



AI-Driven Recruitment In IT: Transforming Hiring Practices In Info Park, Kerala.

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Abstract

As technology improvements transform company operations, artificial intelligence (AI) is being used into human resource management (HRM), especially in recruiting. This study examines IT enterprises in Infopark, Ernakulam, to investigate employee attitudes and experiences related to AI-driven recruiting procedures. Data were collected from 120 workers using a standardized questionnaire and a seven-point Likert scale, with responses evaluated via the percentage method to identify important factors impacting AI adoption and related obstacles. The results indicate that AI has markedly enhanced recruiting efficiency, cultivating favorable employee impressions. The report identifies specific problems associated with its deployment and delineates the prospective role of AI in optimizing HR procedures. These findings are essential for firms in Kerala's IT sector aiming to enhance recruiting tactics via AI integration.

Keywords: Artificial Intelligence (AI), Recruitment, Human Resource Management (HRM), Information Technology Companies, Employee Perception, AI Adoption, Technological Integration.

1. Introduction

In the age of digitization and technological innovation, it is essential to redefine the core activities of businesses to thrive in a turbulent business environment. A global poll indicates that 32% of respondents are structuring their organizations to enhance adaptability via technology. A recent poll outlines four primary themes that jointly enhance recruitment into a more strategic profession: innovative interviewing methods, artificial intelligence, diversity, and data analytics. Human Resource Management is a crucial component of a company's managerial role. In the contemporary corporate landscape, influenced by digitization and technological

progress, organizations are more obligated to update their fundamental operations to maintain competitiveness. Human Resource Management (HRM) is not an exception, especially in recruiting, where artificial intelligence (AI) is becoming prevalent. AI-driven systems are designed to mitigate unconscious prejudices related to age, gender, ethnicity, or name. Unconscious human bias in recruiting transpires when an individual or a collective receives preferential treatment based on age, race, color, education, or ethnicity (Brishti & Javed, 2020)

Worldwide, 32% of firms are reengineering their processes to enhance adaptability through technology, acknowledging that AI, alongside diversity and data-driven tactics, is evolving recruiting into a more strategic role. The objective is to identify an individual who is best qualified for the position and aligns with the organization's culture. The recruiting process include identifying many potential candidates with suitable job abilities and encouraging them to join the firm (Kamran et al., 2015). The capacity of AI to optimize recruiting procedures, enhance candidate alignment, and eradicate prejudices has resulted in its increasing implementation across several sectors. This transition is especially apparent in the IT sector, which leads in technical advancements. Organizations in Kerala, especially inside Ernakulam's Infopark, are increasingly implementing AI-driven recruiting solutions to improve efficiency and attract premier talent. An empirical methodology provides recommendations for the more effective application of AI in shaping the future of recruiting in the region. For instance, AI companies like Textio utilize artificial intelligence to assist customers in tailoring the content and phrasing of job advertisements and descriptions, hence enhancing personalization (van Esch et al., 2019).

Notwithstanding the increasing acknowledgment of AI's potential, research regarding its practical implications, particularly within Kerala's IT sector, remains scarce. Prior research has emphasized the theoretical advantages of AI in recruiting; however, there is an absence of empirical evidence about employee perceptions of these improvements and the genuine problems encountered by firms during implementation. This study seeks to address this gap by investigating employee impressions of AI-driven recruiting at Info Park, analyzing the variables that influence its acceptance, and assessing the future significance of AI in HR functions. Considering the importance of the IT sector in Kerala's economy, comprehending the function of AI in recruiting may yield beneficial insights for both academic and business parties.

2. Review of the Literature

Artificial Intelligence plays a significant part in recruiting, rendering the process efficient and organized. The implementation of AI has been on the rise with the advent of Industry 4.0. The emphasis has been on enhancing corporate intelligence through the utilization of technology to amplify performance. The corporations are increasingly using AI into their recruitment processes to attract fresh prospects (Deshpande A, 2018).

A significant research deficiency in AI-driven recruiting pertains to its efficacy in varied circumstances and the ethical considerations it invokes. Although AI can improve productivity via tools like as resume screening, applicant matching, and video interviewing, there is a lack of extensive research assessing the effectiveness of these technologies across various sectors and recruiting methodologies. Moreover, current research frequently emphasizes issues of algorithmic bias, discrimination, and privacy, yet fails to provide comprehensive analyses on how AI might be improved to successfully mitigate these concerns. (Albassam, 2023)

The AI-driven CV screening technology, ATS (Applicant Tracking System), may pre-screen applicants and identify and assess keywords to match suitable candidates with relevant positions. An AI-driven chatbot is gaining popularity in recruitment. These chatbots may connect with applicants, address their inquiries around the clock, and provide real-time, personalized interaction via text messaging, email, social media, and other platforms (Upadhyay & Khandelwal, 2018).

Correll, et al., (2007) in their study on bias against ethnic groups asserted that applicants with white names got 50 percent more interview requests than those with African-American names. AI eradicates mistakes and biases inherent in human processes during candidate screening and selection. The algorithm employed in AI analyzes the applicant's attributes to create a profile that forecasts whether the individual possesses the necessary skills and expertise sought by the company, regardless of age, gender, ethnicity, or race, thereby transforming recruitment and fostering diverse, cohesive, and dynamic workplaces.

