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Influencing Factors Of Recruitment And Selection Process Through Artificial Intelligence- Multiple Regression Analysis

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Abstract

The utilization of artificial intelligence (AI) in the recruitment and selection processes within the Information Technology (IT) industries has become increasingly prevalent. This trend is driven by the recognition of the potential benefits that AI can offer in streamlining these processes, making them more efficient, and enhancing decision-making. The researcher has found the influencing factors of recruitment and selection processes prevailed in the Information Technology (IT) industries in Chennai. The primary data collected from 400 respondents based on simple random sampling method. The objective of this study is to find the factors influencing the artificial intelligence applications in recruitment and selection practices in IT Companies in Chennai. The authors have concluded that the AI applications in recruitment and selection practices in IT companies in Chennai are driven by the need for efficiency, objectivity, and inclusivity. Smart analysis and task automation enhance the recruitment process, while data-based decision-making and a focus on diversity and inclusion contribute to fair and effective candidate selection.

Keywords: *Smart analysis, Task Automation, Data-based Decision-Making and Diversity and Inclusion*

Introduction

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines, particularly computer systems, to perform tasks that typically require human intelligence. These tasks can include problem-solving, learning from experience, understanding natural language, recognizing patterns, and making decisions. AI systems are designed to mimic human cognitive functions, such as reasoning, problem-solving, perception, and language understanding. Artificial Intelligence, often abbreviated as AI, is a multidisciplinary field of computer science that focuses on creating intelligent systems and machines capable of performing tasks that typically require human intelligence. These tasks include problem-solving, learning from experience, understanding natural language, recognizing patterns, and making decisions. AI is a broad and rapidly evolving field, encompassing various subfields and techniques. Some of the key concepts and areas within artificial intelligence are machine learning, neural networks and deep learning, natural language processing,

computer vision, robotics, expert systems, reinforcement learning, AI ethics and fairness, AI in healthcare, and AI in business and industry. The Britannica defines "artificial intelligence (AI), the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. The term is frequently applied to the project of developing systems endowed with the intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalize, or learn from past experience. Since the development of the digital computer in the 1940s, it has been demonstrated that computers can be programmed to carry out very complex tasks, such as discovering proofs for mathematical theorems or playing chess with great proficiency. Still, despite continuing advances in computer processing speed and memory capacity, there are as yet no programs that can match full human flexibility over wider domains or in tasks requiring much everyday knowledge. On the other hand, some programs have attained the performance levels of human experts and professionals in performing certain specific tasks, so that artificial intelligence in this limited sense is found in applications as diverse as medical diagnosis, computer search engines, voice or handwriting recognition, and chatbots.

Review of literature

The researcher has collected many previous literatures from magazines, journals, books, websites, and reports. Based on reviews, the researcher has conceived the research gap and statement of the problem. The objectives of the study are framed based on the problems identified. The researcher has collected pertinent reviews for the proposal. The actual problems of the study are to be identified through systematic review analysis after the title confirmation.

Sameh Abdelhay (2023) has written an article entitled "How Artificial Intelligence can affect the process of recruitment and improve the quality of new hired employees". He studied on the functions of artificial intelligence in HRM (i.e., Recruitment, Screening and Interview Process, Reduce Administrative burden, Selecting, Reduce Discriminations, Increase Efficiency, Enrich workplace learning) and the challenges of Artificial Intelligence in HR. According to the findings of his study, AI plays an increasingly important role in human resources, with robotics firms increasingly able to handle tasks like hiring and onboarding new employees, as well as data collection, analysis, and management. He concluded that AI technology has the ability to streamline many of the tedious, routine steps involved in interacting with candidates and can select the most deserving individuals for bonuses and training investments.[1]

