

A Study on the Role of Artificial Intelligence in Recruitment and Talent Acquisition at Hirehappie, Bangalore

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INTRODUCTION OF THE STUDY

Artificial Intelligence (AI) has become an important technology in modern recruitment and talent acquisition practices. Organizations increasingly use AI-based tools such as resume screening systems, chatbots, predictive analytics, and automated interview scheduling to improve hiring efficiency and recruitment effectiveness. AI helps organizations streamline recruitment activities, reduce time-to-hire, and support better hiring decisions.

Recruitment and talent acquisition are essential functions of Human Resource Management that focus on attracting, selecting, and retaining qualified employees. Traditional recruitment methods are often time-consuming and involve repetitive manual tasks. To overcome these challenges, organizations adopt AI technologies that help recruiters manage large volumes of applications, improve candidate matching accuracy, and reduce manual workload, thereby improving recruiter productivity and operational efficiency.

The adoption of AI in recruitment also influences employee perception and satisfaction toward recruitment processes. AI-enabled systems help recruiters perform tasks more efficiently, reduce workload pressure, and enhance overall recruitment workflow. However, organizations must ensure proper implementation and monitoring of AI systems to maintain fairness, transparency, and human involvement in hiring decisions.

STATEMENT OF THE PROBLEM

Traditional recruitment processes are often time-consuming, manual, and inefficient, making it difficult for recruiters to manage large volumes of applications, identify suitable candidates, and ensure accurate hiring decisions. To overcome these challenges, organizations are increasingly adopting Artificial Intelligence (AI) tools such as automated resume screening, candidate shortlisting, and interview scheduling systems. However, there is a need to examine the effectiveness of AI in improving recruitment efficiency, reducing manual workload, and enhancing recruiter productivity. Therefore, this study focuses on analyzing the role and effectiveness of Artificial Intelligence in recruitment and talent acquisition practices at HireHappie.

Literature Review

1. Gupta (2024) – Gupta (2024) conducted an empirical study to analyze the growing adoption of Artificial Intelligence in talent acquisition processes across Indian recruitment firms. The primary objective of the study was to evaluate how AI-powered recruitment tools influence hiring speed, screening accuracy.

Deloitte Human Capital Trends (2023) -The Deloitte (2023) Human Capital Trends Report highlighted the increasing adoption of AI-driven recruitment and talent management systems. The study emphasized that organizations are shifting from traditional HR practices to technology-based recruitment processes to improve hiring efficiency and workforce planning.

Kumar & Priyadarshini (2023) - Kumar and Priyadarshini (2023) studied the implementation of AI recruitment tools in Small and Medium Enterprises (SMEs). The study analyzed recruitment performance before and after AI adoption to evaluate its effectiveness in improving recruitment efficiency.

Research Gap

Limited studies have examined the role and effectiveness of Artificial Intelligence in improving recruitment efficiency and recruiter productivity in recruitment organizations.

OBJECTIVES OF THE STUDY

The main objectives of the study are as follows:

1. To examine the role and effectiveness of Artificial Intelligence in recruitment and talent acquisition practices at HireHappie.
2. To understand how Artificial Intelligence is used in candidate sourcing, resume screening, shortlisting, interview scheduling, and hiring decisions.
3. To analyze the impact of AI on recruiter productivity by reducing manual workload and improving efficiency.

SCOPE OF THE STUDY

1. The study focuses on the role and effectiveness of Artificial Intelligence in recruitment and talent acquisition practices at HireHappie.
2. The study examines the use of AI tools in resume screening, candidate shortlisting, interview scheduling, and hiring decisions to improve recruitment efficiency.
3. The study analyzes the impact of AI on recruiter productivity by reducing manual workload and improving workflow efficiency.

Research Methodology & Design

The present study adopts a descriptive research design to examine the role of Artificial Intelligence in recruitment and talent acquisition practices at HireHappie during the financial year 2025–26. The study is based on both primary and secondary data. Primary data was collected from respondents through a structured questionnaire, while secondary data was collected from journals, articles, company reports, and online sources. The sampling technique used in this study is convenience sampling. The sample size selected for the study is 150 respondents.

