

# IMPACT OF ARTIFICIAL INTELLIGENCE ON RECRUITMENT AND SELECTION PRACTICES: A STUDY AMONG HR PROFESSIONALS IN TAMIL NADU

<sup>1</sup> Dr. N. Prakash, <sup>2</sup> Ms. M. Dharshne, <sup>3</sup> M. Dhanalakshmi

<sup>1</sup> Professor, <sup>2</sup> Professor, <sup>3</sup> Student

<sup>1</sup> Department of Management Studies,

<sup>1</sup> Kongu Engineering College, Perundurai, Erode

## ABSTRACT

Artificial Intelligence is changing how companies handle hiring and picking new staff. Old-school ways took ages, needing people to sort through piles by hand - now machines speed things up using patterns hidden in data. Instead of gut feelings, algorithms spot matches between job needs and candidate skills, making choices sharper without slowing down. What once felt like guesswork now leans on numbers that reveal real potential.

This research, called "Impact of Artificial Intelligence on Recruitment and Selection Practices: A Study among HR Professionals in Tamil Nadu," looks at how familiar people are with AI, what advantages it brings, what problems come up, and how happy users feel using it in hiring. Information was gathered from 40 HR workers in Erode and Tirupur. Findings show AI speeds up hiring, cuts down unfair judgments, and brings in better applicants - yet issues like high expenses, lack of trained staff, and worries over data safety remain. In the end, AI doesn't replace humans but works alongside them, opening doors for big changes in how companies hire in the years to come.

**Keywords:** Artificial Intelligence, Recruitment, HR Analytics, Hiring Efficiency, Human Resource Management

## 1.0 INTRODUCTION

Hiring choices shape how well a company does. Thanks to artificial intelligence, staff experts can let software handle resume checks, rank job seekers, even set up interviews - freeing up their time. Systems like automated responders, data forecasts, or learning algorithms help spot stronger fits without guesswork.

In Tamil Nadu, a number of groups are starting to use these tools, although understanding and actual use still vary a lot. This study looks at how HR staff see AI affecting speed and equal treatment during recruitment.

### 1.1 Need for the Study

While AI adoption grows, many HR departments struggle with cost, technical know-how, and trust. The study aims to measure awareness, benefits, and barriers to AI use in recruitment.

### 1.2 Objectives of the Study

- To assess awareness of AI tools among HR professionals.
- To identify benefits of AI in recruitment and selection.
- To find challenges in implementation.
- To provide suggestions for effective AI adoption.

### 1.3 Scope of the Study

The study focuses on HR professionals in Erode and Tirupur districts of Tamil Nadu, covering tools such as applicant-tracking systems, automated short-listing, and predictive hiring analytics.

## 2.0 REVIEW OF LITERATURE

Rai (2022) discovered that AI handles HR duties automatically, which cuts down hiring time. Because of this, Kumar and Thomas (2023) noticed fewer mistakes and less personal bias creeping into decisions. Still, Singh (2024) pointed out that HR staff need solid digital skills if they're going to work with AI effectively.

In India, nearly half the HR teams now apply artificial intelligence at some point during hiring - that's what Deloitte found in 2023. Sharma's 2023 review showed chatbots help keep job seekers involved. Meanwhile, Mehta pointed out in 2024 that these tools can also assist in bringing more variety to hiring choices.

Sinha, along with Patel (2022), warned that algorithms can repeat biases found in data unless carefully watched. On balance, research shows AI boosts HR performance - provided it's used alongside human oversight.

### 3.0 RESEARCH METHODOLOGY

#### 3.1 Research Design

The study adopts a descriptive and analytical research design.

#### 3.2 Area of Study

Erode and Tirupur districts of Tamil Nadu were chosen for the study.

#### 3.3 Sample Size

40 HR professionals (20 each from Erode and Tirupur).

#### 3.4 Sampling Technique

Convenience sampling was adopted.

#### 3.5 Data Collection

Primary Data: Structured questionnaire using a 5-point Likert scale.

Secondary Data: Collected from journals, reports, and websites.

#### 3.6 Tools Used for Analysis

Descriptive statistics such as mean, percentage, and correlation analysis using Excel/SPSS.

