

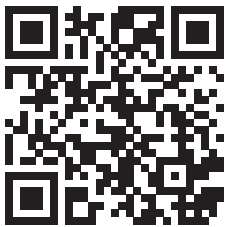


AI-powered Recruitment

The next revolution in talent selection
and candidate engagement



**SMART IDEA
& PRACTICE**



DIGITAL FUTURES

WATCH DIGITAL FUTURES VIDEO



WATCH VIDEO

DIGITAL FUTURES is an online content publication platform catering for technology business leaders, decision makers and users, by sourcing and sharing valuable information and best practices in connection to the latest emerging technologies trends and market developments that leverage capabilities and contribute towards enhanced enterprise-wide performance.

LEARN MORE

INDEX

Introduction	6
Section 1	10
Key recruitment challenges for hiring managers to consider	
Data Privacy and Security	10
The unlikely scenario of making AI think like a human	12
Ethical responsibility concerns in automation	14
The Bias Problem	16
Section 2	19
Best applications of artificial intelligence-based recruiting functions	
Talent Acquisition and Recruitment	19
Employee retention	21
Automation	24
Diversity and Inclusion	25
Section 3	29
Recruiting is being transformed by AI-based companies	
Use Case/Study 1 - HireVue	29
Use/Case Study 2 - Mya Systems	33
Use/Case Study 3 - HiredScore	35
Use/Case Study 4 - Wade & Wendy	37
Use/Case Study 5 - Hiretual (hireEZ)	39
Conclusion	43
References	46





INTRODUCTION



SMART IDEA
& PRACTICE

INTRODUCTION

Human resource management (HRM) is a vital function in any organization that manages employees and governs a business. HRM includes administrative tasks as well as a variety of activities such as recruitment, training and development, management, and compensation and payroll. This research focuses exclusively on the hiring process and, in particular, how artificial intelligence (AI) can help HR managers make faster decisions and streamline the hiring procedure.

When investigating HRM and AI, it is essential to examine the challenges that may arise during the deployment of this technology and to identify the most effective uses of artificial intelligence-based recruiting capabilities. The paper also addresses forward-thinking companies are transforming recruitment with unique use cases.

AI In 2019, the artificial intelligence market in recruitment was valued at USD 580 million and is projected to increase at a compound annual growth rate (CAGR) of 6.76 percent from 2020 to 2025. Technologies that leverage AI are becoming more prevalent due to the increasing demand for predictive analytics as an integral component of the hiring process. AI continues to be used in the recruitment industry due to the growing need for AI-powered platforms such as chatbots, machine learning, and process automation. In addition, the need to review large amounts of data, such as an applicant's resume, without human intervention is another factor driving the expansion of the market over the projection period.¹

A review of current study in the field of AI in recruiting reveals that it is a relatively new area at the forefront of the industry. Since the use of AI in the hiring process is still in its infancy in most companies, this might be one of the motivations to attach greater importance to this research theme. The quality of hires and talent may ultimately determine the growth of a company. Now seems to be the time for businesses to embrace artificial intelligence and enable technology to operate in the background, so they can focus on what really matters, building meaningful relationships with both their applicants and employees.

