

## **IMPACT ON THE IMPACT OF ARTIFICIAL INTELLIGENCE IN TALENT ACQUISITION IN NMSV TOURS AND TRAVELS, MADURAI**

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### **ABSTRACT**

Artificial Intelligence as a field is wide and a multidisciplinary domain, which can be exploited not only in computing disciplines but also in linguistics and philosophy. Artificial Intelligence can take many different forms, such as robots, bots or software.” Artificial Intelligence has four initial segment. These are classification, machine learning, collaborative filtering, and categorization. The aim of the paper is to the impact of artificial intelligence in talent acquisition in NMSV Tours And Travels, Madurai. Sample size in this case is 196. Convenience sampling method is used in this study. Simple percentage analysis, chi-square analysis and correlation has been applied in this study. It is suggested that the organisation must take efforts to use the artificial intelligence in all stages in the talent intelligence for smooth flow of function. It is concluded that nowadays, artificial intelligence (AI) significantly facilitates the hiring process, empowering recruiters to become smarter and more successful. With the Artificial Intelligence solutions that are currently accessible on the market, recruiters will continually reinvent their recruitment technique.

**Keyword: Artificial Intelligence, Talent Acquisition, Recruitment**

### **1. INTRODUCTION**

“Artificial Intelligence as a field is wide and a multidisciplinary domain, which can be exploited not only in computing disciplines but also in linguistics and philosophy. Artificial Intelligence can take many different forms, such as robots, bots or software.” Artificial Intelligence has four initial segment. These are classification, machine learning, collaborative filtering, and categorization. Artificial Intelligence (Artificial Intelligence) has recently been one of the hottest topics in HR technology for facilitating procedures like hiring and recruitment along with decision-making.

Many businesses are turning to artificial intelligence (Artificial Intelligence) to increase the competence of their employee engagement, staffing, performance administration, labour force management,

sequence planning, and other activities. Artificial intelligence in recruiting is especially compatible for this position, as it allows HR experts to focus on more difficult challenges while technology handles monotonous tasks. Using Artificial Intelligence recruiting tactics throughout the hiring process has numerous advantages to avail. These Among other things, artificial intelligence (AI)-based recruitment solutions can benefit your team by enhancing the candidate experience and eliminating time-consuming manual procedures for your hiring managers.

## 2. OBJECTIVES OF THE STUDY

- To explore the role of AI in Talent Acquisition.
- To understand the impact of AI on Talent Acquisition.
- To evaluate the benefits of AI in Talent Acquisition.
- To evaluate the parameter of implementation of AI in Talent attainment.
- To make recommendations to recruiters considering the introduction of Artificial Intelligence technologies into their existing recruiting practices.

## 3. RESEARCH METHODOLOGY

**Sampling Size:** A sample is a portion of a population or a subset drawn from a group of units that is obtained through one or more processes, most commonly through purposeful selection with the goal of examining the characteristics of the original population or set. Sample size in this case is 196.

**Sample Design:** Convenience sampling method is used in this study. Simply said, a convenience sample consists of those who are easiest to reach by the researcher. Although it is quick and affordable, this method cannot yield generalizable conclusions because it is impossible to determine whether the sample is typical of the population.

**Statistical analysis:** A tool for data analysis that aids in making sense of unstructured, uncooked data is statistical analysis. Statistics are mathematical computations used to analyze data. Simple percentage analysis, chi-square analysis and correlation has been applied in this study.

### 3.1 SOURCES OF DATA

**Primary Data:** Primary data are first-hand observations gathered by the researcher or his representatives for any investigation for the first time and used by them in the statistical analysis. Well structured questionnaire has been framed to collect the data as primary.

**Secondary Data:** Secondary data refers to information that is already public, i.e., information that has previously been gathered and examined by another party. Journals, websites and text books has been used as secondary data.

