

ROLE OF NEW EMERGING TECHNOLOGIES IN RECRUITMENT AND SELECTION PROCESS

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ABSTRACT

The recruitment and selection process has been revolutionized by the advent of new emerging technologies. These technologies have enabled employers to broaden their search for talent, shorten the time-to-hire and streamline administrative processes. This has allowed recruiters to focus more on candidate assessment and creating a better hiring experience. One of the most important technology advancements in recruitment is cloud computing. Cloud computing enables recruiters to access data quickly and easily, allowing them to make decisions faster. It also allows employers to store large amounts of data securely in one place, making it easier to analyze trends, identify areas for improvement and track results over time. Another major trend in recruitment today is artificial intelligence (AI). AI can automate mundane tasks such as screening resumes and conducting phone interviews, freeing up recruiters to focus on more important aspects of the hiring process. The current paper studies the role of new emerging technologies in recruitment and selection process. The current study is based on a survey conducted on 60 employees of the HR departments in IT organizations in Pune City, Maharashtra, India. The findings reveal that a majority of the respondents believed that new technologies they have made recruitment and selection process more efficient and cost-effective and that they have had a positive impact on the selection and recruitment processes.

Keywords: recruitment and selection process, cloud computing, artificial intelligence (AI), social media.

Introduction

The recruitment and selection process is one of the most important aspects of any organization, as it affects its performance and success. In today's ever-changing business environment, employers need to be agile and able to identify and hire the best talent quickly. This has been made easier by the introduction of new technologies such as cloud computing, artificial intelligence (AI) and social media. These advances have enabled recruiters to broaden their search for candidates, shorten the time-to-hire and streamline administrative processes while also creating a better hiring experience for job seekers.

Cloud Computing in Recruitment Cloud computing has revolutionized the way many organizations operate, including recruitment. It allows recruiters to store huge amounts of data securely in one place, making it easy to analyse trends and track results over time. It also makes data easily accessible, meaning recruiters can quickly access information from anywhere. This allows them to make decisions faster and ensure that the right candidates are hired for the role.

Artificial intelligence has allowed employers to automate mundane tasks such as screening resumes and conducting phone interviews, freeing up recruiters to focus on more important aspects of the hiring process. AI-driven tools can identify keywords in a candidate's resume or CV, which enables recruiters to find suitable candidates quickly and easily.

The use of social media platforms in recruiting is becoming increasingly common. Platforms such as LinkedIn have made it easier than ever before to find and connect with suitable candidates, regardless of location. Employers can also use social media to search for passive candidates who may not be actively looking for a job but could still be a great fit. New technologies such as cloud computing, artificial intelligence (AI) and social media have played an important role in revolutionizing the recruitment and selection process. These advances have enabled employers to broaden their search for talent, shorten the time-to-hire and streamline administrative processes while also creating a better hiring experience for job seekers.

The advantages of using emerging technologies in recruitment and selection process are as follows:

A. Use of Cloud Computing:

1. Easy to store and access data from anywhere
2. Ability to analyze trends and track results over time
3. Faster decision-making
4. Increased efficiency and cost savings

B. Use of Artificial Intelligence:

1. Automation of mundane tasks such as screening resumes
2. Identification of keywords in a candidate's resume/CV for quick search
3. Enables recruiters to focus on more important aspects of the hiring process

C. Use of Social Media Platforms:

1. Easier to find and connect with suitable candidates regardless of location
2. Search for passive candidates who may not be actively looking for a job but could still be a great fit.

In conclusion, it is clear that AI, cloud computing, and social media are playing increasingly important roles in modern recruitment practices and companies should invest in these technologies if they want to stay competitive in the current job market.

Review of Literature

Jain (2019) presents a comprehensive overview of the role of cloud computing and AI in recruitment. The author discusses how these technologies have revolutionized the way employers search for and hire candidates, with particular emphasis on the time-to-hire and administrative processes. In addition, the author considers the advantages that social media can bring to recruitment such as expanding the talent pool and connecting with passive candidates.

