

# The Role of Artificial Intelligence in Recruitment Process in Recent Era

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## Abstract

In the modern era of technology artificial intelligence plays a vital role in all aspects, it is a tool that helps to upgrade and simplify the work to be done. Usually, AI contains all the information that exists in the internet. The AI is an effective tool that can assist in various tasks but only some AI are widely used by people to serve information on the web and information obtained from them are highly processed by AI it can also respond to the command and can provide it all the available answers for a question and it can also provide that in a simplified and understandable format. The evolution of AI begins with the growth of the internet and with the help of the programmer. Hence, a study is being conducted to analyze the awareness, knowledge, and people's understanding of AI in the recruitment process in the areas of Tirupur and Coimbatore. 184 responses were collected, and percentage tools, t-tests, and ANOVA tools were used to analyze the same among the respondents.

**Key words:** Artificial Intelligence, Recruitment Process, Awareness and Understanding

## Introduction

In the modern era of technology artificial intelligence plays a vital role in all aspects, it is a tool that helps to upgrade and simplify the work to be done. Usually, AI contains all the information that exists in the internet. The AI is an effective tool that can assist in various tasks but only some AI are widely used by people to serve information on the web and information obtained from them are highly processed by AI it can also respond to the command and can provide it all the available answers for a question and it can also provide that in a simplified and understandable format. The evolution of AI begins with the growth of the internet and with the help of the programmer.

The use of AI tools becomes popular for recruiters in 2018 (Upadhyay and Khandelwal 2018). Talent selection must be carried out carefully for companies to ensure that organizational goals are reached. The determination associated with talent selection is a challenging task because it is restricted to the decision maker's numeracy, vision, analytical skills, and internal bias (Abou Hamdan 2019). The new era of recruitment with the strength of artificial intelligence is enabling employers to tackle the challenges of hiring.

The COVID-19 outbreak in 2020, offices are locked down, physical distance is maintained between people, and masks are worn. Because of the virtual office, traditional work methods are not as effective. While the virtual office offers a great deal of flexibility, it also poses several challenges for HR recruitment. These include how to schedule interviews, select the right candidates, and attract people to submit their resumes while avoiding face-to-face contact between

people (Pan and Zhang 2020). We can use artificial intelligence to solve the challenges because AI can provide various services related to HRM practices (Chattopadhyay and Technology 2020). Today, companies are embarking on implementing “Digital Recruiting 3.0”. The shift crux is the AI application in the recruiting process (Black and van Esch 2020b). In any case, with AI, recruiters may handle large amounts of information to search for the right candidate. With AI support, recruiters also can reach beyond a candidate's personality traits and traditional resume to see whether it is a suitable match. Artificial intelligence is impartial and treats all candidates equally when screening resumes (Upadhyay & Khandelwal 2018). Its prevalence is based on the idea that AI recruiting tools can create a fair process and help achieve high-quality and optimal results in less time and cost than humans (Solascasas Morales 2020). AI system is revolutionizing the recruiting task by replacing the repetitive duties which were traditionally executed by professional recruiters in the past. However, possible conflicts of shared control between humans and autonomous systems. For example, the conflicts that may arise when drivers interact with AI-based support. Therefore, the interaction between AI and humans in different application domains must be extended with state-of-the-art technology. Competence-Availability-Possibility-to-act (CAP) defines shared control scenarios (Vanderhaegen 2021). CAP-based autonomy is decomposed into several scenarios of shared control within or between workspaces. A car driving application validates the relevance of the approach.

At present the recruitment process is held through human recruiter who personally sit down and filter the resume and the online profiles and the other source through which the candidates a selected it consumes high amount of energy and human time as the processing speed of humans are limited same task can be held by an a in more efficient manner.

### **Objective of the Study**

1. To analyze the respondent's knowledge of artificial intelligence recent tools in recruitment process.
2. To measure the awareness level of artificial intelligence in the recruitment process among the respondents.
3. To analyze the respondent's recruitment experience with artificial intelligence.
4. to identify the understanding level of the artificial intelligence in recruitment process among the respondents.