### 3.2 HYPOTHESIS

- Chi-square
- Correlation

## 4. REVIEW OF LITERATURE

**Loi A. Nguyen (2017)** This study's objectives are to introduce artificial intelligence, review what is known about its uses, and suggest ways to get ready for it. Our review proposes a route model of Artificial Intelligence adoption, its antecedents, and results through a thorough literature review and content analysis to synthesise the research. Over the past few years, interest in artificial intelligence (AI) has grown significantly. Staffing is thought to be the part of human resource management that has been most forward-thinking in implementing AI. Yet, there is still a limited understanding of artificial intelligence, its possible effects, and its use in staffing. We also provide a framework for utilising the potential of artificial intelligence while summarising current developments in the staffing sector and practises. While there have been prior evaluations of artificial intelligence, our study goes further by offering a path model and a systematic framework that link organisational staffing practises with the contexts and particularities of artificial intelligence in the staffing business. Additionally, it covers a number of crucial problems regarding the future of AI-driven staffing.

**Seethalakshmi, R (2018)** This paper discusses the use of artificial intelligence in recruiting, the most popular AI technologies, how HR is changing, and the difficulties in implementing AI in the hiring process. It was discovered that the application of AI to talent acquisition facilitates the hiring process and improves the candidate experience. The appropriate use of AI technologies shifts the role of human resources from manual, repetitive process tasks to traditional procedures with the aid of technology, resulting in more efficient results that save the business time and money. Also, it raises the calibre of hires. The hiring process is streamlined by

the artificial intelligence technology, which also improves candidate engagement and creates a better experience through effective communication. This keeps the firm in a competitive talent market for attracting and employing candidates. Evidently, it's crucial to comprehend how Artificial Intelligence tools might be used to attract and keep talent within an organisation.

**Nishad Nawaz (2018)** Artificial intelligence, also known as AI, is one of today's most intriguing and captivating technologies. AI has a significant impact on virtually every aspect of business and is constantly changing how people live their lives. Workforce management is not an exception to the constructively indiscriminate growth of Artificial Intelligence across all disciplines. This study's main goal is to critically examine the influence artificial intelligence (AI) is having on organisations' hiring and selection methods in relation to human resource management techniques. The focus of the research has been on the effects of four AI capabilities—Natural Language Processing, Machine Vision, Automation, and Augmentation—on the recruitment and selection process. Via an online survey of 141 IT professionals, the researcher has gathered primary data about Chennai city. The researcher additionally concentrated on secondary information from outside sources (publications and papers) to support some of the conclusions about how AI capabilities affected hiring and hiring practises. According to the study, the capabilities of artificial intelligence technologies, such as NLP, Machine Vision, Automation, and Augmentation, have a significant impact on the recruitment and selection process, potentially leading to benefits like time and money savings, accuracy, the elimination of bias, decreased workload, and increased productivity.

**Dr. Saundarya Rajesh(2022)**, The cascading effects of artificially intelligent systems on enterprises' talent acquisition procedures are examined in this research. It provides a greater grasp of contemporary AI frameworks and their capacity to automate time-consuming TA operations, hence improving process effectiveness and efficiency. The article records the present and extrapolates the future of talent acquisition in Artificial Intelligence assisted professional environments through a number of case studies of current Artificial Intelligence systems in TA from across the world. According to a poll conducted by Allegis Global Solutions, 58% of job searchers are at ease using AI apps, and more than 60% are content talking with chatbots to answer basic queries and set up interviews with companies. Many firms anticipate that Artificial Intelligence and robotics will be fully adopted in their operations within the next five years, according to Deloitte's 2017 Human Capital Trends study. It was determined that artificial intelligence could be used to manage people effectively, the most important resource of all. This article discussed the current state of artificial intelligence in talent acquisition systems, spanning multiple stages in the TA lifecycle, as talent management is crucially dependent on the effectiveness of talent acquisition operations of an organisation.

