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## **ARTIFICIAL INTELLIGENCE IN RECRUITING**

Artificial Intelligence has a significant impact on a variety of industries, including human resources, due to its high level of sophistication. The recruitment process concentrates on how an organization is working to recruit and select individuals for various positions. It is important to note that recruiting can be a challenging issue that businesses face today. The current situation in the labor market is characterized by a high number of job vacancies and a shortage of well-qualified workers. So, finding the most suitable candidates is so crucial, as the company's overall success depends on them.

However, despite the significant benefits that AI algorithms can bring to the recruitment process, they are not without their limitations. Therefore, it's important to ensure a synergy between artificial intelligence and human judgments and empathy to achieve the best outcomes for organizations and candidates.

According to research results of Jobvite study "Automation and AI in Recruiting" [3, p. 18], the combination of artificial intelligence and human recruiters already plays a dominant role in recruiting and will continue to do so in the future. Enabling AI to automate processes and reduce repetitive tasks allows recruiters to focus on activities that provide the most value, such as community building, personalization and negotiations. Such experience have hiring managers that actively using AI-powered recruitment tools such as ChatGPT, to effectively develop job descriptions, screen applicant resumes, shortlist qualified candidates, as well as schedule and grade their interviews [2]. AI also helps analyze video interview

content and summarize candidate profiles. Recently LinkedIn announced Recruiter 2024 [5], which uses generative pre-trained transformers (GPT) and proprietary artificial intelligence models to help hiring managers find qualified candidates more productively on LinkedIn.

According to confidential internal documents, Amazon has created an automated applicant evaluation system. The system aims to identify candidates with the highest potential for success by analyzing resumes and comparing them to profiles of Amazon employees in similar roles [6]. This technology was initially tested on applicants for medical representative positions at Amazon. Since then, it has been used to select job applicants for a range of roles, from software development engineers to technical program managers. This opens up the possibility of widespread implementation of AI technologies by companies around the world.

While AI recruiting has advantages, it also has some drawbacks that need to be considered. These include the potential for inaccurate data leading to erroneous candidate assessments, the lack of human interaction, and bias in AI-algorithms. Furthermore, AI-recruitment tools often collect large amounts of personal data from candidates, which can pose a risk of misuse or inadequate security measures.

In 2014, Amazon initiated a project to automate its hiring process [4, p.1]. The objective was to develop an algorithm capable of reviewing resumes and selecting the most suitable candidates for the company. However, the plans backfired when the company discovered that the system discriminated against women [7, p. 135].

The landscape of AI recruiting tools is continuously evolving. Artificial intelligence is already bringing unconditional benefits to companies, and there will only be more in the following years. It's expected that Global AI recruitment market will reach \$ 890.51 million by 2028 [1]. AI technologies are particularly useful for large corporations with many open positions, as manually testing each application can be time-consuming. Not only does it save time in the candidate screening and interview process, but it also can improve the quality of hires.

In conclusion, Artificial Intelligence is becoming an integral part of the recruitment industry. It is not replacing recruiters, but allowing them to do their jobs more effectively. The benefits of using AI in the recruitment process are significant, but there are also some challenges. Therefore, businesses should adjust to the changing HR landscape by utilizing the benefits of AI and considering its limitations.

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