Umasankar Murugesan et al (2023) in their dissertation entitled "A study of Artificial Intelligence impacts on Human Resource Digitalization in Industry 4.0" studied about role of AI on HR practices, health and safety improvement in the workplace, enhancing employee comfort, employee productivity measurement, automating payroll processing, real-time feedback, impact on digitization of HR, organizational network analysis, and organizational design. The results of their study uncover that hierarchical organization examination is a fundamental part of acquiring sustainable development. Adaptability and human asset capability are upheld by each of the five components of AI application areas of HR. Well-being and Safety improvement were viewed as vital components under the AI application in HR. At the end of their research, they concluded that carrying out AI in HRM gives numerous benefits to the HR department and employees, accompanied by a few network safety dangers and lawful concerns.[2]

Swati Choubey (2023) has made a study on "Research Gaps in HR Applications of AI in Recruitment". It is stated that her study discusses the background and applications of AI in HRM, its current benefits and limitations, and suggests potential future pathways in this domain. The literature reviewed in her paper suggests that AI-based tools and AIER bring efficiency and innovation to HRM, thus improving recruitment processes. At the end of her study, she suggested that any organization considering AI for HR may need to separate areas of the HRM job function that require more complex judgment and sensibility from the objective parts to ensure that AI can contribute to recruitment effectively. She concluded that Using AI-based software in the recruitment and selection process can enhance the value of HRM job functions in an organization.[3]

Aswathy and Anusree (2023) have made a research article entitled "A conceptual study on the role of artificial intelligence in recruitment". Their study was created mainly to understand the current literature available on artificial intelligence and its role in the recruiting area. Their study includes, Challenges of Applying AI in recruiting, gathering data for the system, bias reduction, securing buy-in, AI's impact on different occupations, employee retention and continuing employee satisfaction, future impact of AI on various occupations, jobs that cannot be replaced by AI in the future, human resource, customer relationship management, role of COVID-19 on the need for AI in recruiting, and change in the role of AI as a recruiter. From their study, they have concluded that artificial intelligence technologies have a tremendous impact on

the recruitment industry and that it helps employers in harmonizing unorganized bio data, finding and aligning the required set of skills for this industry.[4]

Rajani Meshram (2023) in her research article entitled "The role of Artificial Intelligence (AI) in recruitment and selection of employees in the organisation" and it gives insight into how companies feel about HRM automation and the extent to which artificial intelligence may be employed by staffing agencies to fill available positions. She mentioned that businesses really need to use AI if they want to remain competitive, and that those who do it first will have a significant competitive edge. Through her study she concluded that AI has the potential to change the income, profitability, and talent acquisition of firms, which in turn may have an effect on the recruiting sector as a whole as well as the norms of competition. She also suggested that it is crucial to have a firm grasp on the transformative possibilities of automation and AI in order to successfully absorb incoming talent and, eventually, acquire an edge over other business.[5]

Lakshmi Manthena (2021) has studied on "Impact of Artificial Intelligence on Recruitment and its Benefits". The main aim of her study was to critically analyze the impact that Artificial Intelligence (AI) on recruitment in organizations and what are their benefits. The findings of her research suggest that there is a positive association between the recruitment and artificial intelligence. At the end of her research, she concluded that by using AI software in the traditional recruitment process a company could possibly see results in their communication with candidates, larger candidate pool, rediscovery of lost talents and overall improved recruitment results.[6]

Sneha K and Suraj Kushe Shekhar (2020) in their write-up on "Impact of artificial intelligence and digitalization in the evolution of recruitment marketing" gives an insight on how modern recruitment marketing with the help of artificial intelligence is going to impact on employer brand. The result of their study shows that AI is empowering recruiters today to become smarter and more efficient. The conclusion of their study states that AI cannot completely takeover the recruitment process but can surely design a recruitment strategy which can attract talented professionals. They have also suggested that combining AI with recruitment marketing holds a huge promise for organizations to stay healthy and strong in the marketing for long.[7]

Nidhi Oswal et al (2020) have made an article entitled "Recruitment in the era of industry 4.0: Use of Artificial Intelligence in recruitment and its impact". The purpose of their paper is to review the use of AI applications in the recruitment process. They have studied on Human Resource Management, Traditional recruitment process, Digital recruitment–usage of AI in recruitment, Impact and Benefits of AI in recruitment. The findings of their research show that in the era of industry 4.0, the adaptability of AI in the recruitment process has rapidly increased in the last two decades. Through their research, they concluded that AI has the capabilities to enhance the quality of the recruitment process by matching the most suitable candidates for the job specifications.[8]

