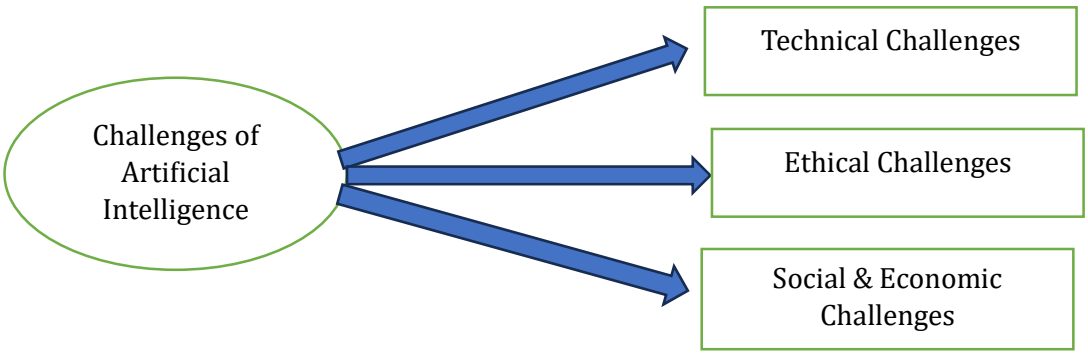
human cognitive and to support and solve well defined or structured problems (Johnson, Stone & Lukaszewski, 2021).

In 1989, Technology Acceptance Model (TAM) was developed by Davis to explain professionals' perception towards Artificial Intelligence based recruitment. Artificial Intelligence has revolutionized the recruitment process, scanning, reviewing and analyzing candidate potentiality in a shorter time. Artificial Intelligence has improved efficiency of the procurement process by automating tasks involved and reducing time to hire. Artificial Intelligence will provide chatbots for candidates to resolve queries, ensure smoother communication, and update status applications.

Artificial Intelligence is deemed to be one of the best options (Sattu, Das & Jena,2024) as it analyses large volume of candidate data from the global talent pool, enabling recruiters to make data driven decisions.

2. LITREATURE REVIEW:

The integration of Artificial Intelligence in talent acquisition has drastically transformed the recruitment process. Artificial Intelligence has streamlined processes from resume praising to predictive analytics. Alongside these advancements, Artificial Intelligence introduces a set of significant challenges. Artificial Intelligence adoption brings some potential challenges in the process of procurement as well as for organizations.



Technical Challenges in Artificial Intelligence-

These challenges tackle the technical hurdles encountered in developing advanced Artificial Intelligence systems. Artificial Intelligence struggles with tasks requiring common reasoning, as these situations involve real world complexities.

Powerful Artificial Intelligence training models require massive amounts of data computation, which can be expensive and time consuming.

Artificial Intelligence faces a significant problem of interoperability, as it has different platform for different formats or structures for data and models.

Ethical Considerations in Artificial Intelligence-

Artificial Intelligence heavily relies on historical data for processing. If the past data is inherently biased, AI may replicate or amplify them. Amazon failed in Artificial Intelligence based recruitment in 2018, as it favored male candidates due to dataset. (Dastin,2018).

Artificial Intelligence acts as a "Black Box" as decision making processes are often complex and not transparent, making it difficult to hold them accountable. Collecting, storing and processing candidate data can violate data protection laws.

Artificial Intelligence struggles with unstructured data, which could be misused for malicious purposes.

Automated decision making might violate labour laws or anti-discrimination regulations.

Social and Economic challenges in Artificial Intelligence:

Artificial Intelligence faces broader societal challenges as automation is likely to replace manpower, resulting in widespread unemployment and economic disruption.

Many multinational companies are using Artificial intelligence for managing Talent Acquisition but still, some are considering (Pillai & Sivathanu, 2002) because of lack of Artificial Intelligence literacy among HR professionals, which may make them afraid of job displacement.

Access of Artificial Intelligence could worsen the existing social and economic inequalities as only skilled in technology can resists.

3. CONCLUSION:

The strategic integration of Artificial intelligence in talent acquisition transforms recruitment processes by enhancing efficiency and enabling data driven decision making. Alongside its advantages, Artificial Intelligence also brings challenges such as algorithmic bias, data privacy, social problems and many more.

These challenges cannot just be handled over the night; organizations need to familiarizes themselves with Artificial Intelligence. To maximize Artificial Intelligence's benefits while mitigate risks, organizations must ensure ethical Artificial Intelligence practices, maintain human oversight and establish clear policies on data security and fairness. To achieve this, organization as well as governments must develop new regulations and policies to create an efficient equitable, and future ready talent acquisition system.

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