In addition to the benefits of AI, it presents other obstacles that require significant attention. These include data problems and political, legal, policy, and ethical challenges. The necessity for AI to process substantial volumes of data presents considerable hurdles due to factors such as low quality, limited availability, lack of transparency, absence of standardized data gathering formats, and data discontinuity. The government must establish a legislative framework to ensure a balance between AI data use and public privacy for the protection of individuals' privacy and safety (Dwivedi et al., 2021).

Another problem to note is the acquisition of information about the utilization of AI-enabled recruitment tools. Although AI is a promising technology, it remains in the developmental stage within the recruiting sector, necessitating more knowledge acquisition and skill enhancement. Employees of a business must comprehend the operational methods and foundational technology to effectively adopt and integrate the new AI recruitment tools with the existing system. (Michailidis, 2018), (Dijkkamp, 2019), and (Han, 2020) recommended that HR personnel inside a firm must cultivate diverse new skills and expertise to acclimate to emerging technologies. Nonetheless, acquiring new knowledge or abilities is challenging. Certain variables may inhibit their acquisition of this information.

One of these factors mentioned by (van Esch et al., 2019) is that HR professionals may perceive AI recruitment tools as a threat to their employment. The absence of expertise may lead HR professionals to distrust these technologies, and their reluctance to develop new skills is another contributing reason.

Statement of the Research Problem

Although several studies have highlighted the significance of AI in recruiting and its impact on recruitment tactics, scant literature provides real-time instances of how AI is reshaping and revolutionizing supporting HR tasks, particularly in recruitment. This research study seeks to address this gap by examining the experiences and characteristics that influence workers' adoption and the relevance of AI in recruiting.

Objectives

- To understand employee perception towards the organization following AI for recruitment.
- To study the factors influencing recruitment through AI.
- To analyze the challenges faced by employees in recruitment through AI.

Methodology

This research utilized primary data collected using a questionnaire. Data were collected using questionnaire surveys, employing a seven-point Likert scale to assess the impact of AI-driven recruitment among IT industry employees at Info Park, Ernakulam district. Subsequently, a questionnaire was distributed to 135 employees at Info park, with 124 responding after continuous encouragement. Insufficient information led to the rejection of 4 out of 124 replies. Approximately 120 individuals provided complete replies, and the analysis was conducted in person. The data was analyzed using the percentage approach and interpreted using graphical representations such as charts, pie charts, and bar diagrams to uncover factors influencing AI recruiting, as well as to assess the problems and future significance of AI in recruitment.

3. Data Analysis and Interpretation

Demographic Profile of respondent

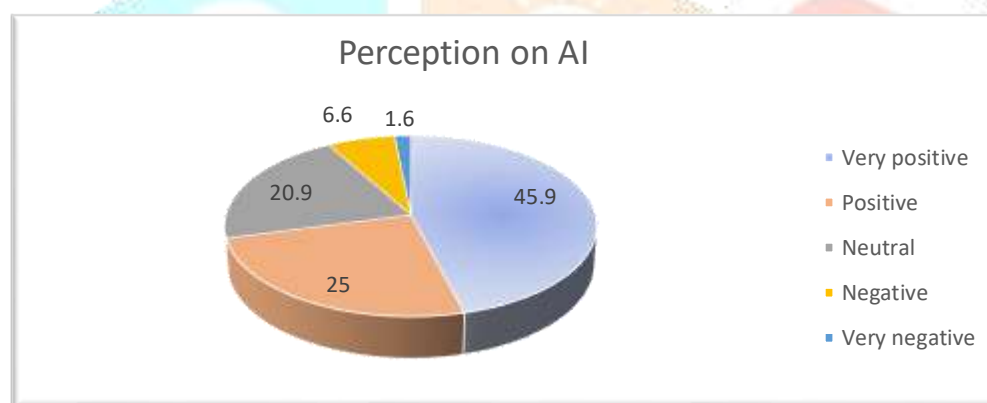
Gender	Frequency	%	Valid %	Cumulative %
Male	70	58	58	58
Female	50	42	42	100
	120	100	100	

Age	Frequency	%	Valid %	Cumulative%
Below 25	30	25	25	25
25-50	50	42	42	67
Above 50	40	33	33	100
	120	100	100	
Educational Qualification	Frequency	%	Valid%	Cumulative%
Postgraduate	45	37.5	38	38
Graduate	70	58.3	58	96
Diploma	5	4.2	4	100
	120	100	100	

3.1 Table Perceive the organization's use of AI in the recruitment process

Option	No. of Respondents	% Percentage
Very positive	55	45.9
Positive	30	25
Neutral	25	20.9
Negative	8	6.6
Very negative	2	1.6
Total	120	100

Interpretation: Out of 120 respondents, 45.9% have a very positive perception of AI in recruitment, indicating widespread acceptance. Only 8.2% feel neutral or negative, showing that most employees view AI's role in recruitment as beneficial, which signals an overall positive attitude towards technology in hiring.