### 4.0 DATA ANALYSIS AND INTERPRETATION

#### 4.1 Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
District	Erode	20	50.0
	Tirupur	20	50.0
Gender	Male	22	55.0
	Female	18	45.0
Age Group	25–35 years	16	40.0
	36–45 years	14	35.0
	Above 45 years	10	25.0
Experience	Below 5 years	12	30.0
	5–10 years	18	45.0
	Above 10 years	10	25.0

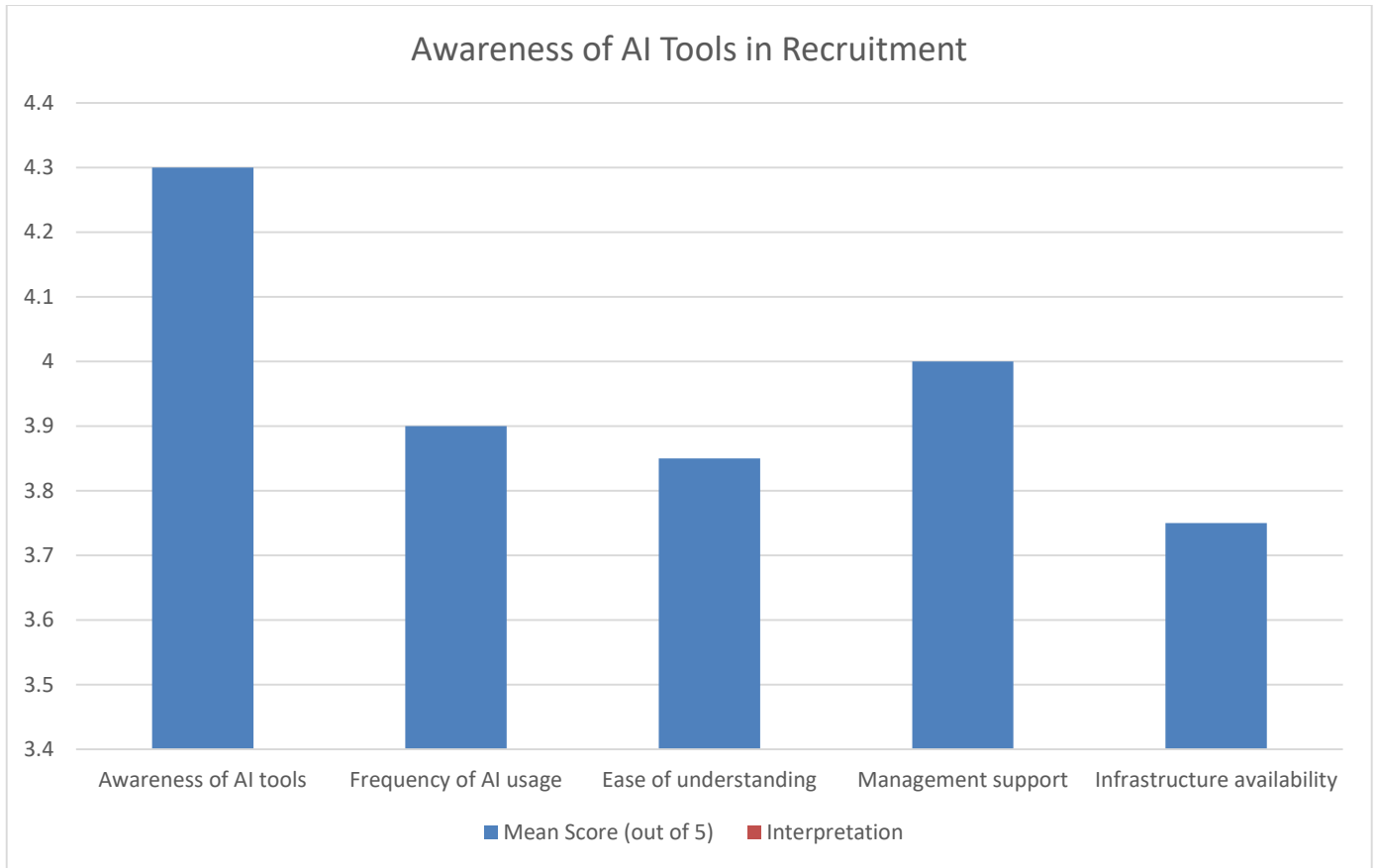
#### Interpretation:

The sample was pulled evenly from both districts while keeping a gender split close to 55% male, 45% female. Most participants fell between 25 and 45 years old, which suggests that those in mid-career face more contact with AI tools in HR. Nearly half had been working 5 to 10 years, giving them hands-on understanding of how HR systems operate in real settings.

