



# **EXPLORING THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON MODERN RECRUITMENT PRACTICES ON GENERATION ALPHA**

Research Thesis Course title: MA In Human Resource Management

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Submitted to the National College of Ireland, August 2024

## Abstract

**Purpose:** The purpose of this study is to explore the influence of artificial intelligence on modern recruitment practices on Generation Alpha.

**Methodology:** The primary qualitative research methodology has been followed in this study through conducting interviews to collect data. In this context, The HR recruiters have been selected based on certain inclusion criteria such as age group between 25 to 45 and experience of 3 years and more in the field of human resource management. The content analysis has been selected to analyse the data to reach the needed outcome of this research study.

**Findings and analysis:** The AI techniques highlighted huge influence on recruitment process through resume screening, virtual communication, and other processes impacting on informed decision-making. The AI consists of lack of skill, understanding, huge installation cost, and knowledge that created issues in making decisions on recruiting candidates. Implementation of training and effective feedback taking process is beneficial for degrading the issues involved in AI in the recruitment process.

**Conclusion and recommendation:** It has been concluded that AI applications such as chatbots and predictive analysis have a significant influence on recruitment practices on generation alpha. It has been recommended to focus on the country or company-specific information regarding the recruitment process of generation alpha by influencing AI besides following a secondary qualitative research method.

## Submission of Thesis and Dissertation

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**Name:** Carolyn Irmina Dias

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**Title of Thesis:** Influence Of AI On Recruitment Practices On Generation

**Alpha Date:** 10 August 2024

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## **Acknowledgement**

I would like to acknowledge that the project has been completed by me with the support of my teachers and supervisors. I would like to thank my classmates and show gratitude to my friends for supporting me in completing the research. Additionally, I would like to thank my parents, faculty members and associative members for critically helping me out by gathering knowledge and understanding the requirements and successfully completing it. I am grateful for the support and undertaking the project expressing gratitude to all of them who provided this opportunity.

**Signature of research student:** *C. Dias*

**Date:** 10<sup>th</sup> August 2024

# INFLUENCE OF AI ON RECRUITMENT PRACTICES ON GENERATION ALPHA

**National College of Ireland**

## **Project Submission Sheet**

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**Program** MA in Human Resource Management

**Year:** 2024

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**Module:** Research Methods & Dissertation

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**Submissio**

**n Due** 10<sup>th</sup> August 2024

**Date:** .....

**Project** ... Influence Of AI On Recruitment Practices On Generation Alpha

**Title:**

**Word** 16090 words

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Date: 10<sup>th</sup> August 2024

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1. Please attach a completed copy of this sheet to each project (including multiple copies).
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3. You must ensure that you retain a **HARD COPY** of ALL projects, both for your own reference and in case a project is lost or mislaid. It is not sufficient to keep a copy on computer. Please do not bind projects or place in covers unless specifically requested.
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## INFLUENCE OF AI ON RECRUITMENT PRACTICES ON GENERATION ALPHA

|                                  |  |
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## AI Acknowledgement Supplement

[Dissertation]

[ Influence Of AI On Recruitment Practices On Generation Alpha]

| Your Name/Student Number | Course  | Date                         |
|--------------------------|---------|------------------------------|
| Carolyn Irmina Dias      | MAHRMD1 | 10 <sup>th</sup> August 2024 |

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click [here](#).

### AI Acknowledgment

This section acknowledges the AI tools that were utilized in the process of completing this assignment.

| Tool Name | Brief Description | Link to tool |
|-----------|-------------------|--------------|
| N/A       | N/A               | N/A          |
|           |                   |              |

### Description of AI Usage

This section provides a more detailed description of how the AI tools were used in the assignment. It includes information about the prompts given to the AI tool, the responses received, and how these responses were utilized or modified in the assignment. **One table should be used for each tool used.**

| [Insert Tool Name]          |                          |
|-----------------------------|--------------------------|
| [Insert Description of use] |                          |
| [Insert Sample prompt]      | [Insert Sample response] |

### Evidence of AI Usage

## INFLUENCE OF AI ON RECRUITMENT PRACTICES ON GENERATION ALPHA

This section includes evidence of significant prompts and responses used or generated through the AI tool. It should provide a clear understanding of the extent to which the AI tool was used in the assignment. Evidence may be attached via screenshots or text.

### Additional Evidence:

[Place evidence here]

### Additional Evidence:

[Place evidence here]

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Appendix 1: Top usages of AI in recruiting process in North America in 2023

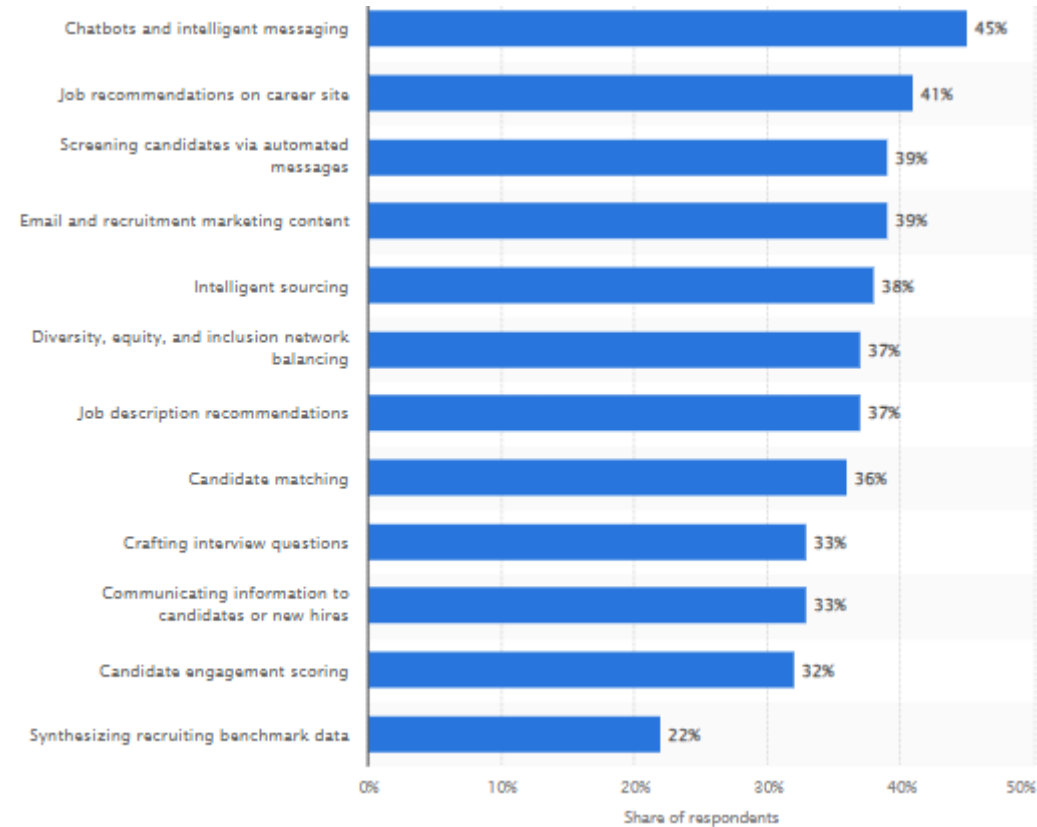
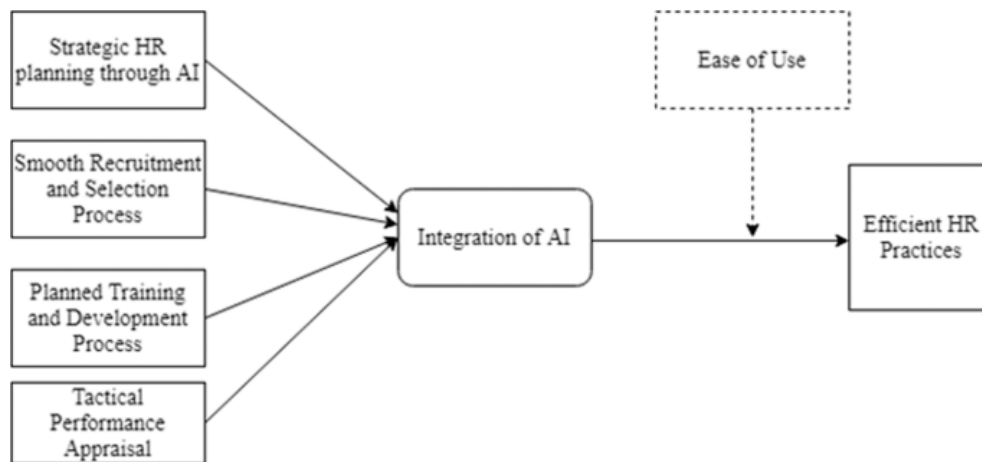


Figure 1: Top usages of AI in recruiting process in North America in 2023  
(Source: Statista, 2024)

***Appendix 2: Role of AI in HR practices***



***Figure 2: Role of AI in HR practices***

(Source: Singh and Shaurya, 2021)

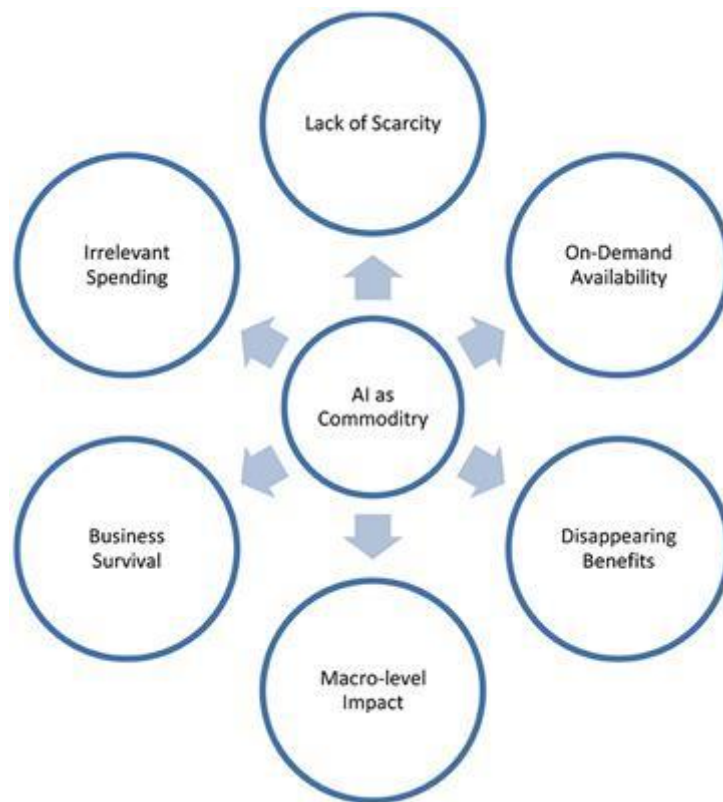
*Appendix 3: Factors associated with the metaverse technology*



*Figure 3: Factors associated with the metaverse technology*

(Source: Aburbeian, Owda and Owda, 2022)

***Appendix 4: Benefits achieved through AI***



***Figure 4: Benefits achieved through AI***

(Source: Abonamah et al., 2021)

*Appendix 5: Facilities of AI leading to operational excellence*



*Figure 5: Facilities of AI leading to operational excellence*

(Source: Tariq et al., 2021)

***Appendix 6: Interview Questionnaire***

**Question 1:** What are the factors associated with AI that influences the modern practices of recruitment?

**Question 2:** What according to you are the primary AI based methods that influences the modern recruitment practices?

**Question 3:** What are the advantages of AI in the upgradation of the recruitment effectiveness in enhancing the metaverse technology and in accepting the Alpha generation?

**Question 4:** What are the issues in regard to the inclusion of AI in the human resource management for the development of the hiring effectiveness?

**Question 5:** What are the strategies in mitigation of the issues related to the adoption of AI in the hiring process?

**Question 6:** What is the impact of the AI in the flexibility and continuous improvement of the areas of the human resource?