According to the systematic review conducted by the researcher, prior research has not explored all eleven factors encompassing talent attraction and recruitment, resume scanning and communication, smart analysis and task automation, tracking and assessment, employee referrals and data aggregation, individual skills management and bias reduction, internal mobility and employee movement, performance appraisal management, chatbot adoption, automation of repetitive tasks and enhancement of employee experience, as well as data-driven decision-making and considerations of diversity and inclusion within the aspects of the recruitment and selection processes in the IT industries. The researcher has revealed many studies and found that the AI is foremost important to develop the service sector of economy in the world-wide arena. Most of the studies are implicated that the AI is used for resume reviewing, shortlisting, data processing, and the like. The AI can be used in recruitment planning, compensation management, and employee performance management. The researcher has identified few gaps such as, the effectiveness of implementing artificial intelligence in the area of recruitment and selection in various industries; organizations need a unique and creative skillset of employees; and ethical consideration while recruitment and selection process in all type of industries. Hence, the researcher has envisaged the title "Employees Perception Towards Recruitment and Selection Process Through Artificial Intelligence -A Study with Special Reference to Select IT Companies in Chennai City"

Statement of the problem

This study explores into the escalating integration of Artificial Intelligence (AI) within the recruitment and selection procedures of Information Technology (IT) firms situated in Chennai, India. The continuous advancement of AI technology presents opportunities to revolutionize and streamline human resources (HR) practices. However, the primary objective of this research is to investigate the factors influencing the incorporation of AI in IT companies' recruitment and selection processes. The aim is to comprehend how the

adoption of AI is reshaping conventional approaches to recruitment and selection, spanning activities from scrutinizing resumes to enhancing employee engagement and beyond. Through a thorough examination of these factors, the research seeks to illuminate the changing landscape of recruitment and selection in the IT industry, exploring both the potential advantages and challenges introduced by AI. Ultimately, this investigation strives to offer valuable insights into the synergy between AI and recruitment and selection practices within IT companies in Chennai, providing organizations with knowledge to effectively leverage AI capabilities in their talent acquisition strategies.

Objectives

❖ To identify the factors influencing the artificial intelligence applications in recruitment and selection practices in IT Companies in Chennai.

From the above understanding, researcher has emerged to know the facts are consistently inherent on the artificial intelligence and IT companies' recruitment and selection practices. There is a need of assessing the applications of artificial intelligence on recruitment and selection process prevailed in IT companies in Chennai and how they enhanced their recruitment and selection process. The researcher tries to probe the factors associated with the artificial intelligence utilizations and how to enhance the eligible and capable employees' recruitment and selection process are to be identified in order to achieve the objectives mentioned above. Hence, the researcher has collected the primary data from the employees of IT companies in Chennai.

IT industries are utilizing the artificial intelligence for their recruitment and selection process. They are using the AI for various purposes of HRM. The researcher has identified the utilizations of artificial intelligence are adoption of chatbots, attracting talent, automating repetitive tasks, better employee experience, compensation and benefits, data aggregation, data-based decision making, diversity and inclusion, employee engagement, employee orientation, employee referrals, employee retention, employee self-service, employee turnover detection, employee wellness, enhanced behavior tracking, final thoughts, employee benefits, high tech HR is getting smarter, individual skills management and performance development, internal mobility, employee movement monitorization, performance appraisals management, recruiting and hiring, reducing bias, resume scanning, simplify communication, smart analysis, task automation, tracking and assessment, and learning, training and development. Therefore, there is a wider scope to study the artificial intelligence and its impacts on employee's recruitment and selection process of IT companies in Chennai through respondents' perception.