3.2 The use of AI in recruitment has improved the overall hiring process at the organization

Option	No. of Respondents	% Percentage
Strongly agree	60	50
Agree	40	33.3
Neutral	10	8.4
Disagree	6	5
Strongly disagree	4	3.3
Total	120	100

Interpretation: A combined 83.3% of respondents agree or strongly agree that AI has improved recruitment, suggesting that AI is making the hiring process more efficient and effective in IT companies. The minority that disagrees (8.3%) shows that some concerns persist, possibly regarding specific challenges with AI adoption.

Improvement in recruitment due to AI

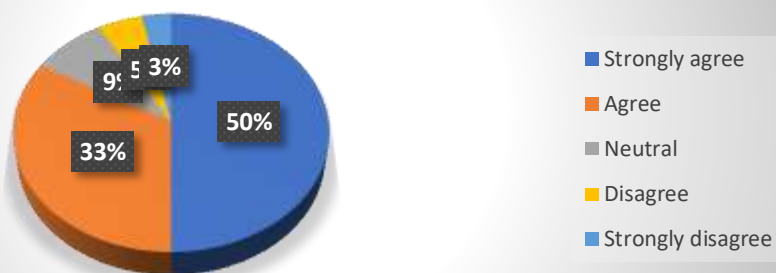


Table 3.3 Transparency of the organization's AI-based recruitment system

Option	No. of Respondents	% Percentage
Very transparent	40	33.3
Somewhat transparent	50	41.7
Neutral	20	16.7
Not very transparent	10	8.3
Total	120	100

Interpretation: About 75% of respondents find the AI system somewhat or very transparent. However, 25% remain neutral or skeptical, implying that while AI recruitment systems are generally transparent, further clarity in operations could increase trust.

TRANSPARENCY

■ Very transparent ■ Somewhat transparent ■ Neutral ■ Not very transparent

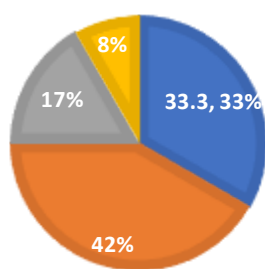


Table 3.4 Valued as an employee knowing that the organization uses AI for recruitment

Option	No. of Respondents	% Percentage
More valued	70	58.33
No difference	30	25
Less valued	20	16.67
Total	120	100

Interpretation: More than half (58.33%) of respondents feel more valued knowing AI is used, showing that AI-driven recruitment can positively impact how employees feel about their worth in the organization, promoting better engagement and retention.

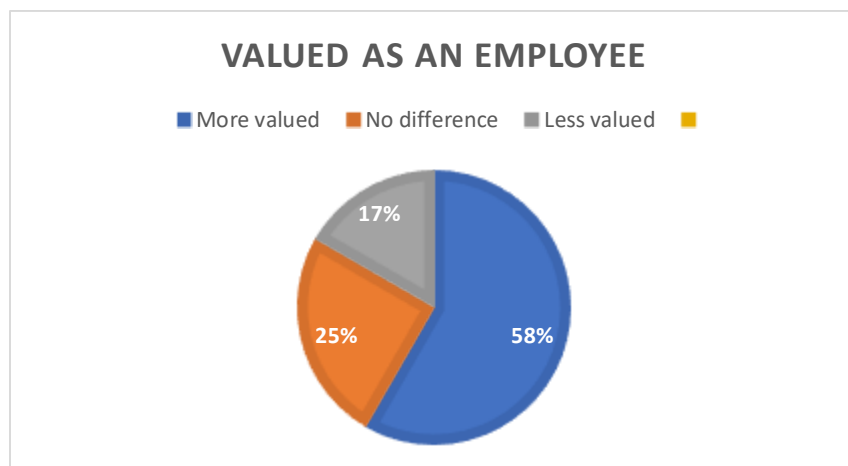


Table 3.5 Experience with the AI-driven recruitment process

Option	No. of Respondents	% Percentage
Very positive	60	50
Positive	30	25
Neutral	20	16.67
Negative	8	6.67
Very negative	2	1.66
Total	120	100

Interpretation: A majority (75%) of the employees reported a positive or very positive experience, indicating that AI tools have enhanced the candidate's interaction with the recruitment process, making it more user-friendly and accessible.

