

Effectiveness of AI tools with respect to Recruitment and Selection Process

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ABSTRACT

Purpose: Artificial Intelligence is an essential component in the process of recruitment and selection process. The goal of this article was to look at artificial intelligence (AI) and the impact it is having on the recruiting market. This study looked at how artificial intelligence (AI) is impacting employers and applicants, particularly in the early phases of the hiring process. Despite the lack of academic research to date, AI has been hailed as “game-changing for HR” by practicing recruitment professionals. The overall goal of this study was to make recommendations on how to improve recruitment processes in light of the introduction of AI technology. Organization has been using the AI tools for the process of recruitment and selection process in today’s time and this research will analyse every aspect of it.

Methodology: Survey Questionnaire method has been taken into consideration for the purpose of analysis regarding the perspective of the employees. It also evaluates the contemporary application of AI for the most efficient and successful hiring of high-performing candidates. Employers employ a variety of artificial intelligence (AI) technologies and apps to aid in the hiring process. Artificial Intelligence (AI) and digital recruiting will be examined in the study.

Findings: The correlational value for the Correlation between ease of use of AI tools in R&S process and its impact on recruiters and agencies are positively correlated at 0.01 level, the value being ($r=0.338$, $p=0.001$). This states a high positive correlation between use of AI tools in R&S process and its impact on recruiters and agencies. • The regression value for the regression between effectiveness of AI tools and its measurable parameters in recruitment and selection is 17.951 at 0.001 level with effectiveness of AI tools as a dependent variable and its measurable parameters in recruitment and selection as an independent variable.

Originality/value: The present paper discusses the increasing dissemination of Artificial intelligence (AI) in the numerous functions of HRM and the iconic debate on the expected decline of usability of human sources in corporations. AI has been hailed as “game-changing for HR” by practicing recruitment professionals. The overall goal of this study was to make recommendations on how to improve recruitment processes in light of the introduction of AI technology. Organization has been using the AI tools for the recruitment and selection process in today’s time and this research will analyze every aspect of it. Survey Questionnaire method has been taken into consideration for the purpose of analysis regarding the perspective of the employees. It also evaluates the contemporary application of AI for the most efficient and successful hiring of high-performing candidates.

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Introduction

Human recruiters were unable to access social media profiles of millions of people in 2018 because of the use of artificial intelligence in recruiting. Recruiters may get a better sense of a candidate's values, views, and attitudes by looking at their social media profiles, yet this information isn't there in conventional resumes. By screening the current pool of applicants, AI technology also aids firms in discovering new talent by allowing them to make use of individuals who have previously been vetted and proven. Because of AI's impartiality, recruiters are freed from laborious and monotonous chores such as screening applicants. The conventional position of the recruiter may be replaced by the role of a talent counsellor via the development of rapport and the assessment of cultural fit with newly acquired personnel. The recruiting process is being sped up by AI, which makes people more productive. Conversations with applicants may be facilitated by AI-powered chatbots which provide real-time feedback and reply to inquiries as well as engage candidates in the recruiting process. Candidates are given a score based on their qualifications, experience, and talents, and the AI recruitment programme then gives them a favourable or negative response. AI's immediate feedback not only eliminates the tedious waiting time but also informs the rejected applicants of any inadequacies in their abilities, experience, or qualifications, thereby giving them a pleasant experience of AI-based recruiting. The employment offered by AI may also be of interest to job seekers in their existing or future professions. Web and mobile platforms powered by AI make the recruiting process easier for job seekers. Text messages and emails are used by chatbots to communicate in real time. As an alternative, it gives recruiters insight into the applicant's previous work and educational experiences. Internet sources and e-recruitment are also replacing traditional sourcing tactics like job applications and printed media where the variation in the accessible capacity of the applicant is significantly diminishing. Internet sources and e-recruitment are also replacing traditional sourcing tactics like job applications and printed media where the variation in the accessible capacity of the applicant is significantly diminishing (Bartam 2001, Lee 2005). When it comes to an organization's ability to expand, compete in the marketplace, and alter itself via innovation, human resources (HR) is one of its most critical assets. As a result, businesses fight for the greatest employees by spending a lot of time, money, and effort to find and keep them. Searching for the suitable individual to fill a position begins with an assessment of the job criteria, followed by an announcement of the position and screening and selection of applicants, and lastly hiring and greeting the newly recruited employees. In order to meet the problems of the future, AI-based solutions are being used in HR and recruiting. Employee selection has been transformed by the increasing complexity of new technical content and its relationship with the continuously changing corporate environment.

