

Study on Recruiters Opinion Towards AI-Tools to Facilitate the Hiring Process within a Company

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Abstract

The growing popularity of AI application raises questions regarding the role AI should play across all business divisions. This study attempts to explore how resilient are the recruiters to AI at Randstad Sourceright, a global talent solutions leader. According to the Randstad culture, the greatest outcomes come from integrating the power of modern technology with the human component in order to help people and businesses reach their full potential. (Randstad global guidelines, 2019, p.1.). However, the existing debate around AI can discourage recruiters for using AI-Tools. In this research, it was surveyed a number of 100 employees from Randstad Sourceright in order to explore their opinion toward AI-Tools. The paper concludes that employees at Randstad are interested in AI- tools and the benefits they may provide when incorporated into their job, yet they are hesitant to trust AI technologies and are often mindful of the possible issues they may cause.

Key words: AI, AI-tools, recruitment, recruiters

J.E.L. classification: O15, J24, M12, L21, Y10

1. Introduction

Organizations are beginning to adopt and capitalize on the functionality of AI in their recruitment processes (Patrick van Esch *et.al*, 2019). According to an MIT study, productivity can be enhanced by generational AI, and specifically Chat GPT solutions, particularly when it comes to writing and editing duties. People have been concerned for decades that new technical developments might result in widespread automation and job losses (Zach Winn 2023). Study finds ChatGPT boosts worker productivity for some writing tasks. MIT News Office). Since the launch of ChatGPT in November 2022, the societal debate has increased on the advanced artificial intelligence (AI) technologies that are now available to the general public and can be used free of charge by everyone, without any IT expertise being necessary (Randstad position paper, 2023, p.3.). However, what particular advantages may generative AI provide for the hiring team? Labor markets are known for adapting to fundamental change. New technologies can provide new employment, and they can benefit the economy overall if they enhance worker productivity. Although AI is clearly already changing the way we work, it is difficult to predict what its exact impact will be on the labor market (Randstad position paper, 2023, p.3.). We define AI as an assemblage of technological components that collect, process, and act on data in ways that simulate human intelligence. Like humans, AI solutions can apply rules, learn over time through the acquisition of new data and information (i.e., via ML), and adapt to changes in their environment (Ana Isabel Canhoto *et.al*, 2019). AI-Tools use machine learning to generate responses or perform basic tasks based on the criteria you input. Some of the most well-known AI-Tools are: (i) for writing and content creation: ChatGPT, Copy.ai, GrammarlyGO, ClickUp, Google's LaMDA, Meta's LaMDA; (ii) for meetings (transcribe spoken conversations, provide advanced analytics): Spinach, Sembly, tl;dv, Otter.ai; and (iii) for HR and Recruiting (automate tasks in the hiring process,

like screening candidates, scheduling interviews and onboarding): Paradox.ai, Textio, HiredScore, Attract, Effy (Haillie Parker, 2023).

2. Theoretical background

In order to speed up and increase the human connection between job seekers, consultants, and clients, this company has experimented with a variety of cutting-edge technology throughout the years. Randstad is currently implementing modern technologies, including artificial intelligence (AI) tools, and digital strategies, all without compromising human engagement. This company delivers solutions that are more focused on the needs of people by combining technology with the enthusiasm of human resources professionals. According to Randstad, once in place, any AI legislative framework should have a beneficial impact on job, innovation, and entrepreneurial prospects in labor markets worldwide. The first implementations of these regulatory frameworks are presently being developed in China (the AI Regulatory Framework), the US (the AI Law in NYC), and Europe (the AI Act) (Randstad Position Paper 2023. The Labor Market and AI, p.4.)