### **Hypotheses**

1. There is no significant relationship between respondent's awareness level and artificial intelligence in recruitment process.
2. There is no significant relationship between the respondent's understanding of AI and recruitment process.
3. There is no significant association between the demographic variables of the respondent's and artificial intelligence in recruitment process.

### **Scope of the Study**

- The study supports to improve the awareness level of artificial intelligence that benefits employees and job seekers.
- It helps to perform the task of recruitment in efficient and effective way for hiring quality employees.
- Comparing candidate profiles with the specific job requirements is a crucial role in recruitment process. The study ensures height and level of accuracy and the significance of AI in the matching process, facilitating a more precise alignment between the qualification of skills.

### **Research Methodology**

The research work is a scientific and systematic study about the recruitment through AI this research methodology involves mathematical exploration of relevant information on specific subject. Hidden compressors clearly stating the problem proposing hypothesis based on limited evidence gathering data analyzing facts and drawing conclusion in the form of solution to a problem or generalization of theoretical formulations.

### **Research Design**

The research aims to study the influence, growth, awareness, knowledge and understanding of artificial intelligence in recruitment process.

### **Sample Area**

This study is taken with the responses of candidates that has gone through the recruitment with the AI. The sampling is taken around the Tirupur and Coimbatore city, Tamil Nadu.

### **Sample Size**

The sampling size for this study is 184 responses from the structured questionnaire.

### **Sampling Technique**

The study employees purposive sample technique to select a sample gathering observation from the population specifically within the Coimbatore city and Tirupur City for the survey.

### **Source of Data**

**Primary data:** The primary data for the study are collected from individual in proximately to Coimbatore city and Tirupur City. The survey is designed to capture respondent's awareness and understanding about the artificial intelligence in recruitment process.

### **Secondary Data:**

Secondary data is obtained from various articles, journals, research papers and websites.

### **Limitation of the Study**

- The study is conducted in Tiruppur and Coimbatore city, Tamilnadu.
- The respondents of the study are final year students, employees working in private sector and public sector and job seekers.
- The study is limited with 184 respondents.

### **Review of Literature**

Shankar et al., 2021 Employee training and development are essential for organizations to stay competitive and improve their employees' skills. AI can help to personalize training programs by analyzing employees' strengths and weaknesses and tailoring the content accordingly. Additionally, AI can provide real-time feedback to employees, making the learning experience more engaging and effective.

Guo et al. (2020) The authors identified four main themes recruitment, performance management, training and development, and employee well-being. They found that AI can enhance HRM practices by increasing efficiency and accuracy, reducing bias, and improving decision-making. However, they also highlighted the need for ethical guidelines and human oversight.

Mohiuddin, M., & Ahad, M. A. R. (2020) Provides a comprehensive review of literature on the use of artificial intelligence (AI) in human resource management (HRM). The study identifies the potential benefits of AI for HRM, such as enhanced recruitment, selection, and employee engagement. However, the article also highlights potential challenges and ethical considerations of AI use in HRM.

Saeed and Patel (2020) Examines the potential negative consequences of the use of AI in HRM. The authors discuss the potential for bias, privacy concerns, and the displacement of human workers. They suggest that organizations should be mindful of these risks and implement AI in a responsible and transparent manner.

He et al., 2019 Performance management is a critical function of HRM that involves setting goals, providing feedback, and evaluating employees' performance. AI can help to automate some of these tasks and provide more objective and accurate performance evaluations. For example, AI algorithms can analyze employees' work patterns, communication style, and even facial expressions to provide insights into their performance. However, there are concerns that AI could reduce the human touch necessary for effective performance management.