Human Resource

Human resources are the set of people who make up the workforce of an organization, business sector, industry, or economy. A narrower concept is human capital, the knowledge, and skills which the individual commands. Similar terms include manpower, labor, personnel, associates, or simply: people. The human-resources department (HR department) of an organization performs human resource management, overseeing various aspects of employment, such as compliance with labor law and employment standards, interviewing, administration of employee benefits, organizing of employee files with the required documents for future reference, and some aspects of recruitment (also known as talent acquisition) and employee offboarding. They serve as the link between an organization's management and its employees.

The duties include planning, recruitment, and selection process, posting job ads, evaluating the performance of employees, organizing resumes and job applications, scheduling interviews and assisting in the process and ensuring background checks. Another job is payroll and benefits administration which deals with ensuring vacation and sick time are accounted for, reviewing payroll, and participating in benefits tasks, like claim resolutions, reconciling benefits statements, and approving invoices for payment. HR also coordinates employee relations activities and programs including but not limited to employee counseling. The last job is regular maintenance, this job makes sure that the current HR files and databases are up to date, maintaining employee benefits and employment status and performing payroll/benefit-related reconciliations.

Effectiveness of AI Tools in HR

AI helps HR employees work more efficiently.

AI developers have built products for every industry. With the right toolset, your HR managers will quickly find they can manage their workflows more effectively and so spend less time on each individual task. Increased speed won't mean reduced quality. On the contrary, employees will work more accurately as well as getting more done. Which means what in practice? Well, integrate an AI-based tool and your HR managers could:

AI makes your business more competitive.

These days, keeping up with the competition is hard. You need the right tools and processes to stand a chance. In an age where hundreds of employers are competing for a handful of employees, you need to know the methods you're using to attract, engage, and hire the right talent is maximizing your chance of success.



AI improves employee engagement.

One of the leading uses of artificial intelligence is to eliminate the most arduous and monotonous of tasks from the daily grind. Once you introduce AI-based solutions in your workplace, your employees will suddenly discover the time to attend to what's pressing, what's interesting, and what gives them the most satisfaction each day, improving employee engagement across the board.

AI is a building block of your employer brand.

There's no avoiding it: you need to create the right image to attract the right employees. And the use of modern, AI-based tools during recruitment, onboarding, even benefits management can have a massive impact on building a positive picture in a candidate's mind. It not only portrays your organization as innovative; it proves you prize employee satisfaction and retention as much as on-the-job performance.

AI will save you time and money.

Artificial intelligence isn't just about output. It's also about what you can save. Yes, many HR tools are not the cheapest, yet you can expect significant savings once you start to use them — ensuring an attractive ROI. If nothing else, AI frees your employees from repetitive tasks, meaning you save time and money by automating what used to be manual.

Traditional Recruitment Process

As a result of Edwin B. Flippas work Recruitment is described as the process of looking for discovering and encouraging prospective workers to apply for a position inside a business. It is one of the most critical HR procedures for ensuring that the right person is hired and has a good influence on the company. This phase has the potential to result in significant monetary and economic harm should a mistake be made. Researchers say that monitoring recruiting efforts on a regular basis may help to enhance the process overall quality. Organizational early recruiting efforts have the capacity to influence the recruitment process and the mindset of potential job applicants to apply. Recruitment operations in the past were not focused on a single model. Employer or prospective applicant perspective was the most common basis for recruiting operations.. It was discovered that certain actions were taken by all recruiters throughout the hiring process. The following are some of the most typical phases in the recruiting process:

- Finding the position to fill.
- Job description and desirable personal abilities should be written out in advance.
- Identifying and screening eligible applications from a pool of applicants.