## Appendix 7: Conceptual framework

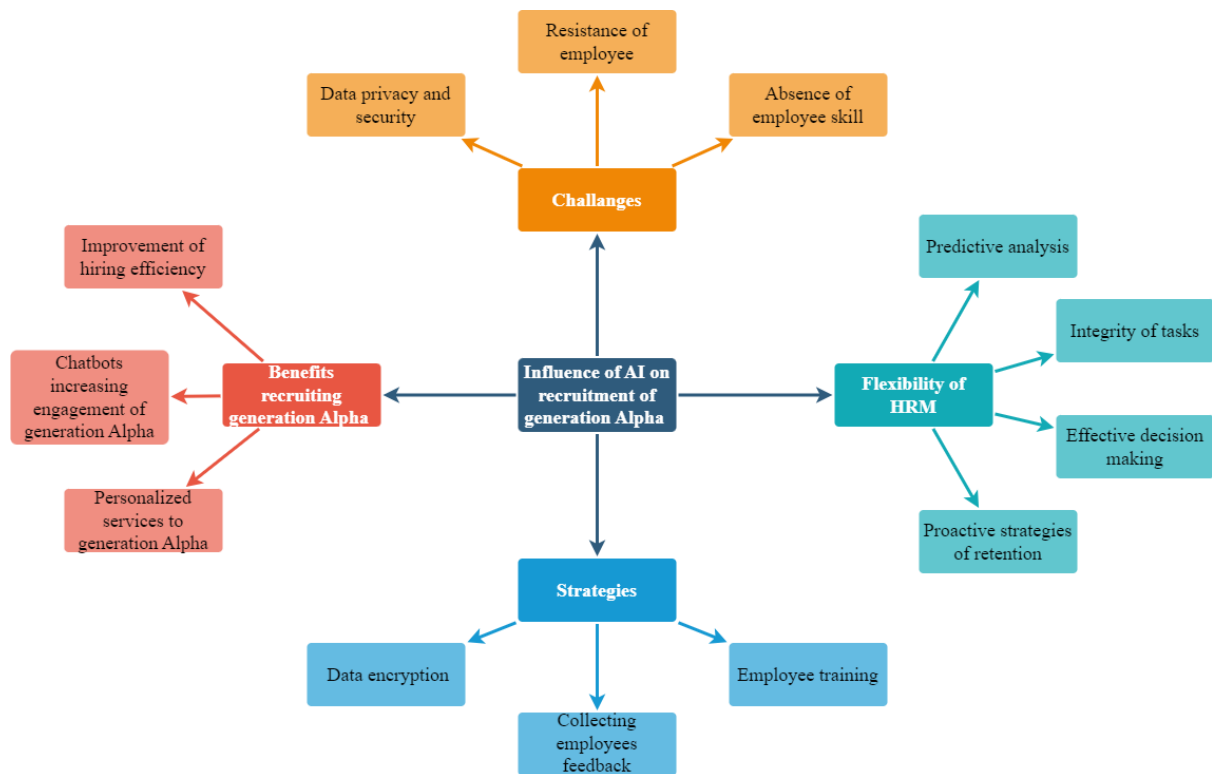
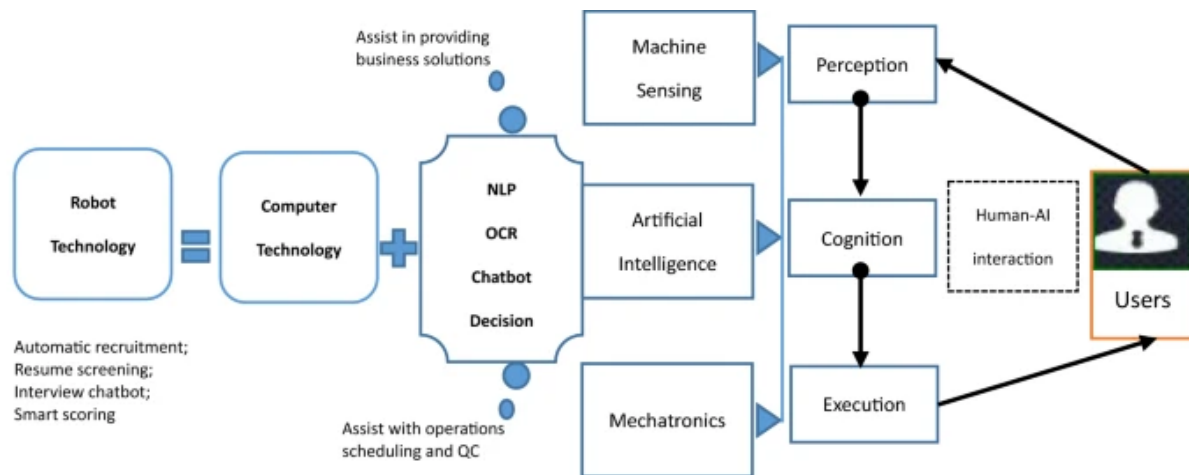


Figure 6: Conceptual Framework

**Appendix 8: Importance of AI within the recruitment processes**

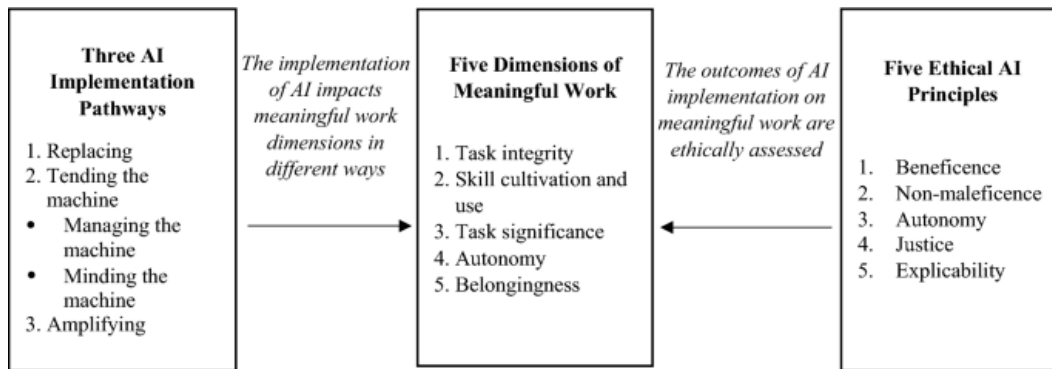


**Figure 7: Importance of AI within the recruitment processes**

(Source: Chen, 2022)



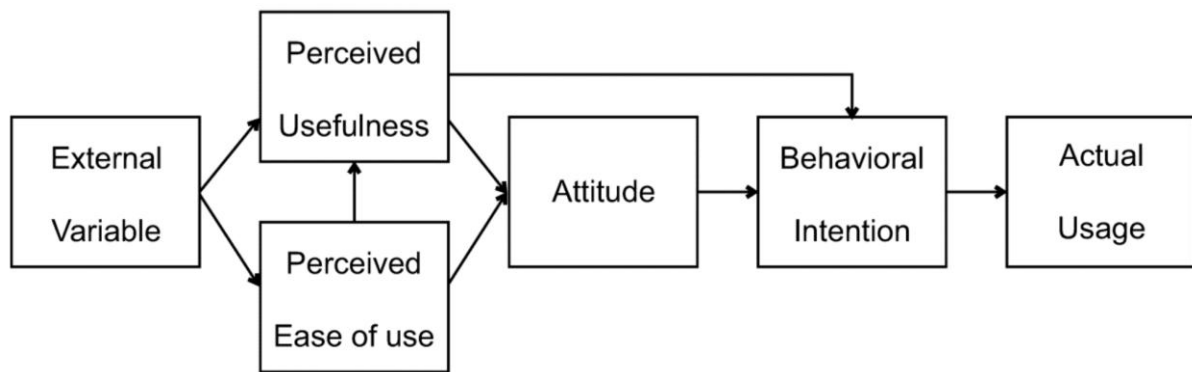
***Appendix 9: Role of AI in the advancement of HRM***



***Figure 8: Role of AI in the advancement of HRM***

(Source: Bankins and Formosa, 2023)

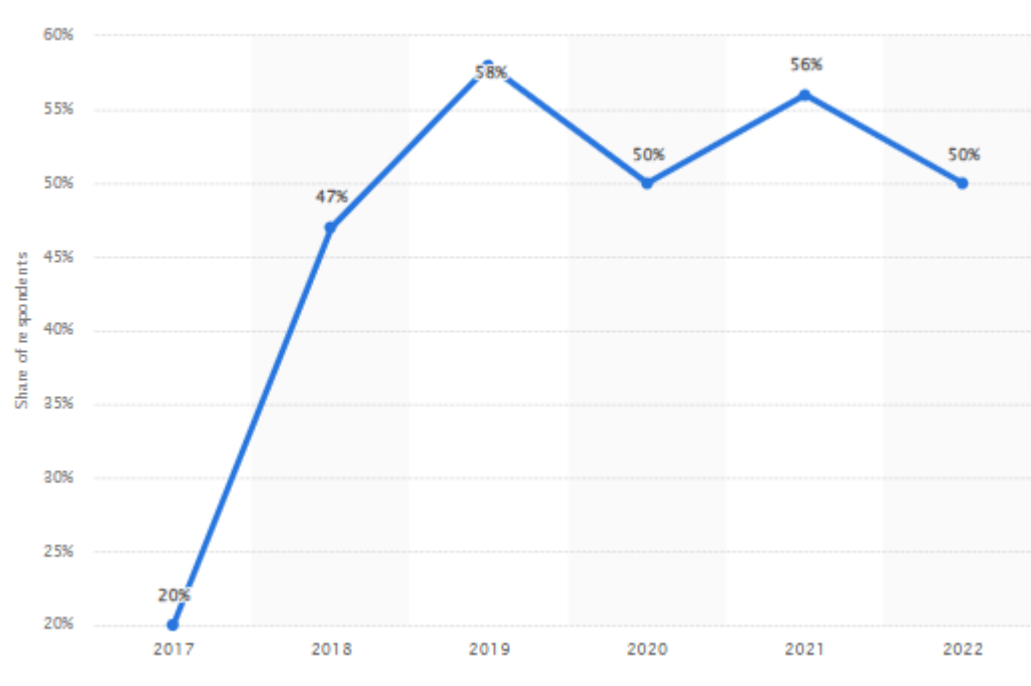
*Appendix 10: Technology Acceptance Model*



*Figure 9: Technology Acceptance Model*

(Source: Park and Park, 2020)

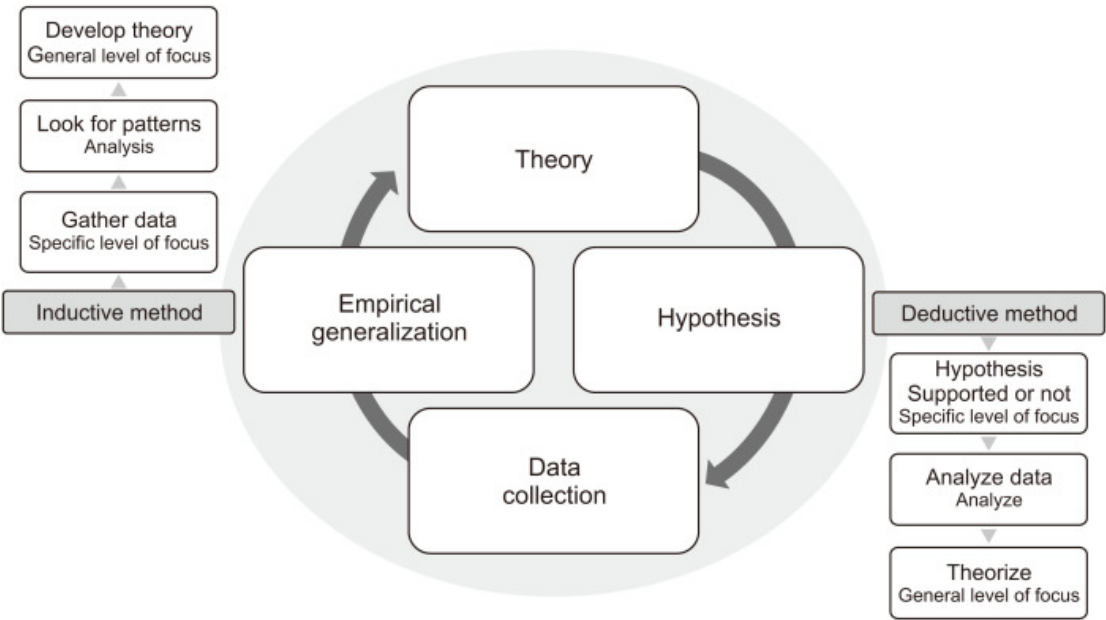
*Appendix 11: AI adoption rate in worldwide businesses from 2017 to 2022*



*Figure 10: AI adoption rate in worldwide businesses from 2017 to 2022*

(Source: Thormundsson, 2023)

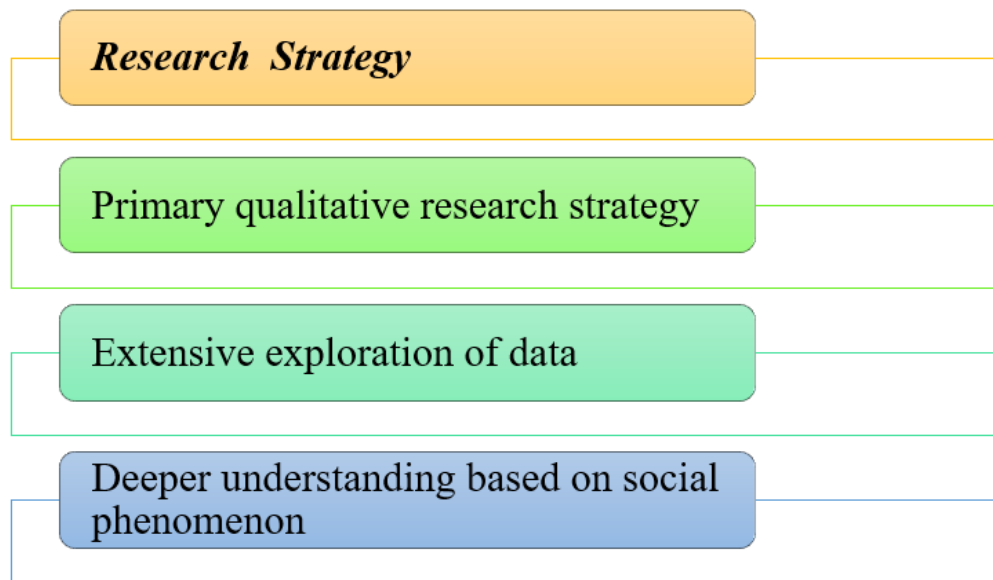
*Appendix 12: Approach of a research*



*Figure 13: Approach of a research*

(Source: Kim, 2021)

*Appendix 13: Primary Qualitative research Strategy*



*Figure 14: Primary Qualitative research Strategy*

### Abbreviation

|     |                             |
|-----|-----------------------------|
| AI  | Artificial Intelligence     |
| ML  | Machine Learning            |
| HRM | Human Resources management  |
| VR  | Virtual Reality             |
| AR  | Augmented Reality           |
| TAM | Technology Acceptance Model |

## **Chapter 1: Abstract & Introduction**

### ***1.1 Research context and background***

The adoption of artificial intelligence (AI) within a business effectively helps the businesses in numerous aspects that includes human resource management, risk management, decision making and others. As per the study by Bharadiya et al. (2023), the implementation of AI within the businesses significantly helps in automating the repetitive tasks that results in saving time. As stated by Hewage (2023a), the AI adoption in the hiring recruitment practices contributes in streamlining and automating the activities such as analysing resumes, matching them with the required positions, scheduling interviews and others. For example, Amazon effectively uses AI and machine learning (ML) for enhancing the hiring practices under HRM through observing the positions for which the candidates have applied, evaluation of the resumes, scheduling interviews and others (Amazon, 2023). On a different note, Rathore (2023a), stated that the adoption of Open AI among the people belonging to the Generation Alpha is observed as effective in the current worldwide scenario as platforms like ChatGPT help them in making their tasks easier through provision of detailed information.