#### Analysis and Interpretation

**Table 1 shows the profile of the respondents**

S. No	Variables	Options	Respondents in (numbers)	Responses in (%)	Cumulative %
1.	Age	21 years – 25 years	116	63	63.0
		26 years – 30 years	28	15.2	78.3
		31 years – 35 years	19	10.3	88.6
		35 years & above	21	11.4	100.0
2.	Gender	Male	92	50	50.0
		Female	92	50	100.0
3.	Education Qualification	UG	90	48.9	48.9
		PG	66	35.9	84.8
		Others	28	15.2	100.0
4.	Employment	Student	118	64.1	64.1
		Employed	44	23.9	88.0
		Unemployed (job-seekers)	22	12.0	100.0
5.	Working sector	Student	112	60.9	60.9
		Private Sector	52	28.3	89.1
		Public Sector	20	10.9	100.0

From the above table 1 it is encountered that the majority of the respondents are in the age group of 21 years – 25 years (63%), the study conducted equally among male (50%) and female (50%) respondents, UG graduates (48.9%) are highly participated in the study, (64.1%) of the respondents are students and (60.9%) respondents belonging to the category of working sector are final year students to be considered as a job-seekers for the study.

**Table 2 shows the awareness level of artificial intelligence in the recruitment process among the respondents.**

S. No	Variables	Options	Respondents in (numbers)	Responses in (%)	Cumulative %
1.	Do you identify any AI in recruitment process	Yes	164	89.1	89.1
		No	20	10.9	100.0
2.	How familiar are you with using AI technology?	Beginner	76	41.3	41.3
		Average	100	54.3	95.7
		Expert	8	4.3	100.0
3.	Do you know how to boost your resume with AI's support?	Yes	98	53.3	53.3
		No	86	46.7	100.0

4.	Have you ever felt that AI could be dangerous?	Yes	130	70.7	70.7
		No	54	29.3	100.0
5.	Do you feel comfortable to trust an AI with your data being secured?	Yes	38	20.7	20.7
		No	48	26.1	46.7
		Neutral	98	53.3	100.0

From the above table it is found that (89.1%) respondents identified AI in recruitment process, the familiarity about using AI among the respondents are in average level (54.3%), majority of the respondents (53.3%) are known to boost their resume with AI's support, (70.7%) respondents felt that AI could be dangerous and (53.3%) are neither aware nor unaware about their data to be kept secured.

**Table 3 shows the respondent's understanding of artificial intelligence in recruitment process**

S. No	Variables	Options	Respondents in (numbers)	Responses in (%)	Cumulative %
1.	Ever encounter AI in Chatbots	Yes	126	68.5	68.5
		No	58	31.5	100.0
2.	Have you encounter the recruiters in any of AI in recruitment process	AI in monitoring device	67	36.4	37.5
		AI programs that evaluate tests	45	24.5	60.9
		Resume scanning through AI	72	39.1	100.0
3.	At recruitment process have you ever came across an interview test with web-cam that detect your face while writing the test	Yes	146	79.3	79.3
		No	38	20.7	100.0
4.	Respondent's opinion on accuracy level of AI in recruitment process	Too Low	10	5.4	5.4
		Low	10	5.4	10.9
		Neutral	80	43.5	54.3
		High	72	39.1	93.5
		Too High	12	6.5	100.0

The above table 3 predicts that the majority of respondents encounter AI in Chatbots (68.5%), (39.1%) respondents encounter resume scanning through AI, majority of the respondents came across an interview test with web-cam that detect face while writing the test (79.3%) and (43.5%) of respondents neither agree the accuracy level of AI not disagree.

**Table 4 shows the One-Sample statistics for respondent's awareness on AI in recruitment process**

Variables	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
Do you identify any AI in recruitment process	184	1.1087	.31211	.02301	48.186	.000
How familiar are you with using AI technology?	184	1.6304	.56718	.04181	38.994	.000
Do you know how to boost your resume with AI's support?	184	1.4674	.50030	.03688	39.786	.000
Have you ever felt that AI could be dangerous?	184	1.2935	.45660	.03366	38.427	.000
Do you feel comfortable to trust an AI with your data being secured?	184	2.3261	.79766	.05880	39.557	.000

It is found from the table 4 that the t-values ranges from 38.427 to 48.186, mean value from 1.10870 to 2.32609, standard deviation also ranges from 0.31211 to 0.79766, Std. Error mean from 0.02301 to 0.05880. It is found that all the t-values are statistically significant at 5per cent level. It implies that the respondents strongly agree for identifying AI in recruitment process, familiarity in using AI technology, boosting resume with AI's support and comfortability and dangerous level of AI in recruitment process.