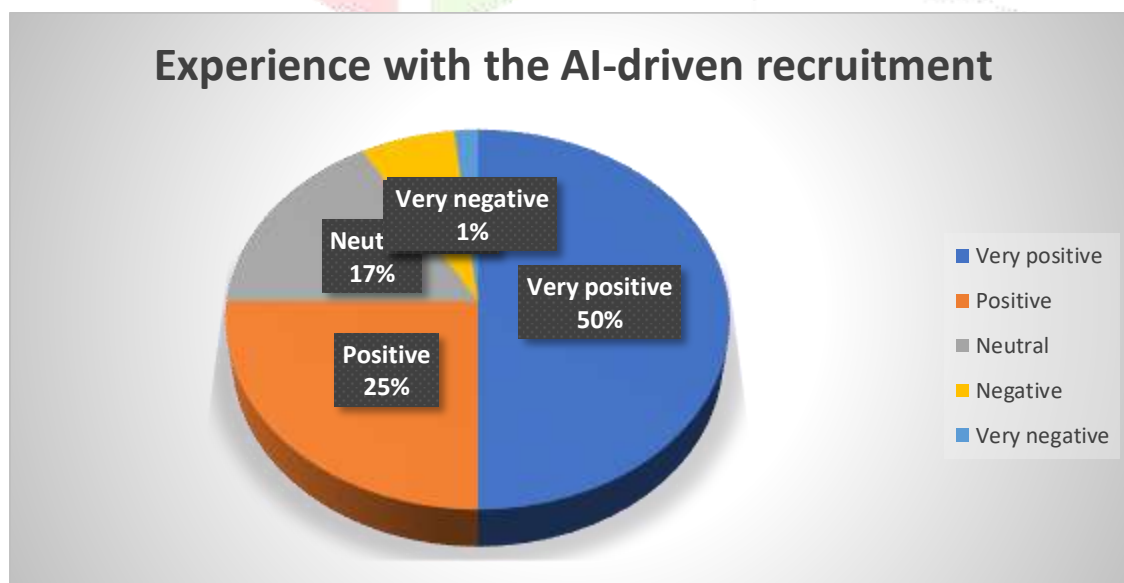


Table 3.6 Is AI has made the recruitment process faster compared to traditional methods

Option	No. of Respondents	% Percentage
Much faster	70	58.3
Slightly faster	40	33.33
No difference	8	6.7
Slower	2	1.7
Total	120	100

Interpretation: The fact that 91.6% of employees consider AI to make the process faster reflects the significant efficiency gains AI provides, reinforcing its role in streamlining recruitment timelines in the IT sector.

**Table 3.7 Easy navigation of the AI-based recruitment platform**

Option	No. of Respondents	% Percentage
Strongly agree	60	50
Agree	35	29.2
Neutral	15	12.5
Disagree	6	5
Strongly disagree	4	3.3
Total	120	120

Interpretation: 79.2% of respondents agree that AI-based platforms are easy to navigate, suggesting that the AI systems in use are well-designed and accessible. However, a small portion (8.3%) disagrees, signaling room for improvement in user interface design or training.

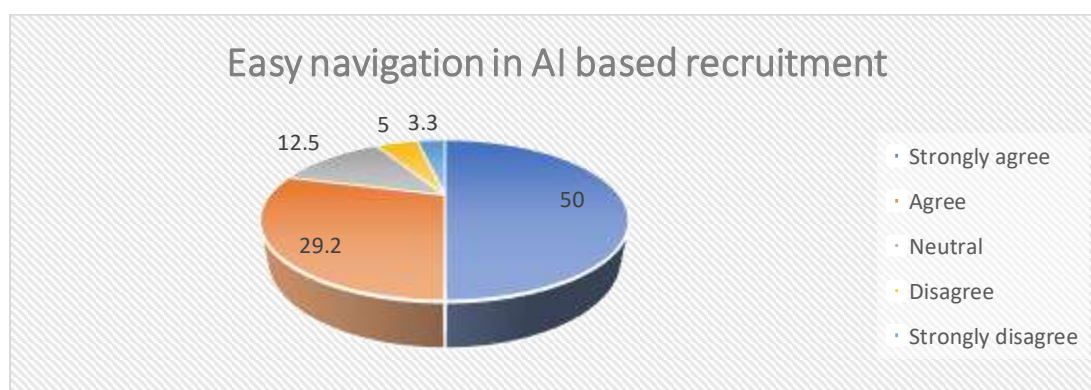
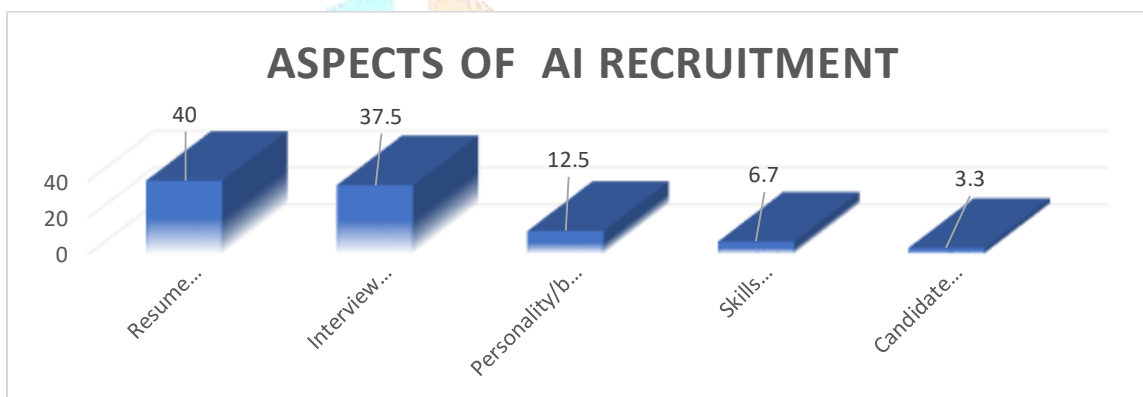