As reported by Thormundsson (2023), the adoption of AI in the worldwide businesses is effectively enhanced in order to enhance the operational activities such as HRM, risk management and others. Moreover, the rate of AI adoption in worldwide business was recorded at 20% in 2017 that has been enhanced to 50% in 2022 (Thormundsson, 2023) (*Refer to figure 10*). As discussed by Gill and Mathur (2023), the adoption of AI among the kids of Generation Alpha has contributed to multiple activities such as shopping from e-commerce platforms, gamification of learning procedures and others. Hence, based on the discussed background, it can be stated that the overall investigation of the study is based on identifying the influence and impact of AI in modern recruitment practices on the Generation Alpha.

### ***1.2 Problem statement***

The hiring practices within a business comprises numerous challenges that affect in getting access to the appropriate candidate for getting fulfilment of any task. In this context, Ye (2022), stated that the challenges associated with the hiring practices within a business includes analysing the candidate requirement program, attracting candidates and selecting the appropriate one. These types of problems result in creating difficulties for choosing the appropriate candidate as per the organisational requirements. On a different note, Schlachter and Pieper (2019), discussed that the referral hiring in the HRM practices has the possibility to create bias in terms of selecting the actual talent needed and that also has the possibility to

affect the overall organisational performances. On the other hand, Kirya (2020), discussed that the recruitment practices within an organisation is based on the involvement of multiple challenges that includes corruption, lack of transparency, selling positions, nepotism and others. All these mentioned issues associated with the recruitment practices have been discussed within the study in a detailed manner in order to identify the effectiveness of AI in addressing such problems.

### ***1.3 Research rationale***

The adoption of AI within the recruitment practices significantly helps the businesses effectively in streamlining and automating the processes of scheduling interviews, reviewing resumes and others. Horodyski (2023), discussed that the key benefit of AI application within the businesses strongly helps in facilitating the repetitive tasks through automation of the process such as routine communication with candidates, scheduling interviews, providing feedback, as well as answering frequently asked questions. As reported by Ore and Sposato (2021), the AI adoption in the recruitment processes results in encountering challenges such as lack of technologically skilled staff, lack of awareness and inadequate funding. Based on observing the past literature, it has been observed that the influence of AI over the Generation Alpha people in context of modern recruitment practices are not much explored. It is the reason this study has been done to explore the importance of AI in modern recruitment practices in an in-depth manner for addressing the existing gaps.

### ***1.4 Research aim and objectives***

#### **1.4.1 Research aim**

The aim of the research is to evaluate the influence of artificial intelligence on the modern recruitment practices on generation Alpha.

#### **1.4.2 Research objectives**

- To evaluate the key AI based methods that effectively influences the modern recruitment practices.
- To identify the major benefits of AI in enhancing hiring efficiency that contribute in improving metaverse technology and its acceptance by generation Alpha.
- To determine the challenges and strategies associated with the adoption of AI by HRM to develop prospects of hiring efficiency.
- To analyse the influence of AI in enhancing continuous advancement and flexibility within human resource areas.



### ***1.5 Significance of a research***

The inclusion of AI technology within the hiring practices in businesses strategically assists in choosing the appropriate candidates through Predictive analytics . As stated by Jayanti and Wasesa (2022), the AI implementation in the hiring practices strategically assists in performing predictive analytics that help the businesses in analysing the past experiences of the employees and reviewing them in respect to the requirements of the positions. Additionally, it helps the businesses in selecting the appropriate candidates based on the requirement of the positions. The key significance associated with the study is that it will provide an in-depth knowledge to the HR department regarding the importance of AI application in the recruitment practices. Moreover, the study outcome can also be significant for the future researchers in terms of gaining knowledge regarding the gaps existing in the past studies.

### ***1.6 Structure of the dissertation***

| <b><i>Chapters</i></b>           | <b><i>Description</i></b>  |
|----------------------------------|--|
| <b>Abstract and Introduction</b> | This chapter comprises the introductory overview of the overall study that includes research context and background, problem statement, aims and objectives, rationale, significance and the structure of the dissertation.  |
| <b>Literature Review</b>         | This chapter is based on comprehensive evaluation of the past studies based on the research area. Additionally, this chapter also covers the important theoretical frameworks, existing gaps in literature, conceptual framework and an overall summarisation at the end.  |
| <b>Research Questions</b>        | This chapter is based on reflecting the important research questions to be answered along with the alignment of the research objectives and hypotheses.  |
| <b>Research Methodology</b>      | This chapter reflects the important methodological approaches and framework used within the study for achieving a successful accomplishment of the research. Moreover, all the methodological frameworks used in the research are specifically based on the Saunders' Research Onion along with alignment of time horizon, and ethical considerations. |
| <b>Findings and Analysis</b>     | This section emphasises on analysing the gathered data during data collection and helps in carrying out specific findings based on the research  |

|                    |  |
|--------------------|--|
|                    | requirements.  |
| <b>Discussion</b>  | This section supports in discussing the carried-out findings based on making appropriate themes based on the research objectives in order to ensure their fulfilment as per the research requirement.  |
| <b>Conclusions</b> | It is the final chapter of the study that summarises the key areas associated with the research objectives. Furthermore, it also covers the limitations encountered within the research along with an alignment to appropriate recommendations and future scope. |

*Table 1: Structure of the dissertation*

## **Chapter 2: Literature Review**

### ***2.1 Introduction***

Literature review in research is based on comprehensive analysis of the past studies in order to carry out specific knowledge based on the research requirements. As stated by Kraus et al. (2022), literature review is based on conducting an in-depth analysis of the past literature associated with the research objectives that also assists in identifying the prevalent gaps in the existing studies. Moreover, the analysis of the past studies also helps in identifying new areas and theories through exploring the limitedly explored areas in a detailed manner. This chapter has analysed the past studies based on the AI application in modern recruitment processes of Generation Alpha along with an alignment of important theoretical framework, gap, conceptual framework and an overall chapter summarisation.

### ***2.2 Importance of AI adoption in the recruitment process***

The involvement of AI within the recruitment practices in the businesses contributes in varied benefits such as reducing the involvement of manual human labour, saving time and others. As reported by Islam et al. (2024), the involvement of AI within the recruitment processes strategically assists the businesses in saving costs and time through the process of streamlining the operations. Moreover, it also allows the organisations in terms of analysing the resumes of the candidates to find out their experiences, skills and further assist in cross-examining them with the vacant posts. Based on this procedure, AI helps the organisations in recruiting the skilled professionals in a cost-effective manner. According to Chen (2022); (Haleem et al. (2021), the utilisation of AI within the recruitment processes helps in facilitating the overall workflow through involvement of different digital features like automatic recruitment, screening resumes, scheduling interviews, interview chatbots, and others. All these types of mentioned activities are done by human intelligence-based machines and technologies in order to accomplish the tasks within a time and cost-efficient manner.

The inclusion of AI within the recruitment aspect of businesses contributes to the acquisition of multiple benefits that include chatbots, screening candidates, job recommendations on career sites and others. For instance, it has been observed that 45% of the businesses in North America have used AI for chatbots and intelligent messaging under the recruitment processes as of 2023 (Statista, 2024). Furthermore, 39% of the businesses in North America have used AI for screening candidates via automated messages within the recruitment activities in 2023 (Statista, 2024) (*Refer to Appendix 1*). Hence, based on all discussed aspects, it can be stated that AI

adoption in recruitment processes is actually important as it helps the businesses in reducing time and saving costs through automating the operations.

## ***2.3 Factors influencing AI application in the recruitment process***

Numerous factors are associated with the influence of AI application in the recruitment processes that includes *technology integration, data management, cost efficiency* and *streamlining operations*. All these mentioned influencing factors of AI implementation in recruitment processes have been discussed in the below points:

***Technology integration:*** As stated by Vedapradha, Hariharan and Shivakami (2019), the inclusion of AI within the recruitment operations in a business not only assists in enhancing the quality of selecting candidates however it also promotes technological integration and awareness within the workplace. Moreover, the adoption of AI within the recruitment process assists in adoption of an advanced technological infrastructure within the workplace. In this context, Sołek-Borowska and Wilczewska (2018), stated that the inclusion of advanced technologies within the hiring practices help in transforming the traditional practices to digital in terms of reducing the errors in selecting the appropriate candidate through automating the tasks and analysing the profiles of the candidates in an in-depth manner.

***Data management:*** As discussed by Faqihi and Miah (2023), the application of AI based systems within the recruitment processes contributes in managing the complex data and information in an efficient manner through the process of analysing the perceptions of the candidates. Additionally, the involvement of AI within hiring processes allows the recruiters in terms of making unbiased and fair decisions with the use of predictive analytics. Furthermore, the involvement of AI in operations reveals numerous risks such as discrimination, biased algorithms and dehumanisation. On a similar note, Fenwick et al. (2024), discussed that the implementation of AI in recruitment processes, strongly help the HR managers and the recruiters in data-driven decision making through classifying the stages of recruiting people in structured step by step manner.

***Cost efficiency:*** As per the study by Karaboga and Vardarlier (2021), the digitalisation of recruitment process through the application of AI contributes in reducing the costs along with decision making errors. The provision of different types of strategies such as resume screening, candidate matching, video interviewing, chatbots, predictive analytics and others assist the businesses in saving costs as the traditional processes like organising physical interviews require much infrastructure. As stated by Manthena (2021), the implementation of AI within the recruitment operations assists in observing the organisational requirement for candidates

and hires the most appropriate one, fit for the job role. Moreover, the selection of the appropriate candidate for a specific job role helps in saving the costs of training.

***Streamlining operations:*** As stated by Votto et al. (2021), the AI application in the recruitment processes helps in streamlining the operations through automating the tasks such as evaluation of the resumes, scheduling the interviews, scoring them and others. As reported by Horodyski (2023), the implementation of AI within the recruitment operations helps in cutting plenty of time and it is the reason the businesses worldwide are prioritising its adoption. The reduction in time is mainly followed by automating the repetitive tasks that allows the businesses to interact with multiple candidates at a time.

### ***2.4 Benefits acquired by AI usage in the HRM department of businesses in terms of recruiting people***

The AI utilisation in the HRM consists of different benefits that includes saving time and costs, improved decision making and choosing the appropriate candidates. In this context, Murugesan et al. (2023); Horodyski (2023), stated that the involvement of AI within the recruitment operations are focused towards enhancing the quality of recruitment through the involvement of predictive analytics. The involvement of predictive analytics under AI within the recruitment practices significantly assists the businesses in analysing the most appropriate candidate based on analysing their past performances and skills and matching them with the required posts. On the other hand, Ekuma (2023), discussed that the involvement of AI in the human resource (HR) practices is focused towards bringing improvement within the performance of the employees through analysing their task performances and identifying the areas of improvement. Furthermore, the enhancement of skills and performances allows the employees within an organisation to acquire growth opportunities that enhance their retention towards the organisation for a long term. The study by Mehrotra and Khanna (2022), discussed that more than 52% of the recruiters worldwide believe that the screening of candidates from a large pool of data is quite a challenging part of recruitment. However, the inclusion of AI within this procedure assists in observing the automating the screening process that assists them in screening the data of a wide volume of candidates at a time for choosing the appropriate one. Hence, based on these discussed areas, it can be stated that the involvement of AI in the HRM practices for recruiting people is beneficial as it contributes in enhancing quality of operations through predictive analytics, growth opportunities and others.

### ***2.5 Contribution of AI in reducing the conflicts among the employees in a workplace***

AI provides several benefits including Predictive analytics that effectively identifies potential issues of a workplace and helps to prevent them beforehand. The study by Aydoğan, Baarslag and Gerding (2021), states that the predictive models of AI are capable of forecasting conflicts based on the analysis of historical data that assist an organisation to take appropriate preventive measures. On the other hand, Mohamed et al. (2024), states that AI assists in improving communication among employees through the facility of language translation leading to better forms of understanding and collaboration. It is also evident that the virtual assistance provided by AI solves queries instantly reducing the prospect of workplace conflicts. The study by Tariq et al. (2021), further states that AI assists in organisational planning and effective allocation of tasks, reducing misunderstanding and conflicts and improving the collaboration and engagement of employees (*Refer to Appendix 5*).

According to Taherdoost and Madanchian (2023), the sentiment analysis of AI helps to understand the sentiments of employees that further addresses the underlying issues before their escalation. The involvement of sentiment analysis under AI within the recruitment processes help in observing the issues that are encountered by the employees within the workplace. Furthermore, it assists the HR managers in making appropriate plans based on the issues and sentiments of the employees for reducing the conflicts of the employees and enhancing their motivation within the workplace.