- Interviewing candidates that have been narrowed down from a larger pool.
- Making the right choice and employing the right person.

Aside from the time and expense these long procedures are riddled with human error repeated chores and prejudices. However it has been contended and challenged that there is no single method for ensuring the best hiring. Whatever the circumstances it all comes down to the environmental analysis. innovating four stages of the recruiting process a new model was developed (Breaugh 2008)

Digital Recruitment–Usage of AI in Recruitment

Recruitment and other HR activities have been reshaped by new technologies like IoT big data and AI in the digital world of industry 4.0. The term artificial intelligence (AI) refers to a software or hardware system that is capable of reasoning like a person and making data-driven judgments. Some AI-enabled technologies including voice and facial recognition are already being used in the workplace but their application to human resources is still at an early stage. The employer-applicant relationship is being reshaped by AI. Candidates have a fresh and enhanced experience with companies thanks to AI solutions like Chatbot. Candidates may be evaluated interviews scheduled references checked and job offers sent automatically using other AI-infused tools. Only 10% of firms are already adopting AI in a high context and this number is likely to rise to 36% in the near future. According to our analysis the most widely utilized AI recruiting platforms are: (Select Software Reviews 2020)

Trends of AI in Recruitment

For the last year employers have increasingly turned to artificial intelligence (AI) when it comes to hiring new employees and it has quickly become one of the hottest recruitment fads around (Upadhyay and Khandelwal 2018). Its never been easy to find the right expert to join your team. The majority of peoples time and thoughts are now shared on social media making it an essential component of their daily lives. In order to attract potential prospects this recruiter began advertising their job ad on social media. HR has had a difficult time finding the right people because of the large quantity of candidates (Michailidis 2018). Not only does it cost a lot of money to employ a big number of recruiters to filter and review many applications for a single job posting but the efficacy and efficiency of digital technologies are far higher than a human recruiter (Van Esch & Black 2019). Human cognitive biases may also be present in the context of a study (Black & Van Esch 2019). Technology and tools driven by artificial intelligence may help recruiters overcome these challenges and speed up the hiring process.

AI-powered recruitment solutions like Robot Vera chatbot Mya and HireVue Assessments have been used successfully by IKEA and LOreal for example. Nearly every stage of the hiring process now includes the use of AI technologies altering the recruiting market and making it easier to find the best prospects from a plethora of various applications and profiles (Sekhri & Cheema 2019). Using these tools may assist in a variety of ways including producing job descriptions that are devoid of prejudice gender-neutral and specific to the work at hand (Rab-Kettler & Lehnervp 2019). As Textio an AI business demonstrates AI can be used to assist customers tailor and personalise the content and phrasing of job advertisements and descriptions (Van Esch & Black 2019). In addition, LOreal employed AI to alter the adverts gender bias language allowing them to recruit an equal number of men and women as applicants (Sharma 2018). With the help of the AI-powered CV screening tool ATS (Applicant Tracking System) the ideal candidate for a position may be identified. Recruitment is another area where AI-powered chatbots are becoming more popular. It is possible for applicants to communicate with these chatbots by sending them text messages or emails or posting on social media and the bots will be able to respond to their questions immediately (Upadhyay and Khandelwal2018). They are able to comprehend and communicate with people in a human-like manner via the use of natural language processing techniques such as context-sensitive language abbreviated forms and even emotions (Nawaz & Anjali 2019). A Paradox AI assistant named Olivia for example uses text messaging and social networking channels to converse with candidates in order to learn about their qualification's skills and relevant job experience. The AI-powered video chat analysis tool can examine a variety of interviewee characteristics such as age lighting voice tone cadence keywords mentioned and even mood and conduct. (Fernandez & Fernandez 2019).