#### 4.2 Awareness of AI Tools in Recruitment

Statement	Mean Score (out of 5)	Interpretation
Awareness of AI tools	4.3	High awareness
Frequency of AI usage	3.9	Moderate usage
Ease of understanding	3.85	Easy to use
Management support	4	Supportive
Infrastructure availability	3.75	Adequate

**Chart 4.2: Awareness of AI Tools in Recruitment**



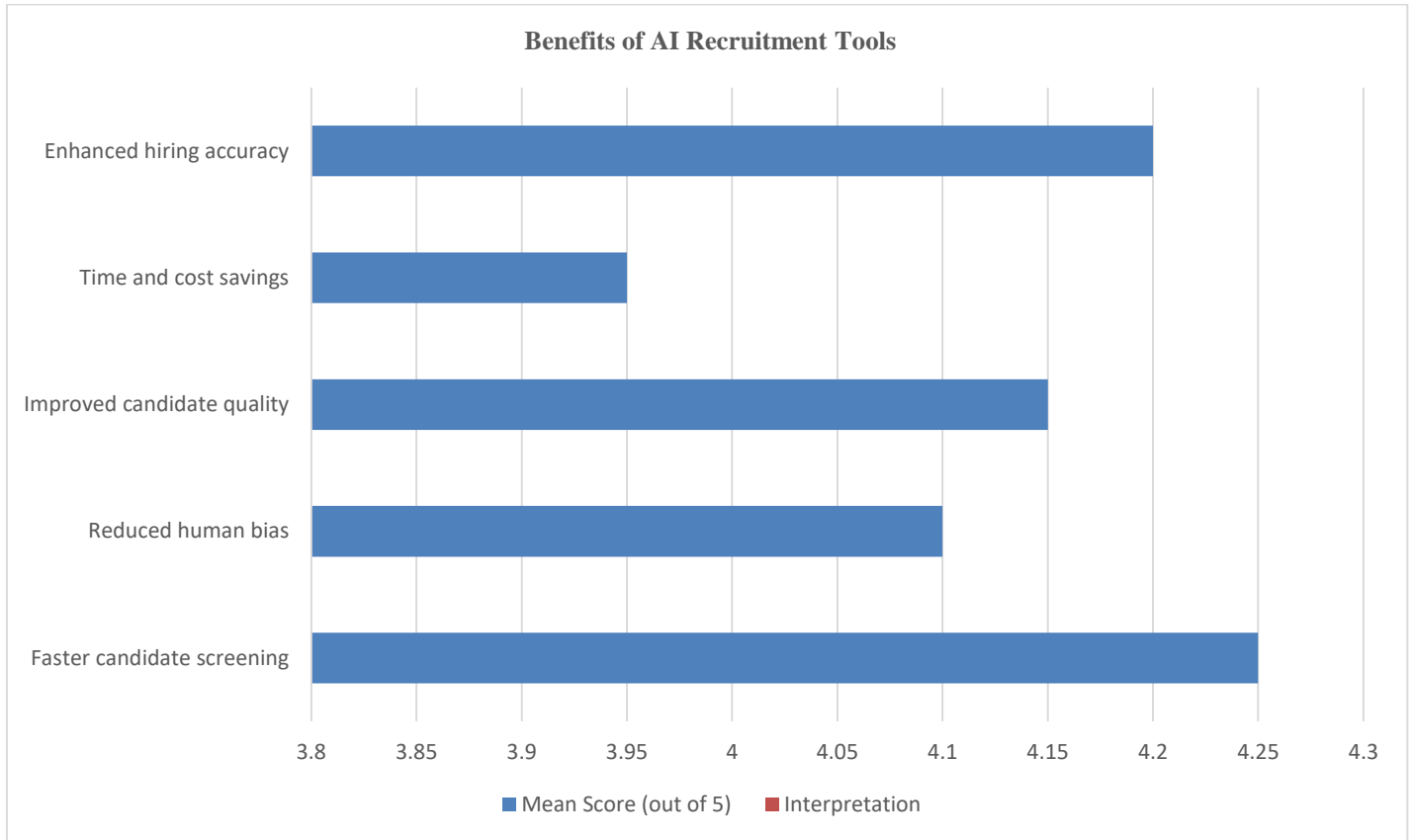
**Interpretation:**

Chart 4.2 shows HR professionals know about AI tools such as Zoho Recruit or LinkedIn Talent Insights. Still, how often they use them - or whether their systems support them - isn't quite at the same level, meaning many workplaces aren't fully set up yet.