## 5. DATA ANALYSIS AND INTERPRETATIONS

### EDUCATIONAL QUALIFICATIONS OF THE RESPONDENTS

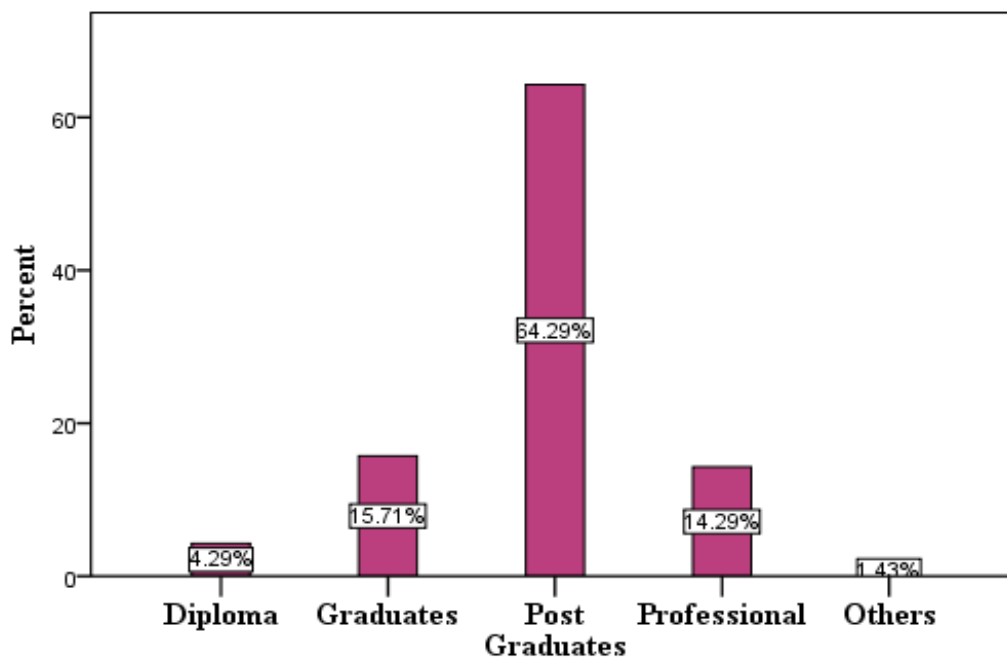
Particulars	No. of Respondents	Percentage
Diploma	8	4.3
Graduates	31	15.7
Post Graduates	126	64.3
Professional	28	14.3
Others	3	1.4
Total	196	100

Source: Primary Data

**INTERPRETATION:** The above table shows that 4.3% of respondents have completed diploma, 15.7% of the respondents have completed graduate, 64.3% of the respondents have completed post graduate, 14.3% of the respondents have completed professional educational qualification and 1.4% of the respondents have completed other educational qualification.

Thus the majority of the respondents have completed post graduates degree.