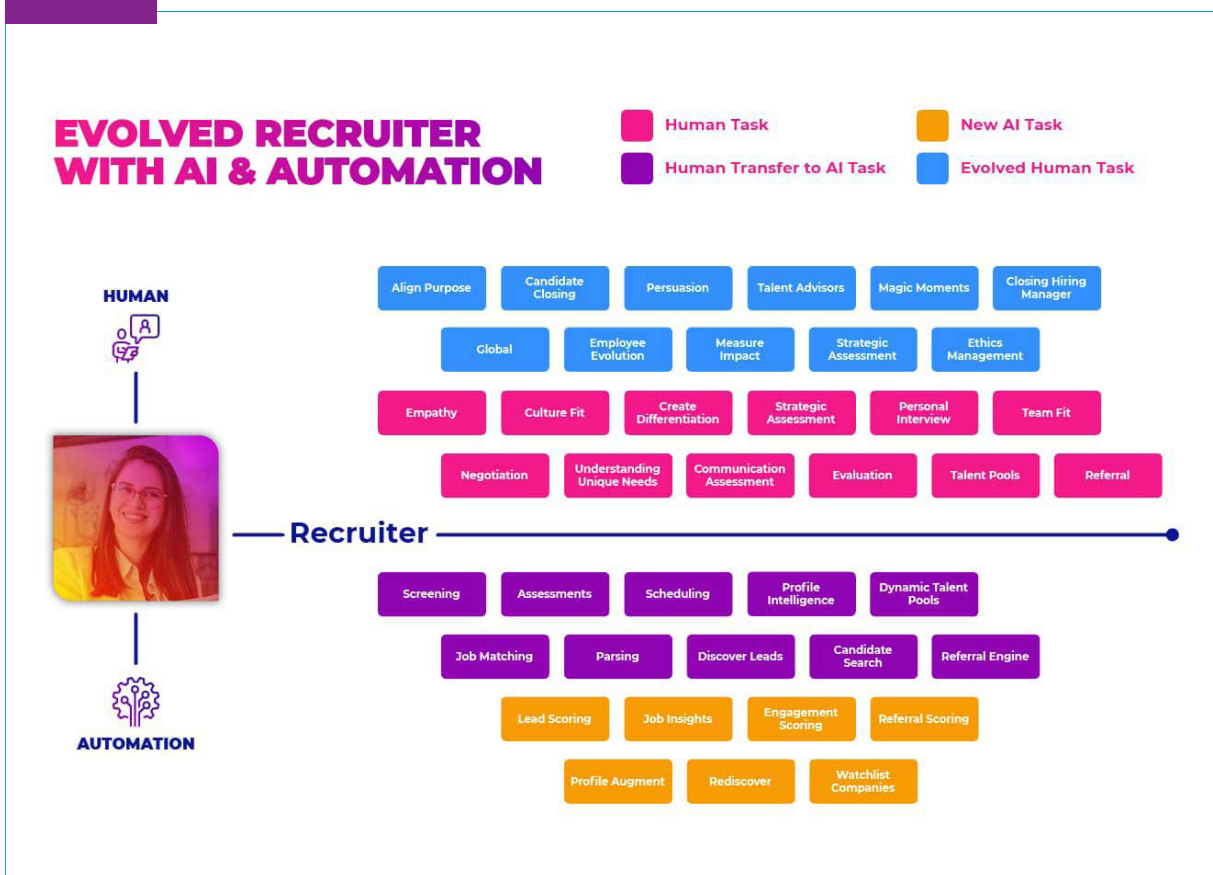


Figure 1

Evolved recruiter with AI & automation. Montesa, M. (2022, April). AI recruiting in 2022: The definitive guide. Phenom People, Inc. Retrieved from: <https://www.phenom.com/blog/recruiting-ai-guide>



JOBS SEARCH

Home

Find Jobs

Find Jobs

Keywords
Location
Salary



Job Search

Find the right job for you.

Click Here

Search



Upload Your Resume

2

Enter a Job description

Jobs by Categories

Submit

- Interpreter
- Teacher
- Veterinarian
- Photographer
- Writer & Journalis
- Manufacturing
- Food Service
- Graphic Designer
- Catering Service
- Engineering
- Government