The present study is focused and analyzed with the primary data and the data have been collected from the respondents' opinion through the questionnaire. The primary data collected from the respondents from July 2023 to August 2023 for the pilot study. Newly constituted questionnaire is consisted with three parts, such as demographic characters of employees of IT companies, perception of respondents towards AI utilization in the IT companies in Chennai in respect of recruitment and selection process. All the particulars and statements of the factors are stated as positive approach and detailed aspects with Likert's five-point scale (Strongly Accept 5; Accept 4; Either Accept or Not Accept 3; Not Accept 2; Strongly Not Accept 1).

Regression Analysis

Multiple Regression Analysis is a statistical technique used to examine the relationship between a dependent variable and two or more independent variables. It extends the simple linear regression model, which considers only one predictor variable, to a more complex scenario where multiple predictors are involved. The goal is to understand how each independent variable contributes to the variation in the dependent variable while controlling for the effects of other variables.

Table 1. Model Summary for factors influencing the artificial intelligence applications in recruitment practices in IT Companies in Chennai

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872[a]	.761	.758	.39244
a. Predictors: (Constant), Employee Referrals and Data Aggregation, Smart Analysis and Task Automation, Resume Scanning and Communication, Attracting Talent and Hiring, Tracking and Assessment				

Source: Primary Data

The model summary above provided is the output of a regression analysis assessing factors influencing artificial intelligence applications in recruitment practices in IT companies in Chennai. The correlation coefficient between the observed and predicted values. In this case, R is 0.872, indicating a strong positive

correlation between the predictors and the dependent variable. The R Square (Coefficient of Determination) represents the proportion of the variance in the dependent variable (recruitment practices) explained by the independent variables (predictors). Here, R Square is 0.761, suggesting that approximately 76.1% of the variability in recruitment practices can be explained by the predictors. The Adjusted R Square is a modified version of R Square that adjusts for the number of predictors in the model. In this case, it is 0.758. The R Square value of 0.761 suggests that the model is effective in explaining a significant portion of the variation in recruitment practices based on the specified predictors. However, it's important to further examine the coefficients, their significance, and potential collinearity among predictors for a more comprehensive understanding of the model. Additionally, the Adjusted R Square accounts for the number of predictors and is often considered a more reliable measure when assessing the goodness of fit for models with multiple predictors.

Table 2. ANOVA for factors influencing the artificial intelligence applications in recruitment practices in IT Companies in Chennai

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	192.757	5	38.551	250.316	.000[b]
	Residual	60.680	394	.154		
	Total	253.437	399			
a. Dependent Variable: Recruitment Process						
b. Predictors: (Constant), Employee Referrals and Data Aggregation, Smart Analysis and Task Automation, Resume Scanning and Communication, Attracting Talent and Hiring, Tracking and Assessment						

Source: Primary Data

From the above table, the Sum of Squares (SS) represents the total variability explained by the regression model. In this case, it is 192.757. The Degrees of Freedom (df) indicates the number of predictors in the model. In this model, there are 5 predictors, so, df is 5. The Mean Square (MS) is calculated by dividing the sum of squares by the degrees of freedom. In this case, it is 38.551. The F-statistic (F) is the test and the overall significance of the model. A higher F-value suggests a more significant overall model. In this case, it is 250.316. The p-value associated with the F-statistic. A low p-value (typically below 0.05) indicates that the overall model is statistically significant. In this case, the p-value is very close to zero (0.000_b), suggesting a highly significant model. The highly significant F-statistic and very low p-value indicate that the model as a whole is effective in explaining the variability in the recruitment process based on the specified predictors. This suggests that there is a significant relationship between the predictors and the dependent variable in the context of artificial intelligence applications in recruitment practices in IT companies in Chennai.