Dutta (2018) examines the use of artificial intelligence in recruitment, outlining how AI can improve efficiency, accuracy and cost savings for employers. The authors also address the ethical implications of using such technologies, particularly about data privacy and algorithmic bias. The results of the study indicate that AI can be an effective tool for employers to streamline the recruitment process and reduce hiring costs.

Sriram (2021) looks at the impact of social media on recruitment and selection processes. The author provides an overview of how employers use platforms like LinkedIn to recruit candidates, as well as the potential benefits and drawbacks of such practices. The essay also discusses the moral issues, such as data protection and privacy legislation that should be considered while utilising social media for recruiting. Overall, it is clear that emerging technologies such as cloud computing, AI and social media are playing an increasingly important role in modern recruitment. While these advancements can provide significant advantages to employers in terms of cost savings, time-to-hire and administrative processes, there are also ethical implications that should be addressed before implementing them. Moreover, it is important for employers to stay abreast of the latest technology developments and understand how they can be used to their advantage.

Harrier (2019) investigates how emerging technologies such as AI and cloud computing are being used in recruitment and selection processes. The author considers the advantages of these technologies, including faster decision-making, improved accuracy and cost savings. In addition, the article assesses potential ethical considerations when using such technologies in recruitment and selection, emphasizing the importance of data protection laws. Overall, it is clear that AI, cloud computing and social media are transforming the way employers search for, assess and hire candidates. These emerging technologies offer a number of advantages in terms of efficiency, cost savings and accuracy, but employers must also be aware of their ethical implications.

Shukla (2021) looks at the changing landscape of recruitment and selection in the digital age. The article provides an overview of how technology has revolutionized recruitment, from social networks to AI-driven algorithms. It also examines the potential benefits and drawbacks of using such technologies in recruitment, including cost savings, improved accuracy and time-to-hire. Finally, Shukla discusses ethical considerations for employers when utilizing such technologies, emphasizing the importance of data protection laws and avoiding algorithmic bias. Algorithmic bias is a serious ethical issue in recruitment and selection technology, as it can lead to unintentional discrimination in hiring decisions. Overall, the article highlights the need for employers to stay informed on the latest technological developments and understand both their advantages and potential ethical implications.

Singhania (2019) examines the role of AI in recruitment and hiring, outlining how it can be used to improve efficiency, accuracy and cost savings for employers. In conclusion, Singhania argues that while AI has great potential to revolutionize recruitment processes, employers must consider the ethical implications before implementing such technologies.

Kulkarni (2018) investigates the effects of AI and cloud computing on recruitment processes. The authors give a general overview of how these technologies might be applied to automate various recruiting process steps, including resume screening, applicant search, and skills evaluation. They also discuss potential ethical considerations that should be considered when implementing such technologies. The results of their study show that while AI and cloud computing can offer great advantages to employers, there are also ethical implications that should be addressed. Overall, emerging technologies such as AI, cloud computing and social media are playing an increasingly important role in modern recruitment processes. While these advancements can provide significant advantages to employers in terms of cost savings, time-to-hire and administrative processes, there are also ethical considerations that must be considered before implementing them. The author stresses that the employers must stay abreast of the latest developments in recruitment technology and understand how these advancements can be used.

Aheer (2019) explores the implications of AI for employment and recruitment in the digital economy. The article covers how AI may be applied to the hiring process to automate tasks like resume screening, applicant search, and skills evaluation. It also outlines potential ethical considerations that should be taken into consideration when implementing these technologies, including data privacy laws and algorithmic bias.

Jayraman (2016) examines the implications of AI for recruitment processes in India. The author discusses how AI may be applied to the recruiting process to automate tasks like resume screening, applicant search, and skills evaluation. They also discuss potential ethical considerations that should be considered when implementing such technologies, including data privacy laws and algorithmic bias. Additionally, they provide a case study on an Indian company using AI and machine learning to improve its recruitment process. The results of their study show that while AI can offer great advantages to employers in terms of cost savings, time-to-hire and accuracy of decisions made, there are also ethical implications that must be addressed before implementing such technologies. In conclusion, Jayraman (2016) argues that while advances in technology have made recruitment processes more efficient, employers must also be aware of the potential ethical implications that come with using AI in their recruitment processes. Overall, emerging technologies such as AI, cloud computing and social media are transforming the way employers recruit new talent. While these advancements offer several advantages in terms of efficiency and cost savings, there are also ethical considerations associated with their use that must be taken into account.