Examples include Affectiva HireIQ and HireVue which analyse applicants' facial expressions word usage and frequency tone and speech patterns to assess their emotional intelligence honesty and personality during a video interview. Candidates' social values opinions and attitudes may be assessed to gain a sense of their professional and personal attributes without prejudice or favour by AI-recruiters scanning social media platforms (Upadhyay and Khandelwal 2018). AI-powered recruitment platforms like Facebook WayUp and Muse for example allowed Unilever to boost its pool of new graduate prospects at a far lower cost than previously possible. In the recruiting process apps with new features are becoming more popular which makes it even more promising. However in practise artificial intelligence (AI) technologies in recruiting are not widely employed. So there are a lot of things to learn in order to seamlessly integrate and adapt to this new technology. A primary goal of this research was to better understand how artificial intelligence (AI) may be used to improve the recruiting process.

Rationale of the Study

When it comes to recruiting artificial intelligence is making TAs lives easier by automating a variety of time-consuming processes. establishing and upgrading common job matching procedures and shortening the time it takes to screen recruit and onboard new employees.

Conceptual Framework

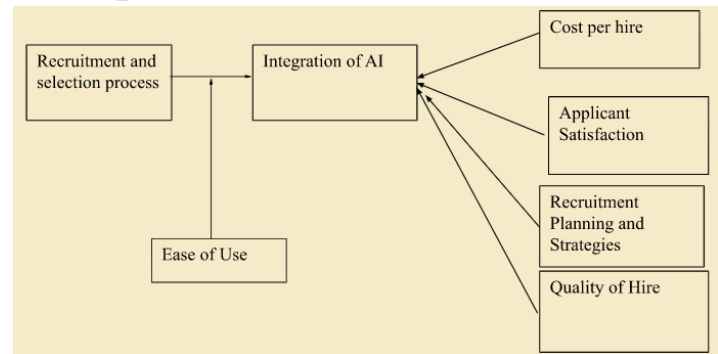


Figure 1 Conceptual Framework

Literature Review

1. (Albert 2019) under the title study ("AI in Talent Acquisition: A Review of AI-Applications Used in Recruitment and Selection.") stated that the daily lives of the people have been impacted by AI technology in a variety of ways. When compared to how it was how it will be or how it is viewed technology and its innovations have touched every corner of the globe among people from the use of cellphones keyboards to voice-enabled assistants in tabs and computers. When it comes to health financial services & safety services schooling and governance—industries where AI may be used for the benefit of the nation as a whole—exploitation can occur. However artificial intelligence (AI) has almost reached every industry.
2. (Breugh 2008) under the title (Employee recruitment: Current knowledge and important areas for future research) has an aim to identify the appropriate candidate at the right time a human resources manager may use a larger number of candidates or a wider range of sources in the recruiting process. Wed use a variety of methods to locate and hire the best people to fill the open positions. The efficiency of an organization's recruitment efforts is determined by the organizations use of various techniques and processes which may be classified as either an internal or an external element. In order for the hiring process to be effective candidates must be stimulated and selected based on their demonstrated ability to do the job well. The use of personalized information data and sources when doing recruiting activities is more successful