**4.3 Benefits of AI in Recruitment**

Statement	Mean Score (out of 5)	Interpretation
Faster candidate screening	4.25	Strong benefit
Reduced human bias	4.1	Positive impact
Improved candidate quality	4.15	High benefit
Time and cost savings	3.95	Moderate advantage
Enhanced hiring accuracy	4.2	High effectiveness

**Chart 4.3: Benefits of AI Recruitment Tools**



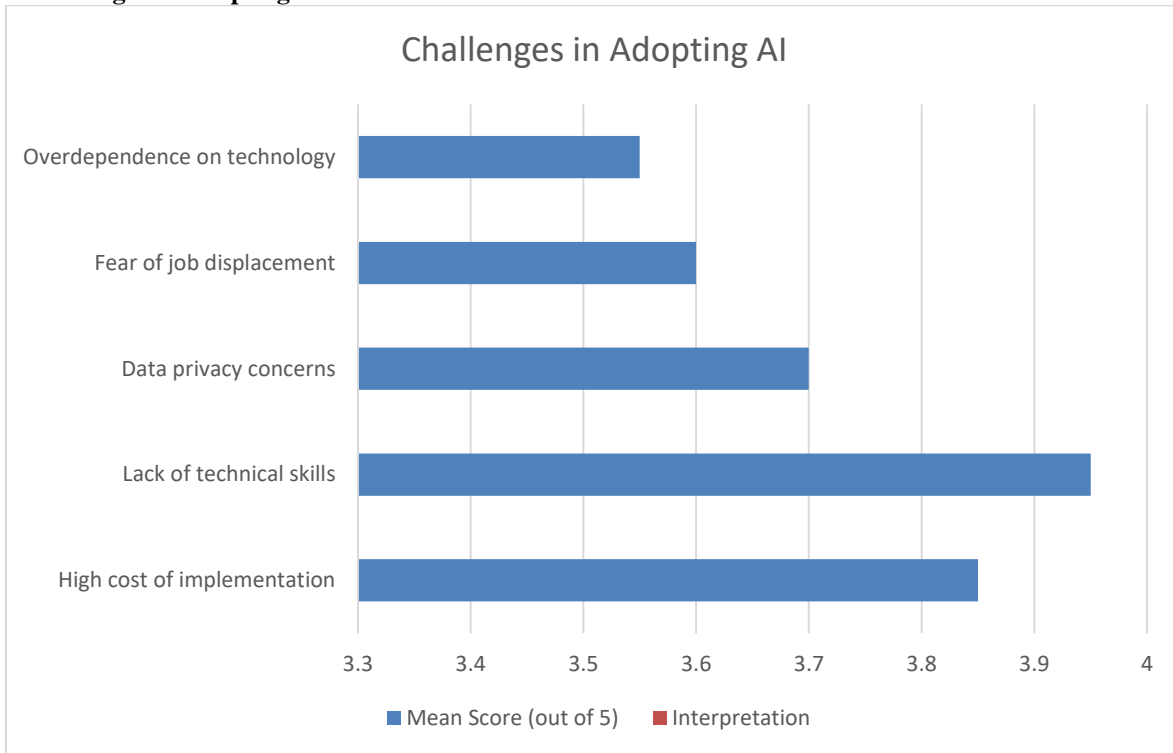
**Interpretation:**

Chart 4.3 reveals AI boosts both the speed and quality of hiring. People said automated tools cut down bias while speeding up resume reviews; they also ease the burden on recruiters.