Table 3. Coefficients for factors influencing the artificial intelligence applications in recruitment practices in IT Companies in Chennai

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.657	.156		-16.996	.000
	Attracting Talent and Hiring	.360	.019	.477	18.641	.000
	Resume Scanning and Communication	.343	.019	.446	17.793	.000
	Smart Analysis and Task Automation	.378	.021	.456	18.148	.000
	Tracking and Assessment	.340	.026	.340	12.921	.000
	Employee Referrals and Data Aggregation	.329	.024	.375	13.803	.000
a. Dependent Variable: RECRUITMENT PROCESS						

Source: Primary Data

From the above table, the researcher inferred that the one-unit increase in "Smart Analysis and Task Automation" is associated with a 0.378 increase in the dependent variable. The standardized coefficient (Beta) is 0.456, and the p-value is 0.000. A one-unit increase in the variable "Attracting Talent and Hiring" is associated with a 0.360 increase in the dependent variable (Recruitment Process). The standardized coefficient (Beta) of 0.477 indicates the strength and direction of the relationship, and the low p-value (0.000) suggests statistical significance. Therefore, all predictors have highly significant coefficients, suggesting that

each of these variables is statistically significant in predicting the variation in the dependent variable "Recruitment Process" in the context of artificial intelligence applications in IT companies in Chennai. Despite, the “Attracting Talent and Hiring” variable is highly influenced the recruitment practices. The standardized coefficients (Beta) provide a measure of the relative importance of each predictor in explaining the variation in the recruitment process.

Table 4. Model Summary for factors influencing the artificial intelligence applications in selection practices in IT Companies in Chennai

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.930[a]	.866	.864	.37557
a. Predictors: (Constant), Data-Based Decision-Making and Diversity and Inclusion, Managing Individual Skills and Reducing Bias, Adoption of Chatbots, Automating Repetitive Tasks and Employee Experience, Performance Appraisals Management, Internal Mobility and Employee Movement				

Source: Primary Data

The coefficient of determination (R-square) is a measure of how well the independent variables explain the variability in the dependent variable. In this case, R-square is 0.866, indicating that approximately 86.6% of the variability in the AI applications in selection practices can be explained by the predictors in the model. The Adjusted R Square value takes into account the number of predictors in the model and adjusts R-square accordingly. In this case, it is 0.864. The standard error of the estimate is an estimate of the standard deviation of the errors (residuals) in the prediction. In this model, it is 0.37557. The predictors listed are the independent variables that were included in the model. Each of these factors likely represents a different aspect or variable related to AI applications in selection practices. The predictors include: Constant (Intercept); Data-Based Decision-Making and Diversity and Inclusion; Managing Individual Skills and Reducing Bias; Adoption of Chatbots; Automating Repetitive Tasks and Employee Experience; Performance Appraisals Management; and Internal Mobility and Employee Movement. The actual coefficients for each predictor are not provided in the summary which is given above. These coefficients represent the strength and direction of the relationship between each predictor and the dependent variable. Overall, the high R-square value suggests that the model is a good fit for explaining the variation in AI applications in selection practices in IT companies in Chennai. However, it is important to explore deeper into the specific coefficients and their statistical significance to better interpret the findings and make informed conclusions about the factors influencing AI applications in this context.

Table. 5. ANOVA for factors influencing the artificial intelligence applications in selection practices in IT Companies in Chennai

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	357.675	6	59.613	422.617	.000[b]
	Residual	55.435	393	.141		
	Total	413.110	399			
a. Dependent Variable: Selection Process						
b. Predictors: (Constant), Independent Variables						

Source: Primary Data

The output of the above table provided is from an Analysis of Variance (ANOVA) for the regression model assessing the factors influencing artificial intelligence applications in selection practices in IT companies in Chennai. The breakdown of the key components of the ANOVA table is: The Sum of Squares (SS) represents the total variability explained by the regression model. In this case, it is 357.675. The Degrees of Freedom (df) indicates the number of predictors in the model. In this model, there are 6 predictors, so, df is 6. Mean Square (MS) is calculated by dividing the sum of squares by the degrees of freedom. In this case, it is 59.613. The F-statistic tests the overall significance of the model. A higher F-value suggests a more significant overall model. In this case, it is 422.617. The p-value is associated with the F-statistic. A low p-value (typically below 0.05) indicates that the overall model is statistically significant. In this case, the p-value is very close to zero (0.000_b), it is suggesting a highly significant model. The ANOVA table provides information about the overall significance of the regression model. The highly significant F-statistic and very

low p-value suggest that the model as a whole is effective in explaining the variability in the dependent variable (Selection Process).