3. (M, 2018) under the study (HR New Digital Mandate.” Global Management Consulting Firm | Bain & Company) stated the growth of Facebook recruiting job applicants will have a clear image of what they’re looking for while searching for a potential employment. As a result, recruiters will have a better understanding of who they should be looking out for. In order to find the best match between an applicant and a firm Facebooks Career Pages can assist. As an example, Earls a casual dining restaurant in North America has used a Facebook recruitment campaign since it enabled them to express business rules processes and cultures to prospective workers through the social network. They also noted that Twitter and LinkedIn were not as effective for recruiting new employees as Facebook was.
4. (Akash, 2018) under the study (Will artificial intelligence take over human resources recruitment and selection) stated that Human Resources Management (HRM) has been affected by a variety of circumstances that have altered its behaviour. Globalization, information technology, and contemporary societal changes have increased the need on businesses to reinvent themselves and update quickly in order to stay competitive. Diverse current technologies, such as Artificial Intelligence (AI) solutions, have revolutionized jobs, putting pressure on Human Resources (HR) development to deliver better outcomes.
5. (Batram, 2001) under the title (the Recruiter of the Future, a Qualitative Study in AI Supported Recruitment Process) stated that HR The revolutionary technology improvement has had an influence on recruitment and selection as a fundamental function of HRM. When it comes to sourcing competent human resources, the rising complexity of the new technical context and its connection to the fast-changing corporate environment has modified traditional techniques of employee selection by making it more technologically reliant (Everset al., 2005). AI integration into the HR recruiting process has grown increasingly prevalent in recent years, and it’s only getting more so: automated smart systems are increasingly being utilized in sourcing and refining; they even engage with job candidates to optimize and help the selection process.
6. (Chein, 2008) under the title (The Application of Artificial Intelligence (AI) in Human Resource Management: The Current State of AI and Its Impact on the Traditional Recruitment Process) stated that Artificial intelligence (AI) is not a new phrase; it dates back to the Second World War, when Alan Turing released his work “Computing Machinery and Intelligence,” in which he addressed the question “Can computers think?” and therefore John introduced the name “Artificial Intelligence.”

Despite early scientists’ significant contributions, AI as a business emerged only around the 1980s, along with hardware development. Early AI applications included the automation of complicated, repetitive, and precise labour duties, such as industrial robotics manufacturing, which displaced human occupations in a number of companies.

7. (Jantan, 2010) under the title study (A Comparative Study of Potential Job Candidates Perceptions of an AI Recruiter and a Human Recruiter) stated that a large number of AI solutions are available to speed up the sourcing process by doing a broad, real-time search for suitable candidates for professional portfolios or social media. For example, data mining methods are used by “Beamery,” a candidate relationship management programme, to enhance the candidate sourcing process. It conducts online screening for passive applicants across social media and employment networks, analyses their profile against pre-defined job parameters, and automatically alerts fit applicants about new openings.
8. (Khosla, 2016) under the study (Artificial Intelligence Chatbots Are New Recruiters.”) stated that it is undeniable that artificial intelligence (AI) plays a critical role in optimizing recruitment techniques. Artificial intelligence (AI) solutions relieve the load of tedious and time-consuming repetitive processes like sourcing and screening applications. As a result of this leverage, the cost of hiring will be greatly reduced, as well as the quality of recruitment. Furthermore, AI will increase transparency in the recruiting process, reduce human biases, and improve job seekers’ opinions of companies, hence improving firms’ image and brand.

Research Methodology

Objectives of the Study

1. To Identify AI tools used in the process of R&S of consulting sector
2. To identify use of AI tools in R&S process in selected companies
3. To find out the effectiveness of identified AI tools in R&S process.

Hypotheses of the Study

Hypothesis:1

- H_A : There is a positive relationship between recruitment and selection and the use of AI tools.
- H_0 : There is no positive relationship between recruitment and selection and use of AI tools.

Hypothesis:2

- H_A : There is a significance ease of use of AI in the process of recruitment and selection.
- H_0 : There is not a significance ease of use of AI in the process of recruitment and selection.

Hypothesis:3

- H_A : There is a positive relationship between effectiveness of AI tools and its measurable parameters in recruitment and selection
- H_0 : There is a negative relationship between effectiveness of AI tools and its measurable parameters in recruitment and selection.

Research Design

Quantitative (survey) methodologies, as well as exploratory and descriptive methods, are used in the study. A well-structured survey research study may collect data more effectively and efficiently than a rushed survey. Exploratory research is a type of investigation that tries to provide you a theoretical or speculative understanding of the study topic. Descriptive research focuses on the study topic's what, when, where, and how rather than the why. Open-ended questions do not provide the set of answers, as participants have to put responses by themselves.

Data Collection Technique

The main technique of data collection will be a descriptive research design, with a questionnaire serving as the medium,

exactly as it did in the study. The question would be tailored to the respondents' degree of understanding of the study's findings. Secondary data will be collected using the exploratory study design, which will entail looking through publicly available research papers, scientific journals, and books.