### ***2.6 Significance of effective leadership in promoting AI application among Generation Alpha within a workplace***

The prevalence of effective leadership within an organisation strongly helps in creating a vision regarding the AI adoption among the employees associated with the workplace. As reported by Quaquebeke and Gerpott (2023); Bankins et al. (2023), the prioritisation of a digital leadership within an organisation allows the leaders in generating an awareness among the other employees regarding the benefits of using AI in the workplace along with the effectiveness in the final outcomes. On a different note, Kang and Alghifari (2024), reported that the involvement of an effective leadership promotes the AI application among the Generation Alpha through gamification of the learning process. The prevalence of an effective leadership allows the leaders in regulating the people belonging to Generation Alpha towards the importance of AI in respect to recruiting people. Apart from that, the study by Kot et al. (2021), discussed that the involvement of AI within the recruitment procedure is focused towards observing the critical issues prevalent within the recruitment procedure such as biased

algorithms, discrimination and others. Therefore, based on all these discussed areas, it can be stated that the prevalence of an effective leadership helps in enhancing the awareness among others regarding AI utilisation, and its benefits.

### ***2.7 Influence of AI utilisation on modern recruitment practices on Generation Alpha***

AI is observed to significantly develop the recruitment practice through the incorporation of an automated resume screen that leads to appropriate selection and improved candidate experiences. The study by Jha (2020), states that the generation Alpha lives in a technology driven reality where the modern facilities are effectively utilised by them to make life easier. In this respect it is evident that with the inclusion of AI candidates are provided with modern facilities of chatbots that assist in increasing their engagement, answering their questions and scheduling interviews at appropriate dates.

The study by Rathore (2023b), further states that use of technologies such as AI in HRM alters the procedure in which organisations source their candidates and it also helps them in adapting to the changing market needs to maintain competitive advantage. On the other hand, Rathore (2023a), states that the AI based chatbots understand natural languages and provide appropriate advice or support to users leading to a satisfactory recruitment process of generation Alpha. The report by Pollack (2023), states that generation Alpha is more interested in attaining personalised services that develops their experience. In this respect Albassam (2023), states that AI effectively customises interactions based on the behaviour and preference of different candidates leading to the personalised experience in recruitment procedure. Thus, it is evident that utilisation of AI increases the satisfaction of Generation Alpha during the recruitment process through personalised services and facilities of chatbots.

### ***2.8 Transformation of modern recruitment practices with AI based methods***

AI provides various modern facilities such as automated screening of resumes and Predictive analytics to match appropriate candidates in respect to the job position that helps in transforming the recruitment practices. The study by Nawaz (2020), states that the facility of application tracking system provided by AI makes it efficient and easier to filter and scan resumes based on the required criteria of an organisation including the experience, skill and qualification of a candidate. On the other hand, Singh and Shaurya (2021), states that AI reduces manual effort and assists recruiters to focus towards selecting the qualified candidates and implement a smoother procedure of recruitment and selection (*Refer to Appendix 2*).

The study by Sridevi and Suganthi (2022), further states that the algorithms gathered through AI analyses the skill and experiences of candidates that helps in predicting the appropriate

individual capable of succeeding in a particular role. On the other hand, Vivek (2023); Bogen (2019), states that AI assists in reducing bias in recruitment procedure by focusing on the skill and qualification of candidates rather than their demographic characteristics leading to the enhancement of approach towards diversity. It is also evident that AI helps organisations in analysing the description of a job and identifying the skills and gaps present in candidates based on it that helps to provide them with appropriate upskilling or training opportunities (Margaryan, 2023). Thus, it is observed that the facilities provided by AI assist in the recruitment of adequate candidates based on requirements.

### ***2.9 Impact of AI in achieving continuous advancement and flexibility in HRM***

AI improves the operations of HRM by enhancing the experience of employees leading to advancement in operations. According to Pillai and Sivathanu (2020); Sánchez et al. (2022), AI provides flexibility in the operations of HRM through Predictive analytics that helps in recruiting appropriate candidates based on the evaluation of historical data. The study also states that the turnover rates of employees significantly reduce with the use of AI as it develops employee engagement and performance through the analysis of their feedback. On the other hand, Bankins and Formosa (2023), states that implementation of AI in HRM advances operations by maintaining the integrity of tasks and cultivating skill among employees (*Refer to Appendix 9*).

The study by Rodgers et al. (2022), further inferences that AI assists the HRM in making effective decisions based on data leading to effective workforce planning and smoother operational procedures. In this respect it is also observed that the Predictive analytics of AI also helps in the implementation of proactive strategies of retention as it analyses the risk of turnover based on various data points. Laat, Joksimovic and Ifenthaler (2020), further states that AI tools assist in providing employees with real time feedback based on their performances that enables them to improve operations. Therefore, it is understood that the facilities of AI such as performance management and data driven decision making provides flexibility and advancement in HRM.

### ***2.10 Efficiency of AI in increasing the acceptance of metaverse technology by generation Alpha***

AI provides personalised services and also helps to enhance the prospect of education and learning that smoothen the process of accepting modernism technologies such as metaverse. According to Jha (2020), the generation Alpha is tech savvy and emphasises on attaining personalised services that can fulfil their needs and demands. On the other hand, Soliman et al.



(2024) states that AI is capable of generating virtual experiences and personal aviators based on the preference of users making the metaverse more appealing. In this respect it is understood that the personalised services provided by AI makes the metaverse acceptable and appealing to the generation Alpha. The report by Rustaggi (2023), further states that AI provides the facility of real-time translation of various languages spoken in the metaverse leading to a global virtual community. It is also evident that the real time translation makes it easier for the generation Alpha to understand the metaverse effectively.

According to Aburbeian, Owda and Owda (2022), metaverse includes several technological advances such as virtual reality (VR) and augmented reality (AR) making it difficult to understand and accept (*Refer to Appendix 3*). In regard to this it is evident that AI makes it possible to implement realistic forms of communication with virtual characters and its algorithms also helps in interpreting gestures and moments allowing a more natural interaction with natural objects (Goar, Yadav and Yadav, 2023). The realistic conversations also assist generation Alpha in understanding the metaverse and accepting it in their daily operations. Thus, it is evident that the personalised services and communication facility provided by AI makes it easier for the generation Alpha to accept the metaverse.

### ***2.11 Benefits of AI in developing the hiring efficiency and improving metaverse technology***

The facilities of AI such as automation and personalisation lead to the improvement of hiring efficiency along with achieving improvement in the technology of metaverse. The study by Tuffaha, Pandya and Perello-Marin (2022); Adam, Wessel and Benlian (2020), states that the chatbots powered by AI are capable of providing candidates with a 24/7 service in respect to solving their queries and providing them instance responses that improve their process of recruitment. Similarly, Abonamah et al. (2021), also states that the on-demand availability facility provided by AI develops the experience of users by providing them with helpful information within adequate time (*Refer to Appendix 4*). On the other hand, Hewage (2023b), states that enhance hiring efficiency by implementing effective form of interview scheduling based on the consideration of factors such as availability, preference and time zones.

According to Soliman et al. (2024), AI improves the metaverse technology by providing consumers with the facility of availing personalised virtual environments based on individual preference and behaviour. The study by Durana et al. (2022), further claims that AR and VR, part of metaverse, are significantly improved with the use of algorithms provided by AI as it helps in creating a more impressive and realistic environment for users. On the other hand,

Adam, Wessel and Benlian (2020), it states that the AI powered virtual assistants are capable of providing users with real time assistance and guidance that help in effective navigation of metaverse. Thus, it is evident that the facilities provided by AI such as realistic interactions and effective scheduling helps in improving metaverse technology and developing hiring efficiency.

### ***2.12 Challenges faced by organisations in respect to effective adaptation of AI in HRM***

The adaptation of AI in HRM creates several challenges leading to operational and management challenges. The study by Ch and Ortiz (2023); Khalid et al. (2023), states that maintaining data privacy and security becomes difficult with the incorporation of AI as it works with a vast quantity of data based on employees. The loss of personal data and lack of compliance management towards data protection regulations leads to legal replications, financial loss and it also hampers the reputation of an organisation. For instance, it is observed that Facebook faced massive criticism due to its data breach of 50 million consumers in the year 2018 resulting from the use of algorithms produced by AI in their data analytics (Harrison and Cadwalladr, 2018).

The study by Kaur and Gandolfi (2023), states that the absence of appropriate employee skill also makes it challenging to incorporate and utilise AI in HRM operations effectively. The lack of adaptive approach of employees towards the inclusion of AI in the human resource management system has been challenging. Liu and Zhan (2020), stated that the incorporation of AI in the system has led to rise in the feeling of insecurity among the employees due to absence of skills in accepting the technological advancements. Therefore, the absence of adequate technological skills among the employees and the issue related to data privacy has led to rise in issues in regard to the adoption of AI in the human resource management system.

### ***2.13 Measures for resolving issues related to incorporation of AI in HRM in enhancing hiring process***

The strategies related to resolving the issues in the implementation of AI in human resource management system assisted in the development of the hiring process. The data encryption leads to safeguarding of the sensitive data and ensure in preventing from the loss of important data (Abouelmehdi, Hessane and Khaloufi, 2018).

In regard to this the facility of end-to-end encryption provides a safe and effective channel of communication between the data source and AI system. On the other hand, Omotunde and Ahmed (2023); Omotunde and Ahmed (2023), states that implementing regular forms of

monitoring and audit helps in detecting the presence of suspicious activities and preventing any form of unauthorised access to data in real time.

According to Hajjar and Alkhanaizi (2018), providing employees with adequate training makes them adaptable towards the use of new technologies by developing the skill and capabilities. The provision of training also assists employees in incorporating AI in their daily task and improving the HRM operation leading to efficiency in hiring procedures. On the other hand, Awaysheh, Bonet and Ortega (2022); Yu, Gong and Wu (2020), states that collecting employees' feedback on a regular basis assist in understanding their problems and providing effective solutions that also reduces job insecurity. In respect to adaptation of AI the feedback of employees assists in understanding their dilemma and implementing effective communication and reduces their resistance towards change. Thus, strategies such as data encryption and employee training leads to effective adaptation AI in HRM and improves the efficiency in hiring.

### ***2.14 Theoretical Underpinning***

The Technology Acceptance Model (TAM) infers that development of perceived usefulness and perceived ease of use assists a user in accepting and actually utilising a new technological approach (Park and Park, 2020) (*Refer to Appendix 10*). The model also assists in understanding that developing users believe that a particular technology enhances their job performance and assists them in quick adoption (Davis, 1989); Scherer, Siddiq and Tondeur, (2019). Users are also observed to be more inclined towards adopting technologies that are easy to utilise and implement.

In respect to the inferences of the model it is understood that providing employees with adequate introduction and training facilities on the use of AI is a significant step in respect to their adaptation of the new technologies in HRM. The facilities of training will enhance employee's skill and help them in easily utilising AI in their daily operations. On the other hand, introducing the use of AI before its implementation can help employees in understanding its usefulness and implementing its use.

### ***2.15 Literature Gap***

The study by Vedapradha, Hariharan and Shivakami (2019); Faqihi and Miah (2023), has lacked information related to the issue of technology integration and aspects of data management in recruitment practices. Moreover, it has been found that the study by Murugesan et al. (2023), has an absence of adequate knowledge based on the influence of AI on the recruitment of generation Alpha and improvement of their acceptance towards the metaverse

technology. Furthermore, the research by Ch and Ortiz (2023); Khalid et al. (2023), has insufficient data related to the strategies for resolving the issues of privacy, security and protection of data in the aspect of the recruitment process. In this respect the present study will focus towards addressing these gaps and implementing prosperous research to effectively evaluate the influence of artificial intelligence on the modern recruitment practices on generation Alpha.

### ***2.16 Summary***

Based on the above provided information it is evident that AI plays a significant role in developing recruitment practices as it automates the process of screening resumes and its Predictive analytics matches appropriate candidates in respect to the job position. The facilities of AI such as chatbots also satisfies the generation Alpha as it increases their engagement and answers their questions in time. The adoption of AI also creates challenges in regard to lack of employee skill that can be addressed by implementing effective employee training.

## **Chapter 3: Research Questions**

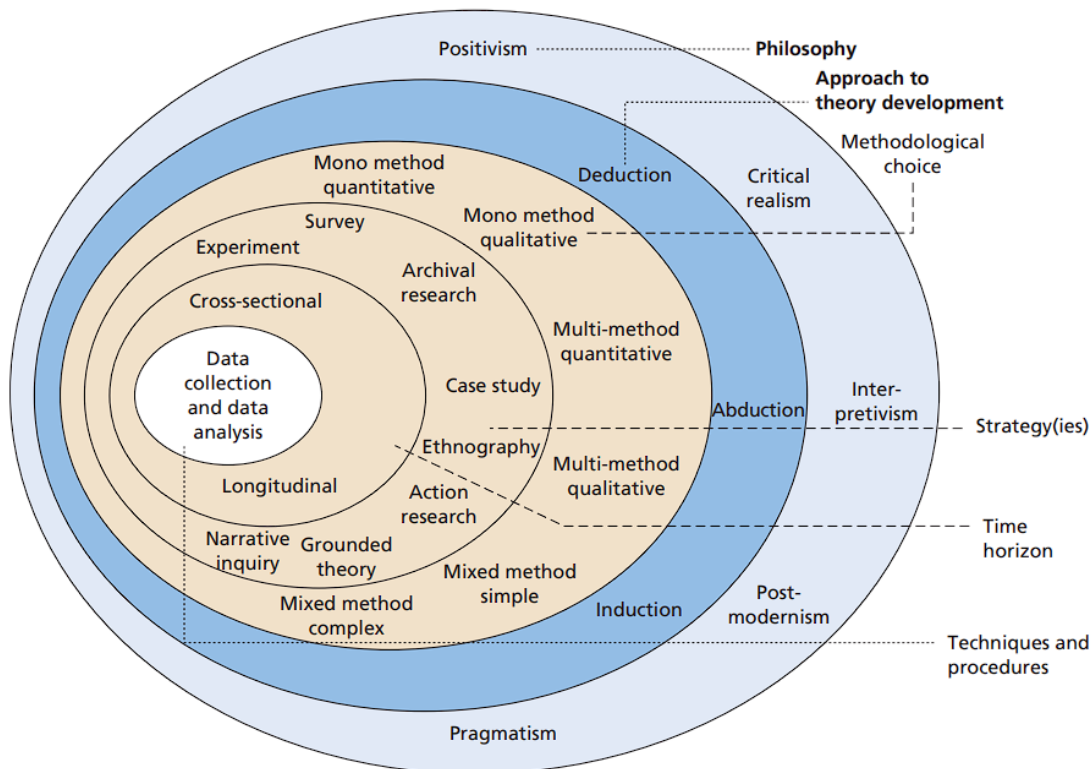
### ***3.1 Research questions***

- Which are the key AI based methods that influence modern recruitment practices?
- What are the advantages of AI in improving hiring efficiency that contribute in enhancing metaverse technologies and its adoption by Generation Alpha?
- How are the continuous advancements and flexibility within human resource practices influenced by AI?
- What are the challenges and strategies connected with the adoption of AI in terms of improving hiring practices among the Generation Alpha?