Table. 6. Coefficients for the influencing the artificial intelligence applications in selection practices in IT Companies in Chennai

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.654	.116		-22.844	.000
	Managing Individual Skills and Reducing Bias	.278	.022	.274	12.450	.000
	Internal Mobility and Employee Movement	.316	.025	.280	12.591	.000
	Performance Appraisals Management	.305	.025	.275	12.365	.000
	Adoption of Chatbots	.271	.023	.260	12.026	.000
	Automating Repetitive Tasks and Employee Experience	.345	.019	.343	17.793	.000
	Data-Based Decision-Making and Diversity and Inclusion	.394	.020	.373	19.319	.000
a. Dependent Variable: Selection Process						

Source: Primary Data

From the above table the researcher inferred that the highest predictor of the selection process is “Data-Based Decision-Making and Diversity and Inclusion”. It has got highest Unstandardized Coefficients beta value 0.394 and its t-value 19.319 with highest significant. A one-unit increase in data-based decision-making and diversity and inclusion is associated with a 0.394 increase in the dependent variable. The standardized coefficient (Beta) is 0.373. followed by “Automating Repetitive Tasks and Employee Experience” independent variable influenced with the t-value of 17.793 significantly. The overall pattern suggests that each predictor is statistically significant (as indicated by the low p-values) and has a positive association with the dependent variable. The standardized coefficients (Beta) provide a sense of the relative importance of each predictor in explaining the variation in the selection process.

Conclusion

From the above discussions, the authors have concluded that the influencing factors of artificial intelligence applications in ‘recruitment’ and ‘selection’ practices in IT companies in Chennai are ‘Smart Analysis and Task Automation’ and ‘Data-Based Decision-Making and Diversity and Inclusion’ respectively. Therefore, the statements suggested that in the context of recruitment and selection practices in IT companies in Chennai, there are specific influencing factors related to the application of artificial intelligence (AI). These factors are identified as 'Smart Analysis and Task Automation' for recruitment and 'Data-Based Decision-Making and Diversity and Inclusion' for selection. The ‘Smart Analysis’ is concern, the use of advanced analytical tools and algorithms to analyze large sets of data related to potential candidates. This can include parsing through resumes, social media profiles, and other relevant information to identify suitable candidates. On the other hand, the ‘Task Automation’ is involving the automation of routine and time-consuming tasks in the recruitment process. AI systems can handle tasks such as resume screening, initial candidate contact, and even preliminary interviews, allowing human recruiters to focus on more strategic aspects of the hiring process. Together, smart analysis and task automation streamline the recruitment process, making it more efficient and enabling recruiters to make data-driven decisions in identifying the best candidates for IT positions. For the selection practices, the ‘Data-Based Decision-Making’ is involving the use of data analytics and AI algorithms to make informed decisions during the selection process. This can include analyzing candidate performance data, skills assessments, and other relevant metrics to predict which candidates are most likely to succeed in a particular role. The ‘Diversity and Inclusion’ is concern, the intentional effort to create a diverse and inclusive workforce. AI can help in mitigating bias in the selection process by focusing on objective criteria and identifying candidates based on merit rather than subjective factors. This contributes to building a workforce that reflects a broader range of backgrounds and perspectives. Combining data-based decision-making with a commitment to diversity and inclusion ensures

that the selection process is fair, transparent, and free from biases. AI tools play a crucial role in facilitating these practices by leveraging data-driven insights. Thus, the AI applications in recruitment and selection practices in IT companies in Chennai are driven by the need for efficiency, objectivity, and inclusivity. Smart analysis and task automation enhance the recruitment process, while data-based decision-making and a focus on diversity and inclusion contribute to fair and effective candidate selection.

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