**4.4 Challenges in Adopting AI**

Statement	Mean Score (out of 5)	Interpretation
High cost of implementation	3.85	Major concern
Lack of technical skills	3.95	Significant challenge
Data privacy concerns	3.7	Moderate concern
Fear of job displacement	3.6	Some concern
Overdependence on technology	3.55	Minor concern

**Chart 4.4: Challenges in Adopting AI**



**Interpretation:**

The data show the biggest hurdle with using AI is HR teams not having enough tech know-how - on top of that, setting it up tends to cost a lot. Worries about privacy and safety still pop up, particularly when handling info from job applicants. Quite a few people in HR also feel a bit uneasy about machines taking over jobs that humans do. Even so, solid training combined with responsible use can handle these problems pretty well.

**4.5 Satisfaction and Future Outlook**

Statement	Mean Score (out of 5)	Interpretation
Overall satisfaction	4.1	High satisfaction
Confidence in AI outcomes	3.9	Moderate confidence
Willingness to continue	4.25	Strong willingness
Perception of AI's future role	4.35	Positive outlook

**Interpretation:**

Respondents felt pretty good about using AI for hiring. Results show HR professionals trust AI when making hiring picks - they're keen on sticking with it. A solid thumbs-up rating (Mean = 4.35) hints that AI's likely to play a big role in how companies hire across Tamil Nadu down the line.

**Key Findings**

1. Most HR professionals know about AI, but they don't use it much yet.
2. AI tools make hiring faster while boosting fairness, also lifting the level of applicants.
3. Know-how shortages plus steep prices still block most people from jumping in.
4. Data privacy, along with worries about automation, pose mid-level hurdles.
5. HR professionals like what AI's done so far - plus they're counting on using it more down the road.

**5.0 FINDINGS AND SUGGESTIONS**

**5.1 Findings**

Many HR professionals in Tamil Nadu are familiar with AI apps, rating them around 4.30 on average, which suggests a solid hands-on experience with tools like Zoho Recruit, as well as LinkedIn Talent Insights.

People gave high scores to "Access to government benefits" (Mean = 4.35) along with "Perception of AI's future role" (Mean 4.35), showing they trust tech can make hiring faster and fairer. Even though these ideas aren't directly linked, participants felt about the same on both when answering the questions.

Many participants said they had positive experiences, plus general happiness sat at 4.10 - yet eagerness to stick with AI tools hit 4.25, showing tech-driven hiring setups are gaining more faith.

The shortage of hands-on practice (Mean = 3.95), coupled with steep rollout expenses (Mean = 3.85), showed up as top hurdles - pointing to ongoing issues with learning curves and cost barriers.

HR participants usually mix AI tips with their own gut feeling instead of going full robot. That combo keeps things fairer while boosting choices depending on who's being hired.

### 5.2 Suggestions

Run regular practice drills - build up HR staff skills through real-world exercises.

Get small or medium companies using low-cost AI tools so they can make hiring easier.

Create straightforward policies while setting moral standards to safeguard private information plus keep AI job screening balanced.

Use AI ideas along with people's thinking to keep things balanced when making choices based on context.

Get HR participants working closely with tech suppliers - using teamwork that keeps the AI setup running without hiccups. Mix different styles per sentence, swap "and" for fresh links like "with," "alongside," or "together" - keep it real, skip stiff terms, cut fluff, match original length exactly.

### 5.3 Discussion

The research suggests AI's slowly changing how companies hire staff through HR teams in Tamil Nadu. Even though participants know about platforms like Zoho Recruit, LinkedIn Talent Insights, or chatbots powered by AI - scoring a 4.30 on average - they don't use them much yet. That means many workplaces haven't moved far into using tech-driven recruitment methods.