Table 3.8 Aspects of recruitment do you think AI is most effective

Option	No. of Respondents	% Percentage
Resume screening	48	40
Interview scheduling	45	37.5
Personality/behavioral analysis	15	12.5
Skills assessment	8	6.7
Candidate ranking	4	3.3
Total	120	100

Interpretation: AI is perceived as most effective in resume screening (40%) and interview scheduling (37.5%). These are routine, high-volume tasks where AI's efficiency is especially useful, whereas more subjective tasks like personality analysis and candidate ranking show lower effectiveness, reflecting the limits of AI in nuanced decision-making.

**Table 3.9 Key factors influencing the success of AI in recruitment**

Option	No. of Respondents	% Percentage
Data quality	26	21.67
Algorithm accuracy	22	18.33
Candidate experience	34	28.33
Bias reduction	5	4.17
Ease of use	15	12.5
Cost efficiency	18	15
Total	120	100

Interpretation: The most critical factors for AI success are candidate experience (28.33%) and data quality (21.67%), emphasizing that a positive user experience and accurate data are vital for AI systems to thrive in recruitment while reducing bias and cost-efficiency are secondary concerns.

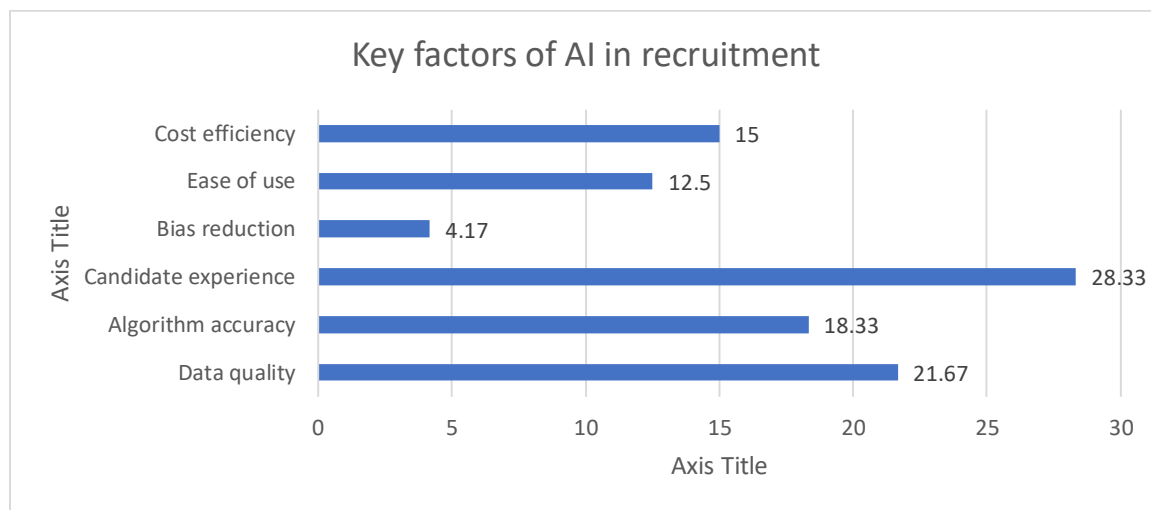


Table 3.10 Use of AI for assessing soft skills such as communication or teamwork

Option	No. of Respondents	% Percentage
Very effective	65	54.13
Effective	35	29.17
Neutral	14	11.7
Ineffective	4	3.3
Very ineffective	2	1.7
Total	120	100

Interpretation: 54.13% of respondents find AI very effective at assessing soft skills, showing its potential in evaluating non-technical competencies. However, 5% still view it as ineffective, highlighting a challenge in refining AI tools for complex, human-centered evaluations.