Tools Used for Analysis

The collected data was analyzed using statistical tools such as Percentage Analysis, Mean, Standard Deviation, Correlation Analysis, and Regression Analysis with charts and graphical representations.

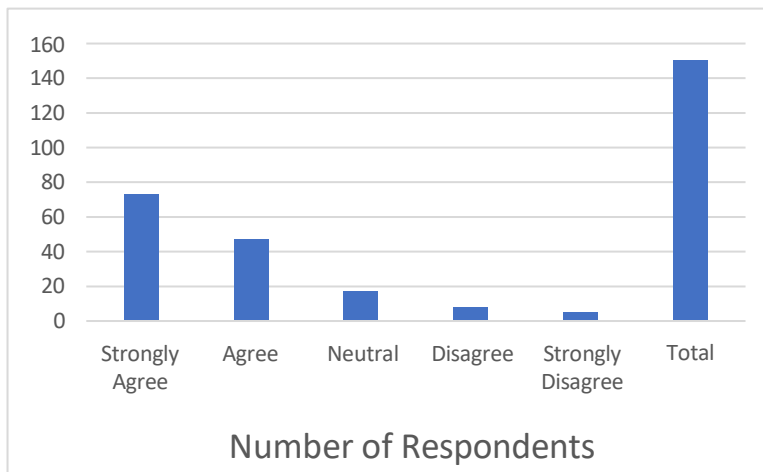
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Gender	Frequency	Percentage
Male	102	68%
Female	48	32%
Total	150	100%

Interpretation

The data shows that **68% of respondents are male**, while 32% are female. This indicates a male-dominated workforce in the organization, which may influence workplace dynamics and perceptions of job satisfaction.

Opinion	Number of Respondents	Percentage
Strongly Agree	73	48.7%
Agree	47	31.3%
Neutral	17	11.3%
Disagree	8	5.4%
Strongly Disagree	5	3.3%
Total	150	100%



Interpretation

The above table presents the opinion of respondents regarding the statement “AI enhances overall recruitment performance.” Among the 150 respondents, 73 respondents (48.7%) strongly agree and 47 respondents (31.3%) agree that Artificial Intelligence improves the overall performance of recruitment and talent acquisition processes.

CORRELATION ANALYSIS

Null Hypothesis (H_0) : Artificial Intelligence has no significant impact on recruitment efficiency and recruiter productivity at HireHappie.

Alternative Hypothesis (H_1) : Artificial Intelligence has a significant impact on recruitment efficiency and recruiter productivity at HireHappie.

Variables	AI Usage	Efficiency	Job Satisfaction
AI Usage	1	.812**	.798**
Efficiency	.812**	1	.845**
Job Satisfaction	.798**	.845**	1

Interpretation

There is a strong positive correlation between AI usage, recruitment efficiency, and job satisfaction. The highest

correlation (0.845) between efficiency and job satisfaction indicates that improved recruitment processes lead to higher employee satisfaction.

Coefficients

Variable	Beta	t	Sig
AI Usage	.312	5.21	.000
Recruitment Efficiency	.521	8.76	.000
Challenges	-.148	-2.95	.004

Interpretation

- $R^2 = 0.778 \rightarrow$ **77.8% of job satisfaction explained by AI & efficiency**
- Recruitment Efficiency has the **strongest impact (Beta = 0.521)**
- AI usage also significantly influences satisfaction
- Challenges have a **negative impact**, meaning higher challenges reduce satisfaction

FINDINGS

Based on the analysis and interpretation of data collected from 150 respondents regarding the role of Artificial Intelligence in recruitment and talent acquisition at HireHappie, the following findings were identified:

Demographic Findings

- The majority of respondents (88%) belong to the age group of 18–25 years, indicating that younger employees are more adaptable and receptive to AI-based recruitment technologies.
- Male respondents constitute 68% of the sample, while female respondents account for 32%, showing higher male participation in the study.
- Most respondents (53.3%) are postgraduates, reflecting a highly educated workforce with familiarity in digital technologies and AI applications.
- Around 72.7% of respondents possess less than one year of work experience, indicating that early-career professionals are more actively involved in AI-enabled recruitment processes.