## Chapter 4: Research Methodology

### 4.1 Introduction

The research onion of Saunders' has been used for the construction of the methodological section in the structured and the systematic way. The methodology of the research focused on evaluation of the data collection process that leads to gathering of the relevant data on the basis of the subject matter. The limitation related to the selected research methodology has been discussed to identify the lacking areas. The research philosophy, approach, design, strategy and choice has been selected on the basis of the chosen data collection method in regard to the topic of the research. The ethical consideration has been analysed in order to ensure the maintenance of the ethical conduct of the study.



**Figure 11: Research onion**

(Source: Saunders, Lewis and Thornhill, 2016)

### 4.2 Research Philosophy

The research philosophy has led to infer the principles, beliefs and the assumptions that extend the approach towards guiding in the conduction of the research properly. The interpretivism research philosophy has been selected in the study as the study focussed on the evaluation of the data in a subjective way. According to Žukauskas, Vveinhardt and Andriukaitienė (2018), the interpretivism research philosophy has been based in regard to the principle that states the

role in respect to the conversation of the social world. Moreover, the concerned philosophy has stated that knowledge has been created by the help of the social interactions and the meaningful results. The study by Ryan (2018), stated that interpretivism philosophy has derived that the knowledge and the truth has been subjective, historically and culturally situated on the basis of the understanding and lived experiences. The gathering of the subjective data has led to generation of in-depth information on the effectiveness of the AI methods in the recruitment practices.

## ***Interpretivism research philosophy***

- Interpretivism Philosophy
- Subjective Approach
- Analysing the social world

On the other hand, as stated by Junjie and Yingxin (2022), the interpretivism research philosophy has led to influence the research on the basis of the data that has been subjective bias. Furthermore, the interpretivism research philosophy only concentrated towards the evaluation of the qualitative data sets. According to Žukauskas, Vveinhardt and Andriukaitienė (2018), interpretivism research philosophy has referred to the fact that it has been possible to interpret the social world in a way subjective in nature. The main attention has been provided to the understanding of the experiences of the people related to the social context. The subjective data through the observation of the social world led to obtain pertinent information on the advantages of AI in the development of the recruitment process in regard to the upgradation of the metaverse technology. The gathering of the experiences and data from the people has assisted in understanding the necessities of AI in the growth of the business in terms of the hiring process.

## ***4.3 Research Approach***

The approach of a research provides an adequate plan that helps a study to implement an effective method of data collection and analysis. The present study incorporates the inductive research approach in regard to addressing the problem associated with the research. The study by Kim (2021), inferences that inductive research leads to a cultural anthropology that implements the derivation of general information from individual information. It is also evident that the steps of inductive research begin with the collection of adequate data that is followed by their analysis and ultimately leads to the development of a theory (Kim, 2021) (*Refer to Figure 14*). In this study the inductive research approach assisted in evaluating the key AI

based methods that effectively influences the modern recruitment practices with the collection and analysis of adequate primary qualitative data. ***Refer to Figure 13: Approach of a research (Source: Kim, 2021)***

The study by Bonner et al. (2021), states that inductive research leads to advanced knowledge and benefits qualitative research as it allows the gathering of appropriate answers related to the questions beginning with ‘how’ or ‘why’. On the other hand, the study by Woiceshyn and Daellenbach (2018), inferences that inductive research is evident to be insufficient by itself as it slacks in respect to testing hypotheses. However this limitation of inductive research will not be problematic for the present study as it is based on a qualitative approach and hypothesis is not generated or tested in the present research. The study by Romero et al. (2021), further illustrates that inductive studies are essential in regard to generating significant and scientific knowledge based on concerned topics leading to implementation of effective and robust findings. In this regard the inductive research helped the present study to gather noteworthy findings on the major benefits of AI in enhancing hiring efficiency that contribute in improving metaverse technology. According to Casula, Rangarajan and Shields (2020), inductive research also benefits a study as it assists in the generation of valid and strong descriptions, and it also collects information based on specific and observable phenomena. Thus, the implementation of inductive research proved to be beneficial for the study as it led to fulfilment of objectives and collection of effective findings.

#### ***4.4 Research Strategy***

The strategy of a research enables the systematic and scheduled completion of a study. The present study incorporates a primary qualitative research strategy as it incorporates interviews as the mode of data collection. The study by Tenny, Brannan and Brannan (2022), states that qualitative research leads to extensive exploration that provides significantly deeper insights in regard to the problems of the real world. Additionally, it is also evident that qualitative research collects rich data sources from the experiences, behaviour and perception of involved participants (Tenny, Brannan and Brannan, 2022). In this study the primary qualitative study assisted in determining the challenges and strategies associated with the adoption of AI by HRM to develop prospects of hiring efficiency by collecting data from the real-life experiences of the involved HR recruiters. The study by Cleland (2017), further inferences that primary qualitative research enables a study to implement a deeper understanding based on social phenomenon and it assists in extraction of effective understanding and knowledge (***Refer to Figure 12).***



The study by Mwita (2022), further inferences that qualitative research holds the limitation of utilising small size of samples and getting subjected to the interpretation of the researcher. In this respect the present study implemented the collection of data samples from six individuals based on six questions to implement effective findings and gather adequate results based on the identified objectives. The study by O’Cathain et al. (2015), further states that qualitative research helps in addressing the primary uncertainties associated with the study and it makes a significant contribution in research by gathering effective form of findings. In this regard primary qualitative strategy significantly contributed to the present study as it helped to analyse the influence of AI in enhancing continuous advancement and flexibility within human resource areas. Thus, the utilisation of primary qualitative research strategy benefited the study in regard to addressing its objectives and fulfilling the aim.

## ***4.5 Research Choice***

The implementation of appropriate methodology is essential for making informed decisions during the research process. In order to achieve this, the research choice that has been integrated for the study is the mono-qualitative research choice. As defined by Melnikovas (2018), the implementation of mono-methods is beneficial to choose only one data collection method. The present research only collected qualitative data from participants instead of quantitative. The collection of quantitative data has been abandoned. Considering this, it can be said that as the research has collected only the qualitative data, the mono-qualitative research choice has been determined for the present study.

The research aims to understand the impact of AI on modern recruitment practices in different organisations on generation alpha. Therefore, it was required for the research to collect only those data that can inform about the aspects experienced by the recruitment personnel in organisations in real time. This implies that the most important and useful data regarding the topic of the present research can be collected by understanding the opinion and views of HR departments of organisations. The collection of qualitative data can inform about the specific methods implemented by the HR personnel while using AI tools for recruiting candidates. Apart from that, the utilisation of qualitative data collected from the HRM can also provide their perception regarding the effectiveness of AI tools for recruitment process and the comparison between the recruitment approaches of human HRM personal and AI tools. Therefore, it can be understood that for this research, the information regarding the subjective perceptions and opinions of HR managers are required instead of quantifiable data, which are

objective in nature. The choice of mono-qualitative method with the help of appropriate interview questionnaires helped the research to understand the subject if perspectives of the research participants and it also have been used in order to develop the conclusion of the present study. This also indicates that the collection of quantitative data would be redundant for the research as the objectives and aim of the research do not require any numeric data. Considering this, the research has adopted the mono-qualitative method.

### ***4.6 Research design***

The determination of research design is crucial for developing the inference from a specific set of data to develop the conclusion of the research. According to Sileyew (2019), research design is used to determine the method of analysing data sets so relevant answers to the research question can be acquired. This shows that the determination of research design is related to the nature of the collected data. As a result, the narrative research design has been implemented for the present study. As per Ntinda (2019), narrative research design is effective in analysing a large data set and extracting narratives of the participants in an interview process. The present research has collected the data from the interview responses by HR recruiters. Thus the conclusion of the research has been developed by analysing the narratives of the involved population.

The narrative design also helped in developing a generalised theory based on the responses. The analysis of the HR narratives enriched the research with the small details regarding the implementation of AI for the recruitment process. The opinions of different recruiters have also been tracked with the design. Therefore, the research successfully carried out a holistic discussion. Apart from that, the utilisation of the research design has also allowed the research to achieve the objectives of the research by following different perspectives gathered from the responses provided by the interview participants. Therefore, it can be understood that the adoption of the narrative research design has benefited the research to understand multidimensional perspectives and considering this, this research design has been adopted for the present research.

### ***4.7 Data collection method***

The identification of the data collection method assists the research in selection of the process of gathering detailed information. The primary qualitative data collection method has been used in the study for the gathering of the data from the human participants related to the impact of AI in the enhancement of the hiring practices. The primary data collection method has been obtained through the conduction of the interview among the human participants. According to

Philipps and Mrowczynski (2019), the interview is considered as the significant instrument of data gathering for expanding the insights from the social world. The interview has been conducted among 6 Human Resource (HR) recruiters for gaining insights related to the implication of the AI in the recruitment process. The HR recruiters are selected on the basis of the certain inclusion criteria such as age group between 25 to 45 and have experience of 3 years and more in the field of human resource management. The concerned interview participants have been asked 6 open ended questions for gaining in depth information on the issues and the strategies related to the inclusion of the AI in the human resource management in the hiring process.

The research by Sileyew (2019), stated that the primary has been accumulated from the information source that is original. Moreover, primary data has been reliable and has an adequate level of confidence due to the direct connection with the event occurrence. On the other hand, Cerar, Nell and Reiche (2021), stated that the secondary data has been observed to have risen in versatility and quality in comparison to the primary data. The firsthand information obtained from the participants through the interview process has helped the research in gaining information related to the rise of flexibility due to AI in hiring practices. The six HR recruiters have been asked open-ended questions that have been formed on the basis of the objectives of the study. Therefore, the conduction of the interview session has been advantageous for the research to understand the perspectives of the HR recruiters related to the emergence of AI in the process of the recruitment.

### ***4.8 Data analysis technique***

The adoption of the appropriate data analysis method is required for analysing the collected data in a proper manner and developing conclusions. The data analysis technique that has been utilised for the present research is the content analysis technique. According to Zait (2014), content analysis technique is effective for researchers in terms of analysing the content of a large body of text by evaluating the patterns noticed in the content. This data analysis technique is also effective for interpreting a set of qualitative data. The current research has collected the responses from the interview participants and the responses have been transcribed into the textual form. Therefore, the research required a thorough analysis of the textual transcriptions of the interview in a detailed manner and developed the conclusion by understanding the emerging and recurring patterns from the collected set of data. Considering the requirements mentioned-above, this data analysis technique has been adopted for the present research.

The inclusion of the content analysis was beneficial for the research in order to understand the specific information that is common in the responses provided by the participants in the interview process. As discussed before, the analysis of the patterns in a data set is the most important aspect of content analysis. Therefore, with the recognition of the emerging patterns in the set of data was beneficial to identify the specific keywords which are relevant to the research questions of the present study. Considering this, it can be said that the implementation of the content analysis was beneficial to develop research objective and question specific inferences from the data set. This convenience was another important rationale behind adopting this data analysis technique for the present research. Additionally, the utilisation of this data analysis technique helped the research to identify the factors that are related to the implementation of AI tools in the recruitment process and its impact on the recruitment of candidates belonging to generation alpha. The involvement of different HR recruiters and their distinct responses was essential for the research to develop a multifaceted conclusion for the present study.

### ***4.9 Sampling technique***

The study has used the purposive sampling due to the presence of the inclusion criteria. The study by Campbell et al, (2020), purposive sampling refers to choosing the participants for the data collection in regard to generation of the suitable information. Purposive sampling has been the significant sampling strategy for the conduction of the methodology. The study by Ames et al. (2019), the purposive sampling has been utilised in regard to the synthesis of the qualitative evidence. The study has used the purposive sampling as the HR recruiters has been selected on the basis of certain inclusion criteria based on the age group and the experience. Therefore, the selection of the appropriate participants for the interview process has benefited in the gathering of the relevant data on the factors that influenced the application of AI in the hiring process.

### ***4.10 Time Horizon***

The study has been cross sectional as it has focused on the completion of the dissertation within the limited period of the time. As stated by Wang and Cheng (2020), the cross-sectional time horizon is considered as the observation study that led to evaluate the data from the population at the single point of the time. The cross-sectional research is referred to as the inexpensive and fast process in regard to the conduction of the study. The study by Raimundo et al. (2018), the main intent of the cross-sectional study has been to achieve reliable data and the information for the generation of the robust conclusions. The concerned time horizon has the proper usage

in regard to the descriptive studies that have been analytical. The aim and the objectives of the specified research has been fulfilled and met within the short period of the time. Moreover, it has assisted in generation of the complete idea in regard to the impact of the AI in the process of the recruitment. Therefore, cross sectional time horizon focuses on limited time in regard to gaining data on the hiring process through the usage of AI.