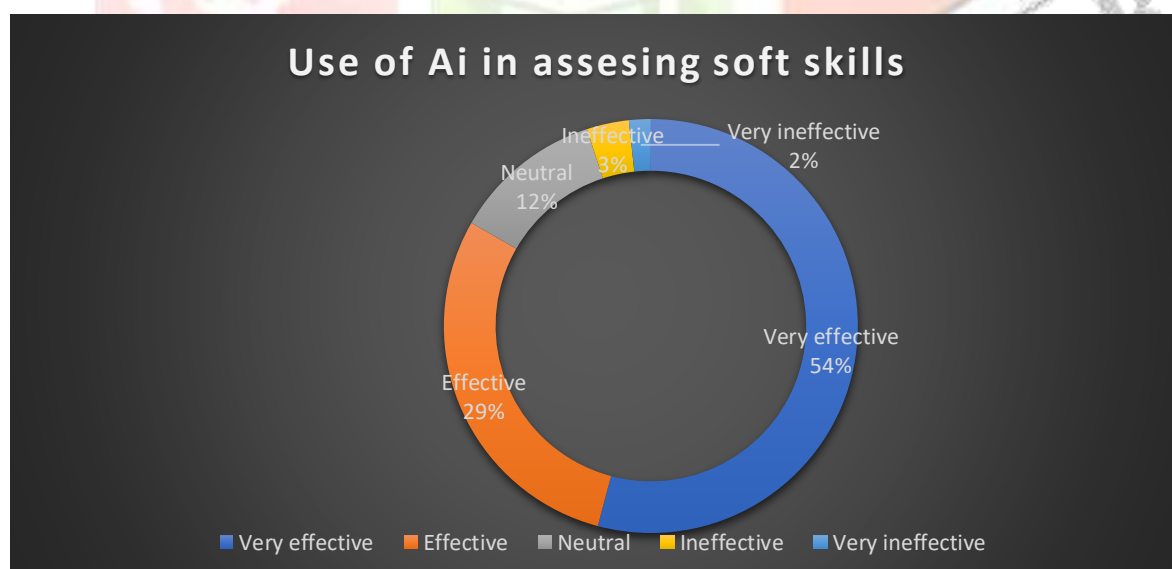
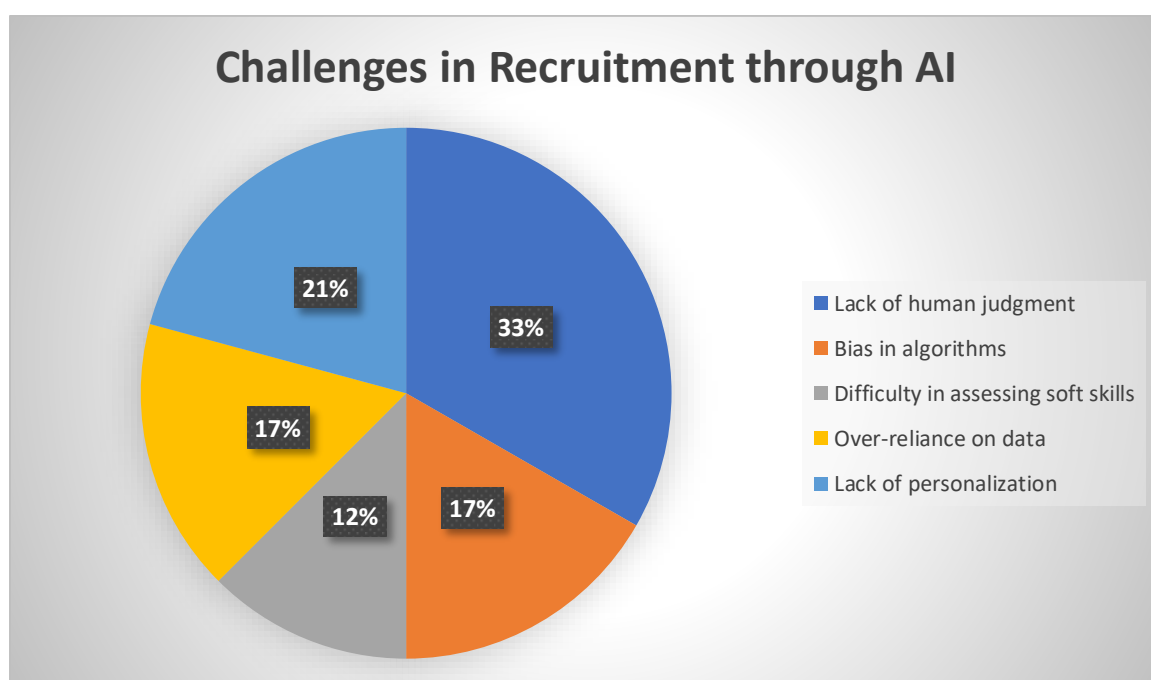


Table 3.11 Challenges do you think AI introduces in the recruitment process.

Option	No. of Respondents	% Percentage
Lack of human judgment	40	33.3
Bias in algorithms	20	16.7
Difficulty in assessing soft skills	15	12.5
Over-reliance on data	20	16.7
Lack of personalization	25	20.8
Total	120	100

Interpretation: A third of respondents cite the lack of human judgment (33.3%) as a major challenge, followed by concerns about personalization (20.8%) and algorithmic bias (16.7%). These concerns underscore the limitations of AI in fully replicating human intuition and the personalized touch required in recruitment.

**Table 3.12 Faced any difficulties with the AI-driven recruitment system**

Option	No. of Respondents	% Percentage
Yes	95	79.2
No	25	20.8
Total	120	100

Interpretation: A significant 79.2% of respondents experienced difficulties with AI recruitment systems, indicating that while AI is beneficial, there are operational issues that need to be addressed to improve its integration and functionality.