Findings on AI in Recruitment

- About 80% of respondents agreed that AI tools are actively integrated into recruitment processes.
- Approximately 81% of respondents stated that AI enables faster resume screening and shortlisting.
- Around 80% agreed that AI improves the accuracy of candidate matching with job requirements.
- Nearly 81% believed that AI significantly reduces manual workload in recruitment activities.
- About 80% of respondents agreed that AI enhances the quality of hiring decisions.

These findings indicate that AI plays a vital role in enhancing the effectiveness and accuracy of recruitment and talent acquisition processes.

Recruitment Efficiency Findings

- Around 81% of respondents agreed that AI reduces the overall time-to-hire.

- Approximately 80% stated that AI improves recruiter productivity and performance.
- Nearly 81% believed that AI helps organizations efficiently manage large volumes of job applications.
- About 80% agreed that AI increases accuracy in candidate selection.
- Around 81% of respondents stated that AI enhances the overall efficiency of recruitment workflows.

These findings demonstrate that AI significantly improves recruitment efficiency and operational productivity within organizations.

Employee Perception and Satisfaction Findings

- Nearly 81% of respondents agreed that AI technologies make their work easier and more manageable.
- Around 81% believed that AI positively improves their productivity levels.
- Approximately 80% stated that AI contributes to higher job satisfaction.
- Nearly 81% agreed that AI reduces workload pressure and workplace stress.
- Around 80% believed that AI helps them perform better in their respective job roles.

These findings reveal that employees have a highly positive perception toward the adoption of AI in recruitment and talent acquisition processes.

Statistical Findings

- Correlation analysis revealed a strong positive relationship (0.812) between AI usage and recruitment efficiency.
- A strong positive relationship (0.845) was also found between recruitment efficiency and employee job satisfaction.
- Regression analysis indicated that recruitment efficiency has the strongest influence on job satisfaction ($\beta = 0.521$).
- The coefficient of determination ($R^2 = 0.778$) indicates that 77.8% of the variation in job satisfaction is explained by AI usage and recruitment efficiency factors.

These statistical findings confirm that Artificial Intelligence has a significant positive impact on recruitment efficiency, operational effectiveness, and employee job satisfaction at HireHappie.

SUGGESTIONS

Based on the findings of the study, the following suggestions are provided to improve the effectiveness of Artificial Intelligence in recruitment and talent acquisition:

- Organizations should provide regular AI training programs to improve employee understanding and technical skills.
- Companies should invest in advanced AI recruitment tools to improve screening accuracy and recruitment efficiency.
- Recruitment firms should effectively utilize AI for resume screening, candidate shortlisting, and interview scheduling to reduce hiring time.
- Organizations should maintain a balance between AI automation and human interaction during recruitment processes.
- Strong data privacy and cybersecurity measures should be implemented to improve trust in AI-based systems.

- AI systems should be continuously monitored to ensure fairness, transparency, and accuracy in recruitment decisions.
- Companies should focus on developing user-friendly AI systems to reduce employee resistance and improve adaptability.
- Management should provide technical support and guidance to employees during AI adoption.
- Organizations should regularly collect employee feedback to improve AI implementation and recruitment effectiveness.

CONCLUSION

The study concludes that Artificial Intelligence plays a vital role in improving recruitment and talent acquisition practices at HireHappie. AI enhances recruitment efficiency by reducing manual workload, improving candidate screening accuracy, and supporting faster hiring decisions. The findings also reveal that AI positively influences recruiter productivity and overall recruitment performance. However, organizations should address challenges such as technical complexity and data privacy concerns for effective AI implementation.

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