CHART NO: 4.1



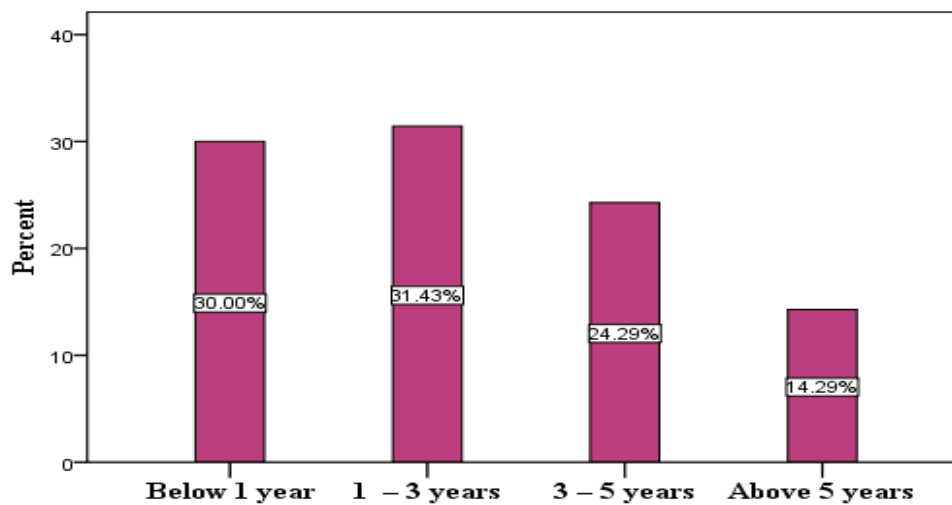
#### EXPERIENCE OF THE RESPONDENTS

Particulars	No. of Respondents	Percentage
Below 1 year	58	30.0
1 – 3 years	62	31.4
3 – 5 years	48	24.3
Above 5 years	28	14.3
Total	196	100.0

Source: Primary Data

**INTERPRETATION:** The above table shows that 30.0% of respondents have below 1 year, 31.4% of the respondents have 1-3 years, 24.3% of the respondents have 3-5 years and 14.3% of the respondents have above 5 years experience. Thus the majority of the respondents have below 1-3years experience.

CHART NO: 4.4



## 6. TESTING OF HYPOTHESIS

### CHI-SQUARE ANALYSIS

**Null hypothesis (H0):** There is no significant relationship between the gender of the respondents and role of artificial intelligence in talent acquisition.

**Alternative hypothesis (H1):** There is some significant relationship between the gender of the respondents and role of artificial intelligence in talent acquisition.

Case Processing Summary

EXPERIENCE OF THE RESPONDENTS * ROLE OF ARTIFICIAL INTELLIGENCE IN TALENT ACQUISITION	Cases					
	Valid		Missing		Total	
	196	100.0%	0	.0%	196	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	387.930 <sup>a</sup>	24	.000
Likelihood Ratio	371.045	24	.000
Linear-by-Linear Association	164.218	1	.000
N of Valid Cases	196		

a. 26 cells (72.2%) have expected count less than 5. The minimum expected count is .29.

### INTERPRETATION:

As per the above table, it is inferred that the P value is 0.000; it is significant to 5% (0.05) significant level. The minimum expected count is 0.29. Thus alternative hypothesis is accepted and it is finding that there is significant difference between the experience of the respondents and role of artificial intelligence in talent acquisition.

### CORRELATION ANALYSIS

#### Correlations

		EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	IMPACT OF ARTIFICIAL INTELLIGENCE ON TALENT ACQUISITION
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	Pearson Correlation	1	.828**
	Sig. (2-tailed)		.000
	N	196	196
IMPACT OF ARTIFICIAL INTELLIGENCE ON TALENT ACQUISITION	Pearson Correlation	.828**	1
	Sig. (2-tailed)	.000	
	N	196	196



## INTERPRETATIONS:

The Above table indicates that out of 196 respondents, co-efficient of correlation between age of the respondents and impact of artificial intelligence on talent acquisition is  $-0.053$ . It is below 1. So there is positive relationship between the educational qualification of the respondents and impact of artificial intelligence on talent acquisition.

## 7. SUGGESTIONS

- The employees must have the training and familiar to implement Artificial Intelligence in the talent acquisition.
- The organisation must take efforts to use the artificial intelligence in all stages in the talent intelligence for smooth flow of function.
- The Artificial Intelligence implementation must reduce the employees cost for the company. It should not increase the expenses of the company.
- The Artificial Intelligence must be designed to short list the candidates to reduce the burden of HR.

## 8. CONCLUSION

The display of artificial intelligence in talent acquisition systems at different points of the talent acquisition lifecycle was the topic of this study. It should be stressed, nonetheless, that AI cannot completely take the position of humans in the human resources role. Leaders in HR and talent acquisition can enhance their strategy by making sure that their tools are optimally put to use to give recruiters access to technology. Nowadays, artificial intelligence (AI) significantly facilitates the hiring process, empowering recruiters to become smarter and more successful. With the Artificial Intelligence solutions that are currently accessible on the market, recruiters will continually reinvent their recruitment technique.

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