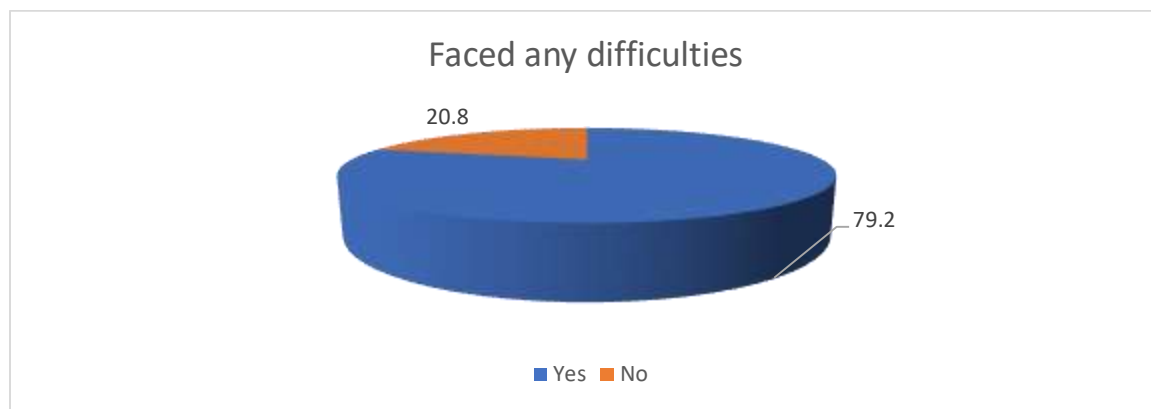


Table 3.13 Areas of recruitment do you think AI should focus on improving in the future

Option	No. of Respondents	% Percentage
Candidate experience	45	37.6
Reducing bias	4	3.3
Assessing soft skills	16	13.3
Speed of hiring process	30	25
Job matching accuracy	25	20.83
Total	120	100

Interpretation: Improving the candidate experience (37.6%) and enhancing the speed of the hiring process (25%) are the top priorities for AI improvements. This feedback points to a need for a smoother, faster, and more user-friendly recruitment process facilitated by AI.

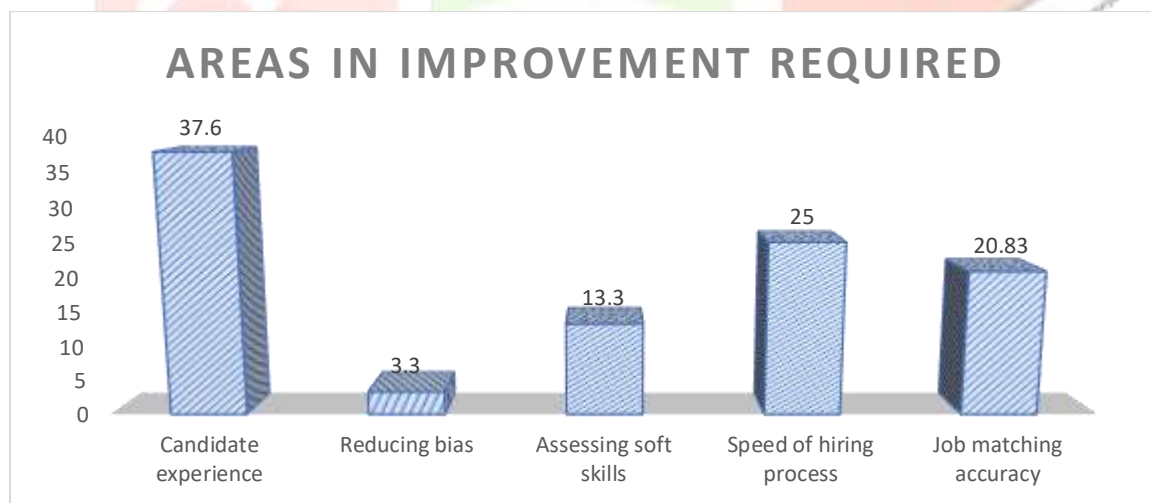


Table 3.14 AI will replace human recruiters in the future.

Option	No. of Respondents	% Percentage
Yes	116	96.67
No	4	3.33
Total	120	100

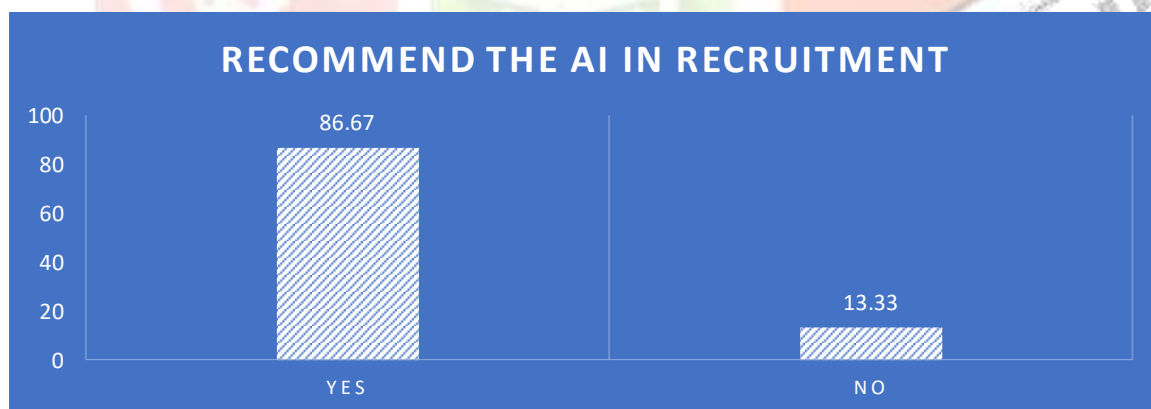
Interpretation: An overwhelming 96.67% of respondents believe AI will replace human recruiters in the future, which reveals the confidence in AI's capacity to handle recruitment tasks but also raises questions about the future of human roles in HR.