### ***4.11 Ethical considerations***

Ethical considerations increase the credibility and authenticity of a work of research. According to Dougherty (2021), researchers need to collect data without sharing the privacy and anonymity of participants. During the process of data collection, the researchers collect the data by providing the participants with the information regarding the research and without disclosing their identity. Considering this, it can be said that, in terms of the ethical considerations, the research has been carried out ethically to an optimum level.

### ***4.12 Limitations of the methodology***

The primary data collection method has some limitations related to the in depth and elaborative conduction of the research. The biases of the answers of the interview participants in regard to their own perspective on the interview question has been considered as the major limitation. As stated by Lee, Lawley and Tosey (2021), the biased responses gathered through the process of the interview has led to the rise of issue and doubt in the trustworthiness and generation of the detailed findings. The interview has focused on asking questions to a small population and has led to rise in the issues. The limited interview participants are considered as the limitation in regard to the evaluation of the descriptive information related to the subject matter. As stated by Lawley and Tosey (2021), the interview is considered to be time consuming and has been one of the disadvantages. It has a requirement of time in regard to conduction of the interview, gathering of the data and recording it. Furthermore, irrespective of the limitations that are stated above, the interview is referred to as the significant primary data collection method for gaining detailed insights.

### ***4.13 Summary***

Based on the above discussion it is evident that the present study takes considerable inference from the research on by Saunders' in regard to implementing effective form of methodological approach. In this respect the study incorporates interpretivism research philosophy, inductive research approach and primary qualitative research strategy. Additionally, the mono qualitative research choice and narrative research design is also implemented. The procedure of interview is further selected as an effective mode for collecting

data that is partnered with a cross sectional time horizon. Additionally, the study also maintains ethical consideration in order to implement variable and reliable research.

## Chapter 5: Findings and Analysis

### 5.1 Introduction

The findings and analysis part of the research is based on analysing and interpreting the gathered data through involvement of appropriate techniques. Additionally, it contributes in carrying out specific findings regarding the research area for getting fulfilment of the research objectives. Here, in this chapter, content analysis technique has been used for interpretation of the gathered interview responses from the HR recruiters for identifying specific knowledge regarding the effectiveness of AI in improving the recruitment practices of Generation Alpha. Furthermore, the chapter has also covered a findings section along with an overall chapter summarisation at the end.

| <i>Task</i>   | <i>Days</i> |          |          |          |          |          |          |          |          |           |           |           |           |           |           |
|---|-------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|
|   | <i>1</i>    | <i>2</i> | <i>3</i> | <i>4</i> | <i>5</i> | <i>6</i> | <i>7</i> | <i>8</i> | <i>9</i> | <i>10</i> | <i>11</i> | <i>12</i> | <i>13</i> | <i>14</i> | <i>15</i> |
| Design the questionnaire based on the research objectives |             |          |          |          |          |          |          |          |          |           |           |           |           |           |           |
| Select participants from the LinkedIn profile             |             |          |          |          |          |          |          |          |          |           |           |           |           |           |           |
| Choose participants based on inclusion criteria           |             |          |          |          |          |          |          |          |          |           |           |           |           |           |           |
| Sent them consent form                                    |             |          |          |          |          |          |          |          |          |           |           |           |           |           |           |
| Conduct semi-structured Interview                         |             |          |          |          |          |          |          |          |          |           |           |           |           |           |           |
| Analyse the transcript                                    |             |          |          |          |          |          |          |          |          |           |           |           |           |           |           |

*Table 2: Time-plan*

### 5.2 Content analysis

#### 5.2.1 What are the factors associated with AI that influences the modern practices of recruitment?

**Respondent 1 (Male):** "...repetition of tasks such as scheduling of interviews, screening of the resumes, and setting initial communication improves the recruitment practices in modern

*times... Moreover, the automation of these tasks results in saving plenty of time for the recruiters...*

**Respondent 2 (Female):** *“...AI algorithms such as analysis of large data sets help in cross-checking the organisational requirements and the resume of the candidates for placing the best candidates at the appropriate positions for getting high quality performance outcomes...”*

**Respondent 3 (Male):** *“... being a male job applicant, my opinion is that AI assisted in aspects of candidate assessment through better screening of the resumes...”*

**Respondent 4 (Female):** *“...the predictive analytics through AI-based tools help the HR recruiters in predicting the future performance outcomes of the employees through analysing their past experiences and engaging them towards the specific position as per their suitability...”*

**Respondent 5 (Male):** *“...AI-based tools such as chatbots help the recruiters in setting a strong communication with the candidates through solving their initial queries such as their application status that also improves the experiences of the job-applicants...”*

**Respondent 6 (Female):** *“.... being a female job seeker, my perception is that AI benefitted in the transformation of the recruitment process through ensuring better focus on reduction of biasness ....”*

**Respondent 7 (Male):** *“...the utilisation of AI tools help the HR supports in developing remote hiring opportunities through setting virtual interviews, online assessment and other practices that help the firms in accessing the global talents along with a less time consumption...”*

**Respondent 8 (Female):** *“... the recruitment process driven by AI enhances the access towards the opportunities for the female candidates in matching with the requirements of the job openings...”*

**Respondent 9 (Male):** *“...AI tools help the HR managers in analysing the performance of the employees that assist them in identifying the areas of improvement and contribute in making data-driven decision making based on improving the employee performance...”*

**Respondent 10 (Female):** *“...the utilisation of AI-based tools significantly helps the HR managers of a business in conducting predictive analytics for observing the future performances...”*

**Analysis:** Based on the above responses, it has been analysed those numerous factors such as automation of tasks, analysing resumes and others are associated with AI that influences the modern recruitment practices. The male job applicant has stated that the involvement of AI within HR operations strategically helps the businesses in terms of facilitating activities such as screening resumes, scheduling of the interviews, and developing an initial communication



through streamlining the operations. All these activities associated with the HR practices help the recruiters in terms of improving the hiring practices along with time saving. It has also been carried out from the above responses that the AI algorithms help the businesses in terms of analysing the large volume of data through cross-checking the skills of the employees and the organisational requirements. Additionally, it further assists the recruiters in engaging the appropriate talents within the suitable positions for gaining better performance outcomes.

As per the opinion of the female job candidate, the predictive analytics within the recruitment operations effectively assist in predicting the future performance through analysing the past performance and knowledge of the job applicants and setting them in the appropriate positions based on their suitability. The female job seekers have opined that the AI based recruitment process can assist in reducing biases in the hiring process and extend varied opportunities to them. Apart from that, AI-based tools such as chatbots help the HR department of a business in improving the experiences of the candidates through providing them with different opportunities such as setting strong communication. Furthermore, chatbots also help the candidates in getting fulfilment of queries such as application status addressed. The AI tools also help the HR recruiters in developing remote hiring opportunities by organising online interviews, that help in engaging global talents along with a less time consumption. Additionally, the AI tools also support the HR managers in analysing the performance of candidates for carrying out areas of improvement for setting data-driven decision making for betterment of performance.

### **5.2.2 What according to you are the primary AI based methods that influences the modern recruitment practices?**

**Respondent 1 (Female):** *“...the algorithms of AI are capable of examining the job applications along with resumes that help to analyse relevant skills and experience in alignment with the applied job position... the technique of natural language processing is also utilised to gather information from resumes to match the requirements of applied position....”*

**Respondent 2 (Male):** *“...being a male job seeker, my perception is video platforms for conduction of interviews utilises AI for evaluation of facial exercises and tone of voice of the candidates...”*

**Respondent 3 (Female) :** *“..... platforms powered by AI automatically search for appropriate candidates and from sources such as social media and networking sites.... the AI algorithms match the candidates with appropriate jobs based on preferences of both....”*

**Respondent 4 (Male) :** *“...being a male candidate, my point of view is that AI tools also benefit an organisation in respect to searching for appropriate candidates through digital platforms such as social media and networking sites....”*

**Respondent 5 (Female):** *“... AI powered tools benefit in recognition of the candidates in the social media and other online platforms based on the criteria that are predefined...”*

**Respondent 6 (Male):** *“.....predictive analytics method helps to examine and analyse data based on the previous hiring decisions that assist in identifying various patterns and trends that are correlated with the prospect of successful hiring....”*

**Respondent 7 (Female):** *“... automated interviewing method according to me is a beneficial method of AI that influences recruitment practices.... interviews conducted through virtual assistants or chatbots ask candidates with predetermined questions that reduces bias and implements equality.....”*

**Respondent 8 (Male):** *“... being a male candidate, my perception is that AI algorithms also analyse the personal traits of candidates that helps in understanding the alignment of the values with the culture of the applied organisation...”*

**Respondent 9 (Female):** *“...the online behaviour of candidates is also analysed with the use of AI algorithms that helps to examine their personality along with value..... personal traits of a candidate help in understanding if they are in alignment with the cultural aspects of the organisation....”*

**Respondent 10 (Male):** *“...tools of AI also develop the experience of candidates as it provides personalised services and feedback with the presence of virtual assistance and chatbots... AI tools also provide candidates an update on the status of application...”*

**Analysis:** The interview responses provided critical information on the fact that the modern-day methodologies of utilising AI positively influence the practices of recruitment as its algorithms assist in examining the job applications of applied candidates along with analysing their resumes. The adequate examination of candidate resumes helps an organisation to observe the presence of alignment between the skill of the candidate and requirement of the applied position. The male participant in the interview process stated their opinion that the video platform used for the interview process was driven by AI that led to better analysis of facial expressions and voice tone. Additionally, AI methods such as natural language processing assist in gathering significant and minute information present in the resume of the applicant. It is also evident that algorithms of AI do not also assist business organisations but it also helps candidates to search for appropriate jobs based on their personal preferences. According to male job participants, the predictive analytics is another method of AI that helps to examine

and analyse data based on the previous hiring practices and decisions. Significantly automated interviewing method that incorporates the use of chatbots and virtual assistants helps to implement unbiased practices as it asks candidates predetermined questions. The female respondent has the perception that AI driven tools can be advantageous for selection of the participants based on the specified criteria. also identifies various patterns and trends that are correlated with the prospect of successful hiring. The experience of candidates related to recruitment also gets developed with the utilisation of AI as it provides them with personalised services *and* feedback with the presence of virtual assistance and chatbots. The candidates also effectively receive regular updates on their status of application. Thus, it is evident that the AI based methods effectively develop the modern recruitment practices.

### **5.2.3 What are the advantages of AI in the upgradation of the recruitment effectiveness in enhancing the metaverse technology and in accepting the Alpha generation?**

**Respondent 1 (Male):** *“...the inclusion of the AI in the process of the recruitment has led to the enhancement of the quality of the hiring process. It requires less time in the process of hiring in comparison to the traditional method of recruitment...”*

**Respondent 2 (Male):** *“... AI usage in terms of the recruitment in the organisation has led to a concentration towards the inclusion and diversity criteria....”*

**Respondent 3 (Female):** *“... the integration of AI has assisted the recruiters in understanding the perspectives of the candidates... It leads to fair and unbiased decisions by the usage of predictive analytics. The implementation of AI led has helped the recruitment process to focus on the management of complex data...”*

**Respondent 4 (Male):** *“...the usage of AI technology in the hiring procedure has ensured better processing and screening of the candidates amidst the largest sets of the databases.... The better screening process through the utilisation of technological advancements leads to recognition and recruitment of the suitable candidates based on the organisational criteria....”*

**Respondent 5 (Female):** *“... being a female job applicant, my opinion is that an AI based recruitment process can assist in handling large numbers of resumes of candidates for screening ...”*

**Respondent 6 (Male):** *“... AI in the recruitment process leads to the decrease of the costs associated with the hiring and reduces the errors in the process of the decision making related to the candidate selection... The identification of the suitable candidate has been possible due to better screening through the candidate matching, resume screening and the video conferencing through the usage of the AI ....”*

**Respondent 7 (Female):** *“....AI tools for recruitment assisted in the decrease of the cost required by the organisation in terms of the provision of the training for the upgradation of the skills as the candidates are recruited based on the fitting in the job role....”*

**Respondent 8 (Male):** *“... AI can assist in the process of the hiring about the focus on the enhancement of diversity and inclusion... The candidates are mainly selected based on their academic qualifications...”*

**Respondent 9 (Female):** *“... AI used in the aspect of recruitment for cost reductions in the growth of metaverse technology and in regard to the acceptance of the Alpha generation...”*

**Respondent 10 (Male):** *“...the recruitment process driven by AI technology are more interactive and faster in comparison to the traditional method...”*

**Analysis:** Based on the insights gained from the responses of the participants, it has been clear that AI is beneficial in the growth of recruitment in the development of the Alpha generation and metaverse technology. The quality of the recruitment process has been maintained through the inclusion of the AI technology as per the perception of the male job applicant. Moreover, it has been observed that AI led to provide the decisions that are fair and unbiased. It has been found from the interview process, that female participants have opined that the recruitment process driven by AI can help in management of large data of resumes of candidates for better screening. The huge data sets of resumes of varied candidates have been monitored and screened through the inclusion of AI technology for searching for the appropriate candidate in respect to the criteria of the job position in the organisation. Furthermore, it has led to reducing the cost and the errors in the hiring process. The process of resume screening, candidate matching and conference interviews led to enhanced decision making regarding the candidate selection. Most of the participants have stated that cost reduction is the main aspect that has been prioritised regarding the usage of the AI in the recruitment and training aspects. Therefore, AI has added huge benefits as per the answers of the respondents in the process of the recruitment.