See All Categories

Search

More Info

s & Update

42. StepStone GmbH. (2021, May). StepStone further expands autonomous matching, acquires US conversational AI technology MYA. Retrieved from: <https://www.stepstone.de/ueber-stepstone/press/stepstone-expands-autonomous-matching-acquires-us-conversational-ai-technology-mya/>
43. HiredScore. (2022, May). Hire with ultimate fairness and efficiency. Retrieved from: <https://www.hiredscore.com>
44. Cision US Inc. (2022, February). Deepening commitment to AI recruitment in China, HiredScore announces strategic partnership with Tupu. Retrieved from: <https://www.prnewswire.com/news-releases/deepening-commitment-to-ai-recruitment-in-china-hiredscore-announces-strategic-partnership-with-tupu-301478059.html>
45. G2.com Inc. (n.d.). HiredScore. Retrieved from: <https://www.g2.com/products/hiredscore-inc-hiredscore/reviews>
46. Ribeiro, J. (2020, November). 5 companies that are revolutionizing recruiting using Artificial Intelligence. Medium. Retrieved from: <https://medium.com/tech-cult-heartbeat/5-companies-that-are-revolutionizing-recruiting-using-artificial-intelligence-9a70986c7a7e>
47. Koidan, K. (2020, July). 7 AI Companies Revolutionizing Recruiting. TOPBOTS. Retrieved from: https://www.topbots.com/ai-companies-hr-recruiting/?fbclid=IwAR2n4liH-06FjMHmzz29k8Emb9A9_UiOKIUQrryfcD-6El1U4xqQFU7yrN4
48. Greenhouse Software Inc. (2020, June). Wade & Wendy. Retrieved from: <https://www.greenhouse.io/integrations/wade-wendy>
49. Walker, W. (2022, May). Explore how Wade & Wendy saves recruiters nearly 300 hours a year with Cronofy's scheduling technology. Cronofy. Retrieved from: <https://www.cronofy.com/case-studies/wade-and-wendy-saves-recruiters-300-hours-a-year>
50. Hunt Scanlon Media. (2022, February). Hiretual Secures \$26 Million and rebrands to hireEZ. Retrieved from: <https://huntscanlon.com/hiretual-secures-26-million-and-rebrands-to-hireez/>
51. Cision US Inc. (2022, February). Hiretual, now hireEZ, announces \$26 million in funding to make outbound recruiting easy. Retrieved from: <https://www.prnewswire.com/news-releases/hiretual-now-hireez-announces-26-million-in-funding-to-make-outbound-recruiting-easy-301473328.html>
52. Koidan, K. (2020, July). 7 AI Companies Revolutionizing Recruiting. TOPBOTS. Retrieved from: https://www.topbots.com/ai-companies-hr-recruiting/?fbclid=IwAR2n4liH-06FjMHmzz29k8Emb9A9_UiOKIUQrryfcD-6El1U4xqQFU7yrN4

Legal Notice

The opinion, analysis, and research results presented are drawn from research and analysis conducted and published by APU Research, unless otherwise noted.

The facts and data set out in this publication are obtained from sources which we believe to be reliable.

This publication has been written in general terms and therefore cannot be relied on to cover specific situations; application of the principles set out will depend upon the particular circumstances involved and we recommend that you obtain professional advice before acting or refraining from acting on any of the contents of this publication. APU would be pleased to advise readers on how to apply the principles set out in this publication to their specific circumstances.

Note: While care has been taken in gathering the data and preparing the report we do not make any representations or warranties as to its accuracy or completeness and expressly excludes to the maximum extent permitted by law all those that might otherwise be implied, and we accept no legal liability of any kind for the publication contents, nor any responsibility for the consequences of any actions resulting from the information contained therein nor conclusions drawn from it by any party. We accept no responsibility or liability for any loss or damage of any nature occasioned to any person as a result of acting or refraining from acting as a result of, or in reliance on, any statement, fact, figure or expression of opinion or belief contained in this report. The views expressed in this publication are those of the author(s) and do not necessarily represent the views of the APU or its network partners. Publications are submitted to as research contributions to its insight areas and interactions, and APU makes the final decision on the publication. This report does not constitute advice of any kind.

This document makes descriptive reference to trademarks that may be owned by others. The use of such trademarks herein is not an assertion of ownership of such trademarks by APU and is not intended to represent or imply the existence of an association between APU and the lawful owners of such trademarks.

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior permission of the publishers. Material content is used in accordance to Access Programs/Subscriptions licenses.



Designed and produced by APU Insights Creative Studio
2022® APU Commercial Information Services
All Rights Reserved

Follow us



SMART IDEA
& PRACTICE