Table 3.15 Recommend the use of AI in recruitment

Option	No. of Respondents	% Percentage
Yes	104	86.67
No	16	13.33
Total	120	100

Interpretation: 86.67% of respondents recommend the continued use of AI in recruitment, indicating strong support for the technology despite its challenges, reflecting optimism in its long-term potential to enhance recruitment.



4. Discussion and Future scope

The findings of AI-driven recruiting in IT firms at Infopark Ernakulam, highlight both the revolutionary potential and the limitations associated with the integration of AI into human resource operations. AI has significantly enhanced recruiting efficiency, with a substantial majority of respondents (75%) perceiving AI as beneficial, especially in optimizing tasks like resume screening and interview scheduling. This corresponds with the study's aim of assessing AI's influence on recruiting, demonstrating its capacity to

expedite hiring, improve decision-making, and diminish manual labor. The future significance of AI in recruiting will hinge on its capacity to surmount certain constraints outlined in the study.

A primary issue expressed by workers is the absence of human discernment in AI-facilitated recruiting, noted by more than 33% of participants. This underscores a substantial barrier in implementing AI for more subjective aspects of recruiting, such the evaluation of cultural fit, emotional intelligence, or soft skills. As AI systems advance, firms must prioritize the development of algorithms capable of assessing these intricate elements or seek methods to include human judgment with AI systems to ensure a more comprehensive recruiting process. Hybrid models integrating AI with human supervision may offer the ideal equilibrium, alleviating apprehensions regarding AI's incapacity to entirely emulate human intuition.

A further difficulty pertains to the ethical ramifications of AI, especially concerning algorithmic prejudice and customization. Although AI provides efficiency, 16.7% of respondents indicated that biases inherent in AI algorithms may compromise equitable hiring procedures. Organizations must invest in improving AI tools to eradicate biases and guarantee fair treatment of all applicants, therefore bolstering long-term trust in AI-driven systems. Transparent methodologies, ongoing oversight of AI determinations, and educating recruiters on AI ethics will be essential to mitigating these issues and maintaining AI's significance in recruiting.

Data quality and applicant experience were identified as essential success criteria, and this emphasis is expected to influence the future of AI recruiting. As AI increasingly integrates into HR operations, organizations must emphasize the quality of data input into AI systems to enhance accuracy and equity. Moreover, improving applicant experience via intuitive AI platforms will be essential for guaranteeing that AI recruiting procedures are both efficient and equitable. The future of AI in recruiting hinges on enterprises' capacity to uphold rigorous data integrity and prioritize candidate-centric methodologies.

Anticipating the future, the significance of AI in recruiting is unequivocal, since 96.67% of workers think that AI will ultimately supplant human recruiters in specific domains. This suggests robust faith in AI's skills; nevertheless, the reality may entail a combination of AI and human involvement, with AI managing high-volume, repetitive jobs and people concentrating on more customized and strategic aspects of recruiting. As AI progresses, its significance will be determined by its capacity to learn from human behavior, conform to ethical norms, and foster more substantive connections with people. The equilibrium between AI efficiency and human interaction will be crucial for guaranteeing sustainable and responsible recruiting procedures in the future.

5. Conclusion

Artificial intelligence significantly enhances recruiting by employing sophisticated technology to optimize and refine several elements of the hiring process. AI solutions automate monotonous processes such as resume evaluation and talent acquisition, allowing recruiters to concentrate on strategic endeavors. AI algorithms utilize data analysis to discern patterns and trends, hence enhancing the efficiency of identifying top talent. AI-driven chatbots interact with applicants, address their inquiries, and deliver a tailored experience. The primary objective of AI in recruiting is to augment the velocity, precision, and efficacy of hiring choices while enhancing the applicant experience. (Bahman et al., n.d.) assert that companies must elucidate the fairness and openness of using these technologies, hence fostering confidence with the applicants. It is crucial to address the issues associated with the use of AI recruitment technologies to fully leverage their advantages and prospects.

Recruitment with Artificial Intelligence is anticipated to have fostered a favorable impression among workers. The management acknowledges the necessity of AI in Human Resource Management and will begin its adoption imminently. In conclusion, artificial intelligence has begun its transformation of recruiting by providing enhanced efficiency and superior decision-making capabilities. Nonetheless, its future significance hinges on resolving issues pertaining to human judgment, data quality, algorithmic bias, and ethical considerations. As businesses enhance their utilization of AI, its function in recruiting will broaden; nonetheless, it is essential that it supplements rather than supplants the human element of hiring for sustained achievement.

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