Soonawala (2019) examines how AI and predictive analytics can be used to improve the accuracy of recruitment decisions. The author discusses the potential benefits of such technology, including improved speed and accuracy in resume reviews, more targeted job advertisements, increased diversity in hiring practices, and reduced bias in selection decisions.

Raman (2020) offers a comprehensive look at how AI is transforming recruiting practices today and what challenges employers must consider before implementing such technologies. They highlight key topics such as data privacy, ethical decision-making, and algorithmic bias. The author also offers tips on how employers can ensure their recruitment processes are compliant with data protection laws and ethically sound. Ultimately, this article provides a valuable resource for employers looking to understand the potential risks and benefits associated with using AI in recruitment processes so that they may make informed decisions about its use. In summary, it is clear that advances in technology have transformed recruiting practices today; however, employers must be aware of the potential ethical implications associated with their use.

Objectives of the study

1. To understand the role of new emerging technologies in recruitment and selection process
2. To analyse the impact of new technologies on recruitment efficiency and cost-effectiveness

Hypotheses

H1: There is a positive impact of new emerging technologies on recruitment and selection process.

Methodology

A survey was conducted with 60 employees from the HR departments of 10 leading IT organizations in Pune City, Maharashtra, India. The survey used closed-ended questions to gather information related to the role of

new technologies in their respective companies' recruitment and selection process. Following the collection of the data, descriptive statistics like frequencies, percentages, and mean scores were used to examine it. Responses were collected using a Likert scale for agreement, where 1 represented a strong disagreement and 5 represented a strong agreement. The data analysis process was carried out using SPSS version 24.

Results

Data Analysis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 years	3	5.0	5.0	5.0
	31-40 years	15	25.0	25.0	30.0
	41-50 years	27	45.0	45.0	75.0
	51-60 years	15	25.0	25.0	100.0
	Total	60	100.0	100.0	

Table 1. Age

From the above table we can see that the majority of respondents (45%) were aged between 41-50 years old, followed by 25% each for 18-30 years old and 51-60 years old. This indicates that the survey has a good representation from different age groups.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	28	46.7	46.7	46.7
	Female	32	53.3	53.3	100.0
	Total	60	100.0	100.0	

Table 2. Gender

From the above table we can see that the majority of respondents (53.3%) were female, followed by 46.7% male. This indicates that the survey has a good representation from both genders.

Impact of new technology on the various aspects of recruitment and selection processes.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	13.3	13.3	13.3
	Disagree	4	6.7	6.7	20.0
	Neutral	8	13.3	13.3	33.3
	Agree	4	6.7	6.7	40.0
	Strongly Agree	36	60.0	60.0	100.0
	Total	60	100.0	100.0	

Table 3. The use of new emerging technologies in recruitment and selection process has improved the efficiency of the process.

According to the above data, 60% of respondents strongly agreed that using new developing technologies in the recruiting and selection process had increased the process' efficiency. 6.7% of the people surveyed agreed. Neutral responders made up 13.3% of the total. 6.7% and 13.3% of respondents, respectively, disagreed and strongly disagreed that the recruiting and selection process has become more efficient as a result of the adoption of new developing technologies. It demonstrates that the majority of respondents thought that the effectiveness of the recruiting and selection process had increased as a result of the adoption of new developing technologies.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	13.3	13.3	13.3
	Disagree	4	6.7	6.7	20.0
	Neutral	1	1.7	1.7	21.7
	Agree	5	8.3	8.3	30.0

	Strongly Agree	42	70.0	70.0	100.0
	Total	60	100.0	100.0	

Table 4. The use of new emerging technologies in recruitment and selection process has increased cost-effectiveness