Examining Method

- **Primary research sources** – This is the primary data source for a research project, as well as a questionnaire – Survey (Question/Answer) approach, Form-Filling, and Observation.
- **Secondary sources of data** - Online portals, newspapers, journals, and magazines are some examples of secondary data sources for market and consumer segmentation information.

Analysis and Interpretation

Reliability Test of Analysis

Reliability Statistics

Cronbach's Alpha	N of Items
.733	19

Cronbach's Alpha reliability test was used to see whether the variables were internally consistent based on the data obtained. As long as Cronbach's Alpha is larger than 0.7, the data acquired is credible and consistent, allowing for further investigation.

Chi-Square Test of Analysis

Table:1 Chi-Square between recruitment and selection and the use of AI tools

Recruitment and selection and selection and the use of AI tools. Crosstabulation							
Count		Selection and the use of AI tools					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Recruitment and selection	Strongly Agree	59	33	7	1	0	100
	Agree	23	29	10	4	1	67
	Neutral	11	5	11	3	1	31
	Disagree	0	4	0	2	0	6
	Strongly Disagree	1	0	0	0	0	1
Total		94	71	28	10	2	205



Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	49.188 ^a	16	.000
Likelihood Ratio	46.591	16	.000
Linear-by-Linear Association	22.609	1	.000
N of Valid Cases	205		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .01.

The value for Chi-square of analysis for recruitment and selection and the use of AI tools at 0.01 level, ($\chi^2 = 49.188$, $p = 0.001$).

- H_A : There is a positive relationship between recruitment and selection and the use of AI tools.
- H_0 : There is no positive relationship between recruitment and selection and use of AI tools.

From the above table, since the value of $p < 0.05$, it is clear that the null hypothesis is rejected and the alternate hypothesis is accepted.

- H_A : There is a significance ease of use of AI in the process of recruitment and selection.
- H_0 : There is not a significance ease of use of AI in the process of recruitment and selection.

Through the table of correlation, we can be depicting the significance value of the variables as well as know if there is any relationship in between them or not.

Correlation Test of Analysis

Table:2 Correlation between ease of use of AI tools in R&S process and its impact on recruiters and agencies

Correlations			
		Impact on recruiters and agencies	Ease of use of AI tools in R&S process
Impact on recruiters and agencies	Pearson Correlation	1	.338**
	Sig. (2-tailed)		.000
	N	205	205
Ease of use of AI tools in R&S process	Pearson Correlation	.338**	1
	Sig. (2-tailed)	.000	
	N	205	205

** . Correlation is significant at the 0.01 level (2-tailed).

The correlational value for the Correlation between ease of use of AI tools in R&S process and its impact on recruiters and agencies are positively correlated at 0.01 level, the value being ($r = 0.338$, $p = 0.001$). This states a high positive correlation between use of AI tools in R&S process and its impact on recruiters and agencies.

Since the value of p in correlation coefficient between ease of use of AI tools in R&S process and its impact on recruiters and agencies is $p < 0.05$ therefore, we will reject the null hypothesis as well as accept the alternative hypothesis.

Regression Test Of Analysis

Table:3 Regression between effectiveness of AI tools and its measurable parameters in recruitment and selection

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17.951	4	4.488	6.183	.000 ^b
	Residual	145.152	200	.726		
	Total	163.102	204			

a. Dependent Variable: Effectiveness of AI tools

b. Predictors: (Constant), measurable parameters in recruitment and selection: [quality of hire], [Applicant satisfaction], [Recruitment planning and strategies], [cost per hire]

The regression value for the regression between effectiveness of AI tools and its measurable parameters in recruitment and selection is 17.951 at 0.001 level with effectiveness of AI tools as a dependent variable and its measurable parameters in recruitment and selection as an independent variable.

- H_A : There is a positive relationship between effectiveness of AI tools and its measurable parameters in recruitment and selection
- H_0 : There is a negative relationship between effectiveness of AI tools and its measurable parameters in recruitment and selection

The ANOVA table signifies if the model is a good fit or not. As significance value (p) $<$ 0.05, null hypothesis is rejected, therefore, there is a positive effect of effectiveness of AI tools in the measurable parameters of recruitment and selection.