### **5.2.4 What are the issues regarding the inclusion of AI in the human resource management for the development of hiring effectiveness?**

**Respondent 1 (Female):** *“...one of the key issues associated with inclusion of AI in the HRM practices is the high installation costs... sometimes, the high installation costs of AI make it difficult for the small businesses to access digital technologies and tools for hiring the appropriate talents as per organisational requirements...”*

**Respondent 2 (Male):** *“...lack of proper technological training programs among the employees of the HR department results in negatively impacting the utilisation of AI tools in recruitment practices due to unavailability of sufficient knowledge regarding AI algorithms...”*

**Respondent 3 (Female):** *“... being a female job seeker, my perception is that usage of AI driven tools for the hiring process can be problematic due to lack of better insights among employees in usage of technology...”*

**Respondent 4 (Male):** *“...the AI algorithms are associated with issues based on data security and privacy in the recruitment processes... the involvement of the personal information of the job applicants can result in encountering issues such as data breach...”*

**Respondent 5 (Female):** *“...the involvement of AI within the hiring practices in an organisation is associated with an issue of job displacement of the employees... the automation of tasks and streamlining hiring practices has created a fear among the recruiters in terms of losing employment opportunities...”*

**Respondent 6 (Female):** *“... the high installation costs of AI are considered as one of the key issues associated with the involvement of technology in hiring practices...”*

**Respondent 7 (Male):** *“...the resistance to change among the employees is identified as one of the most critical challenges that affect the adoption of AI and digital transformation in the HRM practices...”*

**Respondent 8 (Female):** *“...the AI adoption in hiring practices results in impacting the overall transparency in a negative way as the selection of the candidates are done through virtual and online procedures... the lack of transparency in the hiring practices leads to generating a mistrust among the employees...”*

**Respondent 9 (Male):** *“... the increase in AI involvement in the HRM practices results in creating a fear of job displacement among the employees as automating the tasks make it easier for recruiting tasks along with reduction of human interaction...”*

**Respondent 10 (Female):** *“... cost and data privacy issues are the major concerns in usage of AI driven recruitment tools...”*

**Analysis:** Based on the evaluation of the recorded responses, it has been analysed those numerous issues such as high installation costs, lack of proper training and others are associated with the inclusion of AI in the HRM practices to improve hiring. Additionally, the high installation costs sometimes make it difficult for the small businesses in accessing AI for selecting the appropriate talent based on organisational requirements. Female jobseekers stated that lack of proper technological training programs towards the employees of the HR department affects the appropriate usage of the AI-based tools due to lack of adequate technical

knowledge among them. Additionally, the algorithms of the AI tools are considered with issues in terms of privacy and data security and the inclusion of the personal data of candidates can lead to breaching important data.

Additionally, the automation of the tasks through AI tools in recruitment creates a negative motivation among the HR managers in terms of job insecurity. Apart from that, the resistance to change is considered as one of the key issues associated with successful adoption of AI within the hiring practices. The lack of change management knowledge among the employees affects the AI utilisation through making sudden changes in the way of working. The adoption of AI in hiring practices results in reducing overall transparency in selecting appropriate talents due to mistrust among the candidates. The female participant has stated that the high cost required for using the AI recruitment process is the major issue.

### **5.2.5 What are the strategies in mitigation of the issues related to the adoption of AI in the hiring process?**

**Respondent 1 (Male):** *“...effective budgeting is essentially needed to address the issue of high installation costs... the setting of an effective budget plan can help the businesses in enhancing the potential of the business towards focusing on advanced technologies...”*

**Respondent 2 (Female):** *“...the process of organising regular technological training programs for employees in hiring practice can contribute in increasing the knowledge and skill of the staff in using advanced technologies for selecting appropriate talents for the required positions...”*

**Respondent 3 (Male):** *“...being a male job applicant, my opinion is training implied on using AI can assist in better growth of recruitment process...”*

**Respondent 4 (Female):** *“...the inclusion of cloud-based services along with AI help in increasing safety and security within the overall operations... the cloud services can help the recruiters in avoiding the chances of cyber-attacks and data theft...”*

**Respondent 5 (Male):** *“...the involvement of employees and AI-based tools in an equivalent manner can help the recruiters in terms of maintaining job security among the employees... the inclusion of both the human staff and AI can help the organisation in selecting the most effective talents...”*

**Respondent 6 (Female):** *“... the collaboration between the employees and the AI-based tools can significantly help the HRM of the organisation in getting engagement of the most appropriate talent at the suitable positions...”*

**Respondent 7 (Male):** *“...setting of awareness and counselling programmes for the employees in terms of change management practices can help in increasing flexibility in operations... the*

*decrease in resistance to change can result in making changes accordingly as per the organisational requirements...”*

**Respondent 8 (Female):** *“...the positive interaction between the employees and HR can also improve the experiences of the job applicants through enhancement of transparency...”*

**Respondent 9 (Male):** *“...the inclusion of an effective interaction among the HR recruiters and the candidates through reflecting the application status can help in generating trust among the applicants...”*

**Respondent 10 (Female):** *“... the involvement of an appropriate budget planning in context of technological advancement in HRM of an organisation can effectively help in getting successful adoption of AI...”*

**Analysis:** On the basis of the above responses, it is analysed that the inclusion of different strategies such as effective budgeting, training programs and others can strongly help the businesses in addressing the issues of AI adoption in HRM. Apart from that, the process of organising regular training programs for the HR employees can effectively help the businesses in increasing the technical knowledge of the staff for facilitating the utilisation of AI in engaging the appropriate talents within the workplace. Female jobseekers stated that the implementation of cloud-based services along with the AI tools can help the HR executives in avoiding the chances of breach and theft of personal data of the job applicants.

The process of setting up counselling and awareness programs of the employees for enhancing the change management skills of the employees can effectively help the organisation in increasing flexibility in operations. Moreover, it also results in increasing the ability of the organisation to make sudden changes as per the market trends and essential requirements. On the other hand, as per the male job seekers it has been evident that the effective interaction between the HR recruiters and the job applicants can effectively help in maintaining trust among the applicants by making them aware of the application status and other information.

### **5.2.6 What is the impact of AI in the flexibility and continuous improvement of the areas of the human resource?**

**Respondent 1 (Male):** *“...HR employees have seen a positive impact in their efficiency due to the usage of AI in their works.... the AI tools help them to complete their tasks in a much more efficient manner...”*

**Respondent 2 (Female):** *“... AI significantly impacted the data analysis of existing employees in organisations...”*

**Respondent 3 (Male):** *“... AI tools are highly capable of managing the data on spreadsheets related to employees...”*

**Respondent 4 (Female):** *“.....AI has improved the decision-making capabilities of the human resource in terms of recruiting appropriate candidates.... they use different AI tools for evaluating the qualifications, skills and others based on the requirements of the companies....”*

**Respondent 5 (Male):** *“... being a male job applicant, my perception is AI positively impacted the efficiency of the HR personnel...”*

**Respondent 6 (Female):** *“...content generated by AI is often taken into use by the HR department to publish job advertisements on different social media sites like LinkedIn and Indeed...HR departments use keywords related to job requirement while prompting to AI and retrieve content accordingly...”*

**Respondent 7 (Male):** *“...the recruitment of fresher and experienced candidates has become more convenient for HR recruiters as they can target the specific candidates on different job platforms using AI generated keywords....”*

**Respondent 8 (Female):** *“...the HR personnel in companies actively used different AI tools to analyse the data regarding the performance of employees. This helps them to design appraisal and training schedules for the employees...”*

**Respondent 9 (Male):** *“... AI has assisted in the smooth functioning of the hiring process in terms of selection of the appropriate candidates for the job role...”*

**Respondent 10 (Female):** *“...the involvement of AI has definitely improved the flexibility of HR managers to manage the data of employees.....”*

**Analysis:** From the responses it can clearly be seen that AI tools positively influence the workflow, candidate availability and data management efficiency of HR recruiters. It is evident from the responses that HR tools are not only beneficial for conducting the recruitment process of fresher and experienced candidates, but it also helps HR departments to make informed and data driven decisions related to the effectiveness enhancement of existing workforce. According to the male job applicants, the human resource development tools have benefited in better evaluation of the data of both the candidates for the hiring process and the employees. The utilisation of the tools has helped the human resource team to make effective decisions in respect to selection of the suitable candidates. As per the response of female job applicants, AI tools also allowed the HR department to become more effective, efficient and flexible in accessing and managing employee related data. Therefore, it can be understood that the inclusion of AI in HR activities positively affected the jobs of the HR recruiters and managers.



### ***5.3 Findings***

Based on the above analysis, it has been found that there are multiple factors such as automating tasks, predictive analytics and others that influence the utilisation of AI within the modern recruitment practices. Additionally, the utilisation of AI in the recruitment practices also helps in saving time in terms of selecting the appropriate participants based on the organisational requirements. Apart from that the predictive analytics under AI is identified as one of the important factors that help the HR in evaluating the future performance of the candidates by analysing their past experiences for making a strong data-driven decision making. Moreover, the other important factors such as chatbots and virtual interviews with assistance to AI tools help in improving the experiences of the candidates by solving their queries through chat process. Furthermore, the online interviews help the HR recruiters in accessing talents from different parts of the world through remote hiring that also helps in saving time.

The AI algorithms in HR practices are capable of cross examining the requirements of the vacant positions and the resumes of the applicants in an in-depth manner in order to select the most suitable candidates for the appropriate posts. The utilisation of the AI based platforms effectively help the businesses in terms of selecting the most effective candidates based on a job requirement and preference through exploring the applicants across social media and networking sites. Apart from that, the consideration of predictive analytics through AI-based tools effectively helps the HR managers in analysing the previous hiring decisions that also help them in predicting the current trends and patterns for making the appropriate hiring decisions. The AI-based tools effectively help in organising online interviews with the candidates through involvement of chatbots and virtual assistants that are focused towards asking predetermined questions to the candidates that reduce bias. Moreover, the involvement of chatbots in the recruitment process also helps the job applicants in gaining feedback along with tracking of application status.

From the responses, it can also be understood that the utilisation of AI in the recruitment process increased the quality of hiring by increasing the efficiency of hiring. The participants also stated that the integration of artificial intelligence in HR activities provided them with better capabilities to understand the candidate perspectives while conducting hiring. Additionally, AI also helps recruiters to carry out the screening process of the candidates. Therefore, it can be comprehended from the responses provided by the interview participant that the inclusion of AI significantly impacted the efficiency of HR recruiter while recruiting, screening and onboarding candidates. It can also be understood from the interview responses

that the cost of hiring also reduced due to the utilisation of AI in the recruitment process. The implementation of the technology helps HR recruiters to effectively and seamlessly examine the profile of candidates. This allows the recruiters to carry out the recruitment process in a more cost-effective manner.

It has also been evident that the inclusion of AI within the hiring practices are associated with numerous issues that include high installation costs, lack of technological training and others. The high installation costs of AI make it difficult for small businesses in getting access to digital transformation for better hiring practices. Lack of proper training programs towards HR employees affects the utilisation of AI in an appropriate way in terms of selecting the appropriate participants due to insufficiency in knowledge. The utilisation of AI creates a fear of job insecurity among the recruiters as the advanced technologies lead to reducing human interaction through automating tasks, decreasing time consumption and others. Additionally, the involvement of AI in hiring practices is based on online practices that reduce the transparency in operations and generates mistrust among the employees.

From the above analysis, it has been evident that effective strategies such as budgeting, training programs and others can strongly help the organisation in terms of addressing the issues associated with the adoption of AI in hiring practices. The setting of an effective budget plan can effectively help the businesses in terms of getting access to advanced technologies such as AI in facilitating the recruitment practices. Apart from that, the process of organising regular training programs in context of technical knowledge can effectively help the employees in utilising the AI-based tools in an efficient manner for selecting the appropriate talents based on organisational requirements. The adoption of cloud-based services along with AI can effectively help the HR managers in increasing the safety, security and privacy of the personal information of the job applicants that can also help in increasing cyber-security. The involvement of human staff and AI-based tools in an effective way can significantly help the businesses in maintaining job security towards the employees. Moreover, the prevalence of an effective interaction between the HR managers and the job applicants helps in increasing trust within them and enhancing their experiences.

It is also evident that the utilisation of AI tools increases the efficiency of hiring processes that also assist leads to compilation of tasks. Additionally, the use of AI has improved the decision-making capabilities of the human resource in terms of recruiting appropriate candidates. The use of different AI tools assists in evaluating the qualifications, skills and others based on the requirements of the companies. Apart from that, the AI generated contents help the HR department within an organisation in setting job postings over platforms such as LinkedIn and

Indeed. Additionally, the utilisation of AI-based tools also helps the HR employees in terms of maintaining spreadsheets through having better data handling. On the other hand, it has been observed that the AI based tools help the HR managers in terms of analysing the performance of the employees. Furthermore, it assists them in identification of areas of improvement in order to provide them with appropriate appraisal as well as training programs that result in improving overall performance outcomes.

### ***5.4 Summary***

Based on the above discussion, it can be summarised that the involvement of AI within the modern recruitment practices is influenced by numerous important factors such as streamlining and automating the operations, along with online interviews and predictive analytics. All these mentioned activities help the HR department of an organisation not only help in selecting the appropriate talents for the suitable positions through analysing their resumes. Moreover, it is observed that the adoption of AI also encounters some challenges in the HR practices that includes high installation fees, low budget and others. However, all these issues can be addressed through setting appropriate budget plans and organising technical training programs for increasing skills of the employees.

## **Chapter 6: Discussion**

### ***6.1 Introduction***

This chapter analyses the discussion of the findings that help to meet the research objectives. As a result, the outcome of the discussion based on the research objective is effective to achieve the final result of the influence of AI on recruitment practices on generation AI.