According to the above figure, 70% of respondents firmly agreed that the use of new, developing technologies in the recruiting and selection process has boosted cost-effectiveness. 8.3% of the people surveyed concurred. Neutral responders made up 1.7% of the total. Regarding whether new developing technologies in the recruiting and selection process have boosted cost-effectiveness, 6.7% and 13.3% of respondents disagreed, respectively. It demonstrates that the majority of respondents thought that emerging technologies had improved cost-effectiveness in the recruiting and selection process.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.7	1.7	1.7
	Neutral	1	1.7	1.7	3.3
	Agree	14	23.3	23.3	26.7
	Strongly Agree	44	73.3	73.3	100.0
	Total	60	100.0	100.0	

Table 5. AI is beneficial for automated tasks such as resume screening,

From the above table we can observe that 73.3% of the respondents strongly agreed that AI is beneficial for automated tasks such as resume screening, candidate interviewing and background checks. 23.3% of the respondents agreed to the same. 1.7% of respondents were indifferent, and 1.7% strongly disagreed that AI was useful for automating duties like background checks, applicant interviews, and resume screening. It shows that the majority of the respondents believed that AI is beneficial for automated tasks such as resume screening, candidate interviewing and background checks.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	16.7	16.7	16.7
	Disagree	7	11.7	11.7	28.3
	Neutral	5	8.3	8.3	36.7
	Agree	7	11.7	11.7	48.3
	Strongly Agree	31	51.7	51.7	100.0
	Total	60	100.0	100.0	

Table 6. Candidate interviewing has become faster due to the use of emerging technology

From the above table we can see that 51.7% of the respondents strongly agreed that candidate interviewing has become faster due to the use of emerging technology. 11.7% of the respondents agreed to the same, 8.3% were neutral and 16.7% of the respondents strongly disagreed and 11.7% disagreed that candidate interviewing has become faster due to the use of emerging technology. It demonstrates that the majority of respondents thought that the usage of cutting-edge technology had sped up candidate interviews.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	15.0	15.0	15.0
	Disagree	7	11.7	11.7	26.7
	Neutral	7	11.7	11.7	38.3
	Agree	6	10.0	10.0	48.3
	Strongly Agree	31	51.7	51.7	100.0
	Total	60	100.0	100.0	

Table 7. Social media platforms are useful to identify potential candidates.

From the above table we can see that 51.7% of the respondents strongly agreed that social media platforms are useful to identify potential candidates. 10% of the respondents agreed to the same, 11.7% were neutral and 15% of the respondents strongly disagreed and 11.7% disagreed that social media platforms are useful to identify

potential candidates. It shows that the majority of the respondents believed that social media platforms are useful to identify potential candidates

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	8.3	8.3	8.3
	Disagree	12	20.0	20.0	28.3
	Neutral	7	11.7	11.7	40.0
	Agree	6	10.0	10.0	50.0
	Strongly Agree	30	50.0	50.0	100.0
	Total	60	100.0	100.0	

Table 8. Cloud computing helps in storing large amounts of data securely.

From the above table we can see that 50% of the respondents strongly agreed that cloud computing helps in storing large amounts of data securely. 10% of the respondents agreed to the same, 11.7% were neutral and 20% of the respondents strongly disagreed and 8.3% disagreed that cloud computing helps in storing large amounts of data securely. It shows that the majority of the respondents believed that cloud computing helps in storing large amounts of data securely.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	11.7	11.7	11.7
	Disagree	7	11.7	11.7	23.3
	Neutral	5	8.3	8.3	31.7
	Agree	3	5.0	5.0	36.7
	Strongly Agree	38	63.3	63.3	100.0
	Total	60	100.0	100.0	

Table 9. Big data analysis can help in identifying suitable candidates.