Results from Chi- Square Test of Analysis:

- **Chi-Square 1:** The value for Chi-square of analysis for recruitment and selection and the use of AI tools at 0.01 level, ($\chi^2= 49.188$, $p= 0.001$).

Results from Correlational Test of Analysis:

- **Correlation table 2:** The correlational value for the Correlation between ease of use of AI tools in R&S process and its impact on recruiters and agencies are positively correlated at 0.01 level, the value being ($r= 0.338$, $p=0.001$). This states a high positive correlation between use of AI tools in R&S process and its impact on recruiters and agencies.

Results from Regression Test of Analysis:

- **Regression table 3:** The regression value for the regression between effectiveness of AI tools and its measurable parameters in recruitment and selection is 17.951 at 0.001 level with effectiveness of AI tools as a dependent variable and its measurable parameters in recruitment and selection as an independent variable.

Conclusion

In the conclusion part it can be clearly interpreted that the business processes have seen significant changes as technology has advanced. These include big data cloud computing Internet of Things (IoT) cyber security and nanotechnology as well as robots and artificial intelligence (AI). New employment has been created as a result of these technological improvements while some have been eliminated. Artificial intelligence (AI) is a cutting-edge innovation in industry 4.0 that allows robots to mimic human intellect.

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The Editorial Board had used the Turnitin – a Swedish anti-plagiarism software tool which is a fully-automatic machine learning text-recognition system made for detecting, preventing and handling plagiarism and trusted by thousands of institutions across worldwide. Original by Turnitin is an award-winning software that helps detect and prevent plagiarism regardless of language. Combining text-matching with writing-style analysis to promote academic integrity and prevent plagiarism, Ouriginal is simple, reliable and easy to use. Ouriginal was acquired by Turnitin in 2021. As part of a larger global organization GJEIS and Turnitin better equipped to anticipate the foster an environment of academic integrity for educators and students around the globe. Ouriginal is GDPR compliant with privacy by design and an uptime of 99.9% and have trust to be the partner in academic integrity (<https://www.ouriginal.com/>) tool to check the originality and further affixed the similarity index which is {8%} in this case (See below Annexure-I). Thus, the reviewers and editors are of view to find it suitable to publish in this Volume-14, Issue-4, Oct-Dec 2022.

Annexure 14.18

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Reviewers Memorandum



Reviewer's Comment 1: The paper uses a mixed approach, which means both primary and secondary data is used to identify the AI tools and their effectiveness in selected companies. The study lays strong ground for future research in the current and related fields.

Reviewer's Comment 2: The study being both qualitative and quantitative in nature, is quite comprehensive and the conceptual framework diagram portrays a clear picture in the mind of the reader. However, the conclusions of the study could be articulated in a better manner.

Reviewer's Comment 3: The author has met the objectives and presented the results in a systematic manner. With a significant sample size, the study has a strong analytical foundation, but the findings could be interpreted in a more comprehensive manner to add value to both academicians and practitioners.



Ritu Talwar and Priyanka Agarwal
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Conflict of Interest: Authors of the Paper had no conflict either financially or academically.

Editorial Excerpt



The article has 8% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the author (Ritu and Priyanka), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme "**Effectiveness of AI tools with respect to Recruitment and Selection Process**" both subject-wise and research-wise. The present study aims to analyze all the aspects of AI in the recruitment process, in which matching a candidate to the most relevant job profile through machine learning. When a recruiting system is filled with data, manually searching records becomes daunting. With recruitment AI tools, one can identify candidates and match jobs much faster. After comprehensive reviews and the editorial board's remarks, the manuscript has been categorized and decided to publish under the "**Empirical Research Paper**" category.

Acknowledgement



The acknowledgement section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analyzed in this paper by (Ritu and Priyanka) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement depicts. The authors are highly indebted to others who facilitated accomplishing the research. Last but not least, endorse all reviewers and editors of GJEIS in publishing in the present issue.

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