**Table 5 shows the One-Sample statistics for respondent's understanding of artificial intelligence in recruitment process**

Variables	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
Ever encounter AI in Chatbots	184	1.3152	.46587	.03434	38.295	.000
Have you encounter the recruiters in any of AI in recruitment process	184	2.0163	.88999	.06561	30.731	.000
At recruitment process have you ever came across an interview test with web-cam that detect your face while writing the test	184	3.3587	.89420	.06592	50.950	.000
Respondent's opinion on accuracy level of AI in recruitment process	184	1.2065	.40591	.02992	40.319	.000

It is found from the table 5 that the t-values ranges from 30.731 to 50.950, mean value from 1.2065 to 3.3587, standard deviation also ranges from 0.4059 to 0.89420, Std. Error mean from 0.02992 to 0.06592. It is found that all the t-values are statistically significant at 5per cent level. It implies that the respondents strongly agree for encounter AI in Chatbots, encounter the recruiters in any of AI in recruitment process, came across an interview test with web-cam that detect face while writing the test and accuracy level of AI in recruitment process.

**Table 6 shows ANOVA of understanding level of gender on the artificial intelligence in recruitment process among the respondents**



		Sum of Squares	df	Mean Square	F	Sig.
As AI are built by human programmer, it could lack in psychological testing part in humans"	Between Groups	1.065	1	1.065	.985	.322
	Within Groups	196.739	182	1.081		
	Total	197.804	183			
In recruitment process for decision making the AI will provide good result but not up to the quality work of humans	Between Groups	5.565	1	5.565	5.212	.024
	Within Groups	194.348	182	1.068		
	Total	199.913	183			
AI is game changing for HR	Between Groups	1.065	1	1.065	.833	.363
	Within Groups	232.739	182	1.279		
	Total	233.804	183			
AI can analyze the candidates job requirements and career plan, so it can place them for right job	Between Groups	3.674	1	3.674	3.206	.075
	Within Groups	208.565	182	1.146		
	Total	212.239	183			
Can AI replace humans in recruitment process	Between Groups	.543	1	.543	.794	.374
	Within Groups	124.565	182	.684		
	Total	125.109	183			
Do you believe that AI can perform analytical task better than the human beings	Between Groups	.022	1	.022	.016	.900
	Within Groups	252.391	182	1.387		
	Total	252.413	183			

From the table 6, it is found that AI psychological testing part in humans ( $F=0.985$ ,  $P=0.322$ ), AI will provide good result but not up to the quality work of humans ( $F=5.212$ ,  $P=0.024$ ), AI is game changing for HR ( $F=0.833$ ,  $P=0.363$ ), AI place right job for the candidates ( $F=3.206$ ,  $P=0.075$ ), AI replace humans in recruitment process ( $F=0.794$ ,  $P=0.374$ ), AI can perform analytical task better than the human beings ( $F=0.016$ ,  $P=0.900$ ) are statistically significant at 5per cent level. This implies the mean comparison among the different gender group that exhibits the AI in recruitment process.