From the above table we can see that 63.3% of the respondents strongly agreed that big data analysis can help in identifying suitable candidates. 5% of the respondents agreed to the same, 8.3% were neutral and 11.7% of the respondents strongly disagreed and 11.7% disagreed that big data analysis can help in identifying suitable candidates. It shows that the majority of the respondents believed that big data analysis can help in identifying suitable candidates.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	13	21.7	21.7	21.7
	Disagree	6	10.0	10.0	31.7
	Neutral	5	8.3	8.3	40.0
	Agree	7	11.7	11.7	51.7
	Strongly Agree	29	48.3	48.3	100.0
	Total	60	100.0	100.0	

Table 10. The use of new technologies have increased the accuracy of the recruitment and selection process.

From the above table we can see that 48.3% of the respondents strongly agreed that the use of new technologies have increased the accuracy of the recruitment and selection process. 11.7% of the respondents agreed to the same, 8.3% were neutral and 21.7% of the respondents strongly disagreed and 10% disagreed that the use of new technologies have increased the accuracy of the recruitment and selection process. It shows that the majority of the respondents believed that the use of new technologies have increased the accuracy of the recruitment and selection process.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	18.3	18.3	18.3
	Disagree	12	20.0	20.0	38.3
	Neutral	4	6.7	6.7	45.0

	Agree	9	15.0	15.0	60.0
	Strongly Agree	24	40.0	40.0	100.0
	Total	60	100.0	100.0	

Table 11. Use of emerging technologies has resulted in improved quality of feedback given to candidates

We can observe from the above table that 40% of respondents strongly concurred that using new technologies has increased the calibre of feedback provided to applicants. 15% of respondents agreed, 6.7% were indifferent, 20% strongly opposed, and 18.3% disputed that the usage of developing technologies had enhanced the calibre of feedback provided to applicants. It demonstrates that the majority of respondents thought that the usage of new technologies had enhanced the standard of feedback provided to applicants.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	15.0	15.0	15.0
	Disagree	14	23.3	23.3	38.3
	Neutral	4	6.7	6.7	45.0
	Agree	9	15.0	15.0	60.0
	Strongly Agree	24	40.0	40.0	100.0
	Total	60	100.0	100.0	

Table 12. The use of new emerging technologies decreases the time and effort required for recruitment and selection process

According to the above data, 40% of respondents strongly agreed that using new, developing technologies will cut down on the time and effort needed for the recruiting and selection process. In comparison, 6.7% of respondents were indifferent, 23.3% strongly opposed, and 15% disagreed with the statement that the adoption of new developing technologies reduces the time and effort needed for the recruiting and selection process. Only 15% of respondents agreed with this statement. It demonstrates that the majority of respondents thought that the time and effort needed for the recruiting and selection process will be reduced with the usage of new developing technologies.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	23.3	23.3	23.3
	Disagree	4	6.7	6.7	30.0
	Neutral	7	11.7	11.7	41.7
	Agree	4	6.7	6.7	48.3
	Strongly Agree	31	51.7	51.7	100.0
	Total	60	100.0	100.0	

Table 13. The use of social media platforms, for example Linked In, is beneficial for employers to identify potential candidates

From the above table we can see that 51.7% of the respondents strongly agreed that the use of social media platforms, for example Linked In, is beneficial for employers to identify potential candidates. 6.7% of the respondents agreed to the same, 11.7% were neutral and 23.3% of the respondents strongly disagreed and 6.7% disagreed that the use of social media platforms, for example Linked In, is beneficial for employers to identify potential candidates. It shows that the majority of the respondents believed that the use of social media platforms, for example Linked In, is beneficial for employers to identify potential candidates.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	16.7	16.7	16.7
	Disagree	8	13.3	13.3	30.0
	Neutral	6	10.0	10.0	40.0
	Agree	9	15.0	15.0	55.0
	Strongly Agree	27	45.0	45.0	100.0
	Total	60	100.0	100.0	

Table 14. Use of social media platforms helps employers to get information regarding job seekers with prior employers

We can see from the above table that 45% of respondents strongly agreed that using social media platforms helps companies learn more about job applicants' previous employment. 15% of respondents agreed, 10% were indifferent, 13.3% strongly objected, and 16.7% disagreed that using social networking sites to gather information about job applicants' previous employers is helpful for companies. It demonstrates that the majority of respondents thought that using social media platforms helped companies learn more about job applicants' previous employers.