### ***6.2 Discussion***

#### **6.2.1 Key AI-based techniques to influence modern recruitment practices**

The AI-based techniques help in improving the recruitment process, automating routine tasks in terms of screening resumes, scheduling interviews, and communicating with candidates improving the hiring process. As mentioned by Horodyski (2023), AI techniques like Chatbots, Predictive Analytics, and screening resumes highlight a huge influence in increasing the speed of the hiring process. It also allows recruiters to allocate more time to engage with candidates, understand their needs, and make strategic decisions on the hiring process. Additionally, as per Sołek-Borowska and Wilczewska (2018), the AI algorithm improves the quality of selecting candidates, reducing the errors in selecting the appropriate candidate and analysing their potential, and builds effective quality of workforce. According to Vedapradha, Hariharan and Shivakami (2019), AI techniques allow promotion of technological integration and awareness along with data management, cost efficiency). However, it has been figured out that the AI-techniques create scope for evaluating the hiring process along with decreasing the costs of hiring process through video interviewing, candidate matching, chatbots, predictive analytics and other processes. The scope for evaluating the hiring process through using chatbots and predictive analytics by the HR can be aligned with the acceptance of technology and usefulness of the modern recruitment technologies for effective recruitment process. The study of Albassam (2023), in this context, supported the findings and addressed that AI techniques, such as virtual video assessments and chatbots helps in decreasing risk of bias and discrimination, preventing privacy violations, and meeting the need for transparency and accountability within the organisational practices. Thus, AI techniques such as virtual processes, along with video screening, chatbots and others enable better recruitment, data management, decrease the time and cost requirements for selecting and recruiting candidates. Furthermore, it contributes to the business in improving cost-efficiency level, positively influencing the modern recruitment practices.

### **6.2.2 Major benefits of AI in developing hiring efficiency to enhance metaverse technology and acceptance by generation alpha**

Generation Alpha is the first generation that was entirely born in the 21st century. As defined by Sołek-Borowska and Wilczewska (2018), Generation Alpha refers to the generation that was born within the year of 2012 to 2025. As per Kang and Alghifari (2024), the most important issue faced by generation alpha is the extreme career pressure due to increased competition in the job market. There are various benefits of adopting AI in enhancing the hiring process of the metaverse technology and acceptance and generation alpha. In this context, AI integration helps HR to engage in predictive analysis by focusing on their past skills and performance according to the allocated job role (Murugesan et al., 2023; Ekuma, 2023). In addition, AI integration assists HR in improving the talent management process, retention and acquiring growth opportunities to improve the hiring process through cost and time saving and appropriately making decisions (Mehrotra and Khanna, 2022). The above findings claimed that AI has improved hiring by lowering expenses, increasing decision-making, and minimising challenges and it ensures impartial, equitable hiring and efficient resume screening. Furthermore, AI has complied with organisational job requirements while promoting diversity and inclusion which enhances the recruitment procedure. As addressed by Islam et al. (2024), cost reduction is a major advantage that improves the general efficacy and efficiency of hiring procedures. In this regard, the characteristic of the Technology Acceptance Model includes the performance expectancy and motivation of the users behind the new technology, helps HR in developing the recruitment process by appropriately adopting AI technologies and enhancing the decision-making to foster retention, analysis of performance of the employees to improve the recruitment process. As a result, the accuracy of AI in the HRM process promotes different HR functions including performance analysis, retention of employees in a cost and time-saving procedure that contributes towards the entire enhancement of efficiency and wellbeing of employees (Nawaz et al., 2024). Therefore, AI integration is effective for HR practices to improve the recruitment levels by predictive analysis of the performance of employees in a less expensive and time saving process by adequately making decisions.

### **6.2.3 Identification of the challenges and strategies regarding the adaptation of AI by HRM to improve the hiring process**

The key challenges in AI techniques which include high installation costs, lack of proper training, lack of adequate technical knowledge and resistance to change have impacted on effective recruitment and making adequate decisions on selecting candidates. The study of Ch and Ortiz (2023), highlighted that data privacy and security has been a major issue for

implementing AI techniques while conducting selection and recruitment in businesses. AI techniques consist of loss of personal data and lack of compliance management that creates issues for both organisations and candidates in providing personal information in the recruitment process (Liu and Zhan, 2020). In association, the job displacement that creates resistance to change within the companies creates obstacles in executing overall recruitment procedure. However, it has been determined that the issues in AI techniques creates a huge loss of data, and compliance management impacts on the efficient recruitment process. The lack of skills and knowledge regarding AI techniques among the employees created issues in optimising the processes of AI and recruiting appropriate candidature processes (Chen, 2022) (*Refer to Appendix 8*). The complexities within the AI techniques often creates lack of understanding the operating processes while recruiting candidates over virtual processes or other respective processes in business. Henceforth, the challenges likely include loss of data, compliance, management, high installation cost, and other issues in AI techniques degrade the quality of hiring and recruiting through the adaptation of AI by HRM to improve the hiring process.

### **6.2.4 Influence of AI in developing continuous enhancement and flexibility within human resource areas**

AI has a significant influence in developing continuous flexibility and enhancement in the human Resource (HR) areas. Data encryption to safeguard sensitive data and regular monitoring to identify unauthorised access are two strategies to enhance AI adoption in HRM and recruiting effectiveness (Omotunde and Ahmed, 2023; Abouelmehdi, Hessane and Khaloufi, 2018). Additionally, this helps in providing training to employees and feedback process to enhance these skills and flexibility and improve job security that contributed towards better HR operations by integrating AI (Awaysheh, Bonet and Ortega, 2022; Hajjar and Alkhanaizi, 2018). Based on the findings, AI integration developed data management, HR process and candidate availability helps HR practices by facilitating adequate decision-making and enhancing productivity. AI makes hiring easier by identifying candidates and creating job advertisements, improving HR procedures' flexibility and efficiency. In this regard, AI solutions boost perceived utility by streamlining data management and hiring procedures and increasing perceived usability by enhancing HR effectiveness, decision-making, and applicant identification by the characteristics of TAM such as motivation to adopt new technologies and social influence. AI adaptation helps in developing the productivity of HR by enhancing efficiency and competitiveness (Murugesan et al., 2023). Therefore, AI has a significant influence in developing continuous flexibility and enhancement in the Human Resources (HR)

areas by developing flexibility and efficiency in data management, decision-making and handling applicants' availability by offering adequate training and feedback processes.

### ***6.3 Summary***

The AI techniques have highlighted effective recruitment processes increasing the speed and efficiency of recruitment in organisations. The issues related to lack of understanding, skills, and knowledge have impacted on the decreasing efficiency level of companies in hiring suitable candidates. Implementation of flexibility, data encryption, and providing training to employees and feedback taking processes are effective for controlling issues involved in AI processes while recruiting candidates.

## **Chapter 7: Recommendations and conclusion**

### ***7.1 Conclusion***

Perceived from the above discussion, it has been figured out that the AI techniques, such as chatbots help the recruiters in setting a strong communication, analysis of large data sets and managing the complex data and information making unbiased and fair decisions and cross-checking business requirements, setting initial communication and solving candidate initial queries such as their application status. AI develops talent management, predictive analysis, recruitment in the metaverse and decision-making for generation alpha while cutting time and costs. It ensures impartial hiring expedites the screening of resumes and encourages diversity. As a result, the AI integration enhances the recruitment procedures by developing retention and performance analysis that improves the satisfaction of employees

AI techniques of the modern hiring process have few issues, such as the key high installation costs, ineffective training, technical knowledge and resistance to change that impacts on making adequate decisions on selecting candidates. Consequently, the complexities within the AI techniques lead to improper decision-making and selection of suitable candidates. The Application of AI enhances the decision-making, data management and applicant identification that are beneficial for HR to enhance their practices. Additionally, it encourages monitoring and data encryption that increases security and talent development by facilitating appropriate training and feedback procedures.

### ***7.2 Limitation***

The research study is based on the influence of AI on recruitment practices on generation alpha as a result, this study has created limitations in providing information regarding specific company or country-based information associated with HR practices through AI integration. Additionally, the primary qualitative study has created a limitation for this research in enhancing the chances of biased information through selecting participants by purposive sampling process. Additionally, the lack of quantitative data can also be stated as a limitation of the study as it could provide the study with more evident knowledge based on statistical information. The other limitation of the study is that it has only focused on AI as an important technology for recruitment purposes. However, the study could have emphasised on other technologies that could be effective for the study for generating detailed knowledge regarding the role of advanced technologies in recruitment.



### 7.3 Recommendations

Implementation of effective secondary qualitative study enables scope for improving data from authentic sources and developing quality of research outcomes. Incorporation of country-based information can create specific outcomes regarding the research context allowing the research in analysing influence of AI on recruitment practices on generation alpha. Thus, providing specific information related to the research context and selecting participants by purposive sampling process for conducting the study.

| <i>Tasks</i>                                  | <i>Week</i> |          |          |           |
|---|-------------|----------|----------|-----------|
|   | <i>3</i>    | <i>6</i> | <i>9</i> | <i>12</i> |
| Implementation of secondary qualitative study |             |          |          |           |
| Incorporation of country-based information    |             |          |          |           |

**Table 3: Action Plan**

### 7.4 Future Scope

In the future, AI will be used to enhance employee personalisation, automated HR procedures and advanced talent management predictive analytics. Additionally, this study can contribute in analysing the benefits of advanced AI in increasing inclusion and diversity, support for training and developing initiatives through real-time data-driven decision-making for strategic planning of HR practices on generation alpha.

### **Recommendations**

To improve how AI is used in hiring processes its recommended to take steps.

Firstly companies should provide training, for their HR staff on AI technologies, data handling and decision making. This training program may cost between €10,000 and €25,000 and last 3 to 6 months. Investing in employee training is crucial since studies show that organizations that prioritize training see better tech adoption and recruitment results (Krishnan, LRK, K., P & S., P, 2024)

Secondly before implementing AI recruitment tools it's important to conduct a trial run. This involves testing out tools like chatbots and predictive analytics on a scale to see how they impact the recruitment process. The estimated cost for this testing phase is between €20,000 and €40,000 over 6 to 12 months. This method helps organizations spot issues on and understand how AI can enhance recruitment efficiency for better decision making.

Lastly to address worries about data privacy and security companies should establish a data security framework. This framework would involve encryption methods, regular checks and compliance with data protection laws, at an estimated cost of €15,000 to €30,000.

It typically takes around 6 to 12 months to put this framework into action safeguarding candidate data and staying in line, with requirements. Being proactive, about addressing privacy issues related to data can help build trust with candidates and stakeholders ultimately boosting the efficiency of recruitment efforts.

Following these suggestions can lead organizations to enhance their AI recruitment approaches resulting in an efficient, ethical and secure hiring procedure geared towards meeting the requirements of Generation Alpha.

Using a ATS recruitment tool like Mantal and Workable, it has 4 types of pricing options. The most beneficial option with a lot of features is the enterprise one which costs euro 707 per month approximately, for a company with 100 employees

### **Timeframe and financial considerations**

When incorporating Artificial Intelligence (AI) in recruiting practices, for Generation Alpha it's important to take an approach. Start with 3- 6 months of research and planning to grasp the AI trends and the specific needs of this generation. Next move on to a 6 or 12 month pilot testing phase where AI tools are tested on a scale to collect data and improve the process. Following that proceed with full scale implementation over 12 or 18 months with monitoring and optimization. Lastly an evaluation and adjustment phase lasting 18 or 24 months ensures that the AI strategies remain effective and in line with objectives. From a standpoint the initial investment will cover expenses related to AI tools, research and training typically ranging from 46000 to 140,000 euros. Continuous costs will include software maintenance, updates and staff training. It's also advisable for organizations to set aside funds for social media advertising campaigns promoting AI driven recruitment through platforms like LinkedIn and Instagram with budgets to maximize return, on investment (ROI). Regular ROI assessments will be essential to verify that the advantages of integrating AI outweigh the expenses allowing for improvements and strategic modifications.

### **Personal learning**

The reflection on personal learning through the experiences and information obtained throughout the process of dissertation has assisted in meeting the requirements of the Chartered Institute of Personnel and Development (CIPD). In the initial phase of starting the work, I have framed the aim and objectives based on the research topic that assisted in finding relevant databases. I have used my research skills for searching for the existing studies related to the research context for the detailed conduction of the literature review section. I have segregated the themes based on the objectives for evaluation of the specific data. I have used the concepts of the theory such as TAM (Technology Acceptance Model) in the research for the alignment with the research area. Apart from that, I have identified the gaps of the secondary studies used in the literature review section. The usage of adequate research and analysis skills helped me to address the gaps in the concerned research.

I have experienced issues in gathering data from the human participants through the usage of the primary qualitative data collection method. Moreover, the process of selection of the participants for the interview and gaining data related to the research context has been time consuming. I have selected 10 human resource recruiters in the data collection process belonging to the age group of 25 to 45 and having experience of 3 years. The selection of the participants based on the mentioned criteria has required a huge time frame. Furthermore, I have asked 6 open ended questions to the selected participants for gaining information on the impact of AI on the recruitment process on the generation of Alpha. On the other hand, the selection of a specific focus group that is the human resource recruiters of a certain age group has helped in accumulation of relevant information easily. I have used the content analysis technique for evaluation of the data received from the participants for recognition of the key findings. It has helped in gathering detailed information and conduction of the elaborative study. The information gained from the analysis of the responses of the interview participants has assisted in obtaining detailed insights related to the advantages of AI in the development of the recruitment process. Therefore, I have learned that the presence of research skills and selection of appropriate data collection methods assist in successful conduction of the future research related to the research context.

## Glossary

|                                |  |
|--------------------------------|--|
| <b>Leadership</b>              | Individuals who guide, inspire, and influence others toward a shared vision  |
| <b>Artificial intelligence</b> | The simulation of human intelligence processes by machines, especially computer systems  |
| <b>Generation Alpha</b>        | Generation Alpha is the demographic cohort succeeding Generation Z.  |
| <b>Data management</b>         | The practice of collecting, organising, managing, and accessing data to support productivity, efficiency, and decision-making. |

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