**Table 7 shows ANOVA of understanding level of Education on the artificial intelligence in recruitment process among the respondents**

		Sum of Squares	df	Mean Square	F	Sig.
As AI are built by human programmer, it could lack in psychological testing part in humans"	Between Groups	4.104	2	2.052	1.918	.150
	Within Groups	193.700	181	1.070		
	Total	197.804	183			
In recruitment process for decision making the AI will	Between Groups	1.970	2	.985	.901	.408
	Within Groups	197.943	181	1.094		
	Total	199.913	183			

provide good result but not up to the quality work of humans						
AI is game changing for HR	Between Groups	4.171	2	2.085	1.644	.196
	Within Groups	229.633	181	1.269		
	Total	233.804	183			
AI can analyze the candidates job requirements and career plan, so it can place them for right job	Between Groups	2.103	2	1.052	.906	.406
	Within Groups	210.136	181	1.161		
	Total	212.239	183			
Can AI replace humans in recruitment process	Between Groups	5.923	2	2.961	4.497	.012
	Within Groups	119.186	181	.658		
	Total	125.109	183			
Do you believe that AI can perform analytical task better than the human beings	Between Groups	8.935	2	4.468	3.321	.038
	Within Groups	243.478	181	1.345		
	Total	252.413	183			

From the table 7, it is found that AI psychological testing part in humans ( $F=1.918$ ,  $P=0.150$ ), AI will provide good result but not up to the quality work of humans ( $F=0.901$ ,  $P=0.408$ ), AI is game changing for HR ( $F=1.644$ ,  $P=0.196$ ), AI place right job for the candidates ( $F=0.906$ ,  $P=0.406$ ), AI replace humans in recruitment process ( $F=4.497$ ,  $P=0.012$ ), AI can perform analytical task better than the human beings ( $F=3.321$ ,  $P=0.038$ ) are statistically significant at 5per cent level. This implies the mean comparison among the different education group that exhibits the AI in recruitment process.

**Table 8 shows ANOVA of understanding level of working sector on the artificial intelligence in recruitment process among the respondents.**

		Sum of Squares	df	Mean Square	F	Sig.
As AI are built by human programmer, it could lack in psychological testing part in humans"	Between Groups	6.670	2	3.335	3.158	.045
	Within Groups	191.134	181	1.056		
	Total	197.804	183			
In recruitment process for decision making the AI will provide good result but not up to the quality work of humans	Between Groups	4.698	2	2.349	2.178	.116
	Within Groups	195.215	181	1.079		
	Total	199.913	183			
AI is game changing for HR	Between Groups	3.348	2	1.674	1.315	.271
	Within Groups	230.457	181	1.273		
	Total	233.804	183			
AI can analyze the candidates job requirements and career plan, so it can place them for right job	Between Groups	4.094	2	2.047	1.780	.172
	Within Groups	208.145	181	1.150		
	Total	212.239	183			
Can AI replace humans in recruitment process	Between Groups	2.975	2	1.487	2.204	.113
	Within Groups	122.134	181	.675		
	Total	125.109	183			
	Between Groups	2.536	2	1.268	.919	.401



Do you believe that AI can perform analytical task better than the human beings	Within Groups	249.877	181	1.381		
	Total	252.413	183			

From the table 8, it is found that AI psychological testing part in humans ( $F=3.158$ ,  $P=0.045$ ), AI will provide good result but not up to the quality work of humans ( $F=2.178$ ,  $P=0.116$ ), AI is game changing for HR ( $F=1.315$ ,  $P=0.271$ ), AI place right job for the candidates ( $F=1.780$ ,  $P=0.172$ ), AI replace humans in recruitment process ( $F=2.204$ ,  $P=0.113$ ), AI can perform analytical task better than the human beings ( $F=0.919$ ,  $P=0.401$ ) are statistically significant at 5per cent level. This implies the mean comparison among the different working sector group that exhibits the AI in recruitment process.