Testing of hypothesis

H1: There is a positive impact of new emerging technologies on the recruitment and selection process.

	N	Mean	Std. Deviation	Std. Error Mean
1. The use of new emerging technologies in recruitment and selection process has improved the efficiency of the process.	60	3.9333	1.49425	.19291
2. The use of new emerging technologies in recruitment and selection process has increased cost-effectiveness	60	4.1500	1.48238	.19137
3. AI is beneficial for automated tasks such as resume screening.	60	4.6667	.68064	.08787
4. Candidate interviewing has become faster due to the use of emerging technology	60	3.7000	1.58702	.20488
5. Social media platforms are useful to identify potential candidates.	60	3.7167	1.55238	.20041
6. Cloud computing helps in storing large amounts of data securely.	60	3.7333	1.45982	.18846
7. Big data analysis can help in identifying suitable candidates.	60	3.9667	1.50667	.19451
8. The use of new technologies have increased the accuracy of the recruitment and selection process.	60	3.5500	1.66138	.21448
9. Use of emerging technologies has resulted in improved quality of feedback given to candidates	60	3.3833	1.60604	.20734
10. The use of new emerging technologies decreases the time and effort required for recruitment and selection process	60	3.4167	1.56543	.20210
11. The use of social media platforms, for example Linked In, is beneficial for employers to identify potential candidates	60	3.5667	1.69112	.21832
12. Use of social media platforms helps employers to get information regarding job seekers with prior employers	60	3.5833	1.56543	.20210

Table 15. One-Sample Statistics

The above table shows that mostly, the mean values are greater than 3.5. The survey has revealed some important insights regarding the use of new emerging technologies in recruitment and selection process.

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
1. The use of new emerging technologies in recruitment and selection process has improved the efficiency of the process.	4.838	59	.000	.93333	.5473	1.3193
2. The use of new emerging technologies in recruitment and selection process has increased cost-effectiveness	6.009	59	.000	1.15000	.7671	1.5329
3. AI is beneficial for automated tasks such as resume screening.	18.967	59	.000	1.66667	1.4908	1.8425
4. Candidate interviewing has become faster due to the use of emerging technology	3.417	59	.001	.70000	.2900	1.1100
5. Social media platforms are useful to identify potential candidates.	3.576	59	.001	.716	.3156	1.1177

6. Cloud computing helps in storing large amounts of data securely.	3.891	59	.000	.73333	.3562	1.1104
7. Big data analysis can help in identifying suitable candidates.	4.970	59	.000	.96667	.5775	1.3559
8. The use of new technologies have increased the accuracy of the recruitment and selection process.	2.564	59	.013	.55000	.1208	.9792
9. Use of emerging technologies has resulted in improved quality of feedback given to candidates	1.849	59	.069	.38333	-.0316	.7982
10. The use of new emerging technologies decreases the time and effort required for recruitment and selection process	2.062	59	.044	.41667	.0123	.8211
11. The use of social media platforms, for example Linked In, is beneficial for employers to identify potential candidates	2.596	59	.012	.56667	.1298	1.0035
12. Use of social media platforms helps employers to get information regarding job seekers with prior employers	2.886	59	.005	.58333	.1789	.9877

Table One-Sample Test

Most of the factors listed above have their P values less than 0.05. With this, we can confidently rule out the null hypothesis and believe that new developing technologies have a beneficial effect on the recruiting and selection process.

Conclusion

The majority of respondents agreed that the use of new emerging technologies has improved the efficiency, cost-effectiveness, accuracy, and quality of feedback given to candidates. Overall, this survey reveals that there is an increasing acceptance in the use of new emerging technologies for the recruitment and selection process by job seekers. Furthermore, the use of social media platforms, such as LinkedIn, is beneficial for employers to identify potential candidates and get information regarding job seekers with prior employers.

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