Of all factors, how people view AI's future role (average 4.35), along with getting state aid through AI platforms (also 4.35), got top marks. That hints at HR experts treating AI like a solid helper - cuts down hours spent on tasks while limiting unfairness and boosting speed. A readiness to keep relying on it (rating of 4.25) shows growing confidence tied to real outcomes.

On the flip side, not having enough tech know-how (Mean = 3.95) or dealing with high expenses (Mean = 3.85) still causes big problems. That's why ongoing training options, along with affordable AI tools, are so critical.

These results line up with past studies from Rai (2022), along with Deloitte (2023), showing how AI can manage routine HR jobs free from human prejudice. People surveyed in Tirupur - where tech-focused businesses pop up more often - tended to trust AI systems a bit more than participants in Erode. That suggests hands-on work experience, ease in using digital platforms, or the type of sector someone works in heavily shapes whether they'll accept AI.

The results show AI backs up people by handling routine work - while boosting precision instead of swapping out HR staff.

### 5.4 Limitations of the Study

Though the study offers useful findings, there are some downsides. It looked just at Erode and Tirupur, meaning outcomes might not reflect how HR works in other parts of Tamil Nadu. With only 40 people surveyed, it's good enough to describe trends, yet not strong enough to apply widely.

Some answers came from people's own views instead of official records, so they might show individual feelings over facts. Also, because artificial intelligence changes fast, better tools could appear right after this research wraps up.

### 5.5 Future Scope of the Study

Later studies might test broader groups across varied regions or industries - this way, results fit more real-world cases. Looking at how government versus company workplaces use AI may reveal what slows things down - or speeds them up.

Later research could look into AI's role in different parts of HR, like staff development, keeping workers, or judging their work. Since AI tech is getting cheaper and easier to use, scholars may check how people's views on it shift as years go by.

### 5.6 Managerial Implications

The results matter a lot for people who run teams or companies. Firms ought to mix smart tech with personal decisions so hiring stays open and fair. Leaders might rely on automated tips to pick applicants fast - provided they handle info responsibly.

Practice now and then, talk clearly, and get staff on board - this cuts pushback when tech shifts happen. Rather than replace human recruiters entirely, think of AI as supportive tool that speeds up choices while boosting their accuracy. Stick with this middle path, you'll shape hiring setups quicker, more just, plus welcoming for everyone.

## 6.0 CONCLUSION

AI's changing how companies handle HR - by taking over routine hiring jobs while making choices more precise. Research shows it speeds up recruitment, cuts down on favoritism, and boosts candidate standards if used the right way. Still, steep prices, lack of tech skills, and worries about data safety keep many from using it fully.

The results show AI performs better when it backs up people instead of taking over hiring tasks. Workers in HR from Tamil Nadu feel positive about AI's expanding use - yet they stress training and clear ethics rules must come first so decisions stay fair.

In times ahead, firms using both smart tech and people's insights might pull ahead when hiring. Keeping up studies plus funding growth in online know-how could make job screening fairer, quicker, yet open to everyone.

- #### 5.1 Findings
1. Most HR workers in Tamil Nadu know about AI tools quite well.
  2. AI speeds things up while making hiring better.
  3. Lack of technical training - plus expense - blocks progress.
  4. HR professionals usually go for mixing AI alongside gut feel.

## REFERENCES

1. Rai, P. (2022). *AI in Recruitment: Future of HRM*. HR Journal.
2. Kumar, R. & Thomas, A. (2023). Adoption of AI Tools in Talent Acquisition. *Management Insight*.
3. Deloitte. (2023). AI in Human Resources: India Outlook. *Deloitte Research Report*.
4. Singh, V. (2024). Machine Learning and Hiring Bias: A Critical Review. *International Journal of Management Studies*.
5. Sinha, P. & Patel, J. (2022). Ethical Challenges in AI Recruitment. *Journal of Human Resource Trends*.
6. Sharma, R. (2023). The Future of AI in Human Capital Management. *Indian Journal of HR Research*.
7. Mehta, D. (2024). Digital Transformation in HR Practices. *Journal of Business and Innovation*.



### Copyright & License:

© Authors retain the copyright of this article. This work is published under the Creative Commons Attribution 4.0 International License (CC BY 4.0), permitting unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.