**Table 9 shows ANOVA of understanding level of Employment on the artificial intelligence in recruitment process among the respondents.**

		Sum of Squares	df	Mean Square	F	Sig.
As AI are built by human programmer, it could lack in psychological testing part in humans"	Between Groups	5.122	2	2.561	2.406	.093
	Within Groups	192.683	181	1.065		
	Total	197.804	183			
In recruitment process for decision making the AI will provide good result but not up to the quality work of humans	Between Groups	.492	2	.246	.223	.800
	Within Groups	199.421	181	1.102		
	Total	199.913	183			
AI is game changing for HR	Between Groups	.350	2	.175	.136	.873
	Within Groups	233.455	181	1.290		
	Total	233.804	183			
AI can analyze the candidates job requirements and career plan, so it can place them for right job	Between Groups	2.102	2	1.051	.905	.406
	Within Groups	210.137	181	1.161		
	Total	212.239	183			
Can AI replace humans in recruitment process	Between Groups	1.127	2	.564	.823	.441
	Within Groups	123.982	181	.685		
	Total	125.109	183			
Do you believe that AI can perform analytical task better than the human beings	Between Groups	1.301	2	.650	.469	.627
	Within Groups	251.112	181	1.387		
	Total	252.413	183			

From the table 9, it is found that AI psychological testing part in humans ( $F=2.406$ ,  $P=0.093$ ), AI will provide good result but not up to the quality work of humans ( $F=0.223$ ,  $P=0.800$ ), AI is game changing for HR ( $F=0.136$ ,  $P=0.873$ ), AI place right job for the candidates ( $F=0.905$ ,  $P=0.406$ ), AI replace humans in recruitment process ( $F=0.823$ ,  $P=0.441$ ), AI can perform analytical task better than the human beings ( $F=0.469$ ,  $P=0.627$ ) are statistically significant at 5per cent level. This implies the mean comparison among the different employment group that exhibits the AI in recruitment process.

### Findings

- Out of 184 respondent's majority of the respondents are in the age group of 21 years – 25 years (63%), the study conducted equally among male (50%) and female (50%) respondents, UG graduates (48.9%) are highly participated in the study, (64.1%) of the

respondents are students and (60.9%) respondents belonging to the category of working sector are final year students to be considered as a job-seekers for the study.

- An overwhelming majority of the respondents (89.1%) identified AI in recruitment process, the familiarity about using AI among the respondents are in average level (54.3%), majority of the respondents (53.3%) are known to boost their resume with AI's support, (70.7%) respondents felt that AI could be dangerous and (53.3%) are neither aware nor unaware about their data to be kept secured.
- majority of respondents encounter AI in Chatbots (68.5%), (39.1%) respondents encounter resume scanning through AI, majority of the respondents came across an interview test with web-cam that detect face while writing the test (79.3%) and (43.5%) of respondents neither agree the accuracy level of AI nor disagree.
- Almost the majority of respondents encounter AI in Chatbots (68.5%), (39.1%) respondents encounter resume scanning through AI, majority of the respondents came across an interview test with web-cam that detect face while writing the test (79.3%) and (43.5%) of respondents neither agree the accuracy level of AI nor disagree.
- One-sample t-test indicates a statistically there is no significant relationship between respondent's awareness level and artificial intelligence in recruitment process.
- One-sample t-test indicates a statistically there is no significant relationship between the respondent's understanding of AI and recruitment process.
- ANOVA results show no significant association between respondents' demographic variables and artificial intelligence in recruitment process.

### Conclusion

The study reveals that artificial intelligence plays a vital role in the recruitment process. The respondents admit that they are aware of AI and have a better understanding of AI in the recruitment process. They have encountered recent AI tools at the time of recruitment and have sufficient knowledge to access and execute their AI knowledge during the recruitment process. The study also identified that they are not confident in the privacy and security systems of AI to share their data. The younger generation, especially job seekers, was well-versed in using AI tools in the recruitment process.

### Suggestions

Based on the insights gathered from the study "Role of Artificial Intelligence in Recruitment Process" the suggestions are given below:

- Educational institutions are suggested to provide basic training on artificial intelligence to keep students ready in job market.
- AI programmers may try to code emotional intelligence as the program to understand the emotions of the candidate.
- Beginners are advised to master the AI for resume building in order to grab the opportunities.
- Working people are suggested to upgrading their current skill on AI based working to sustain in the job as well as to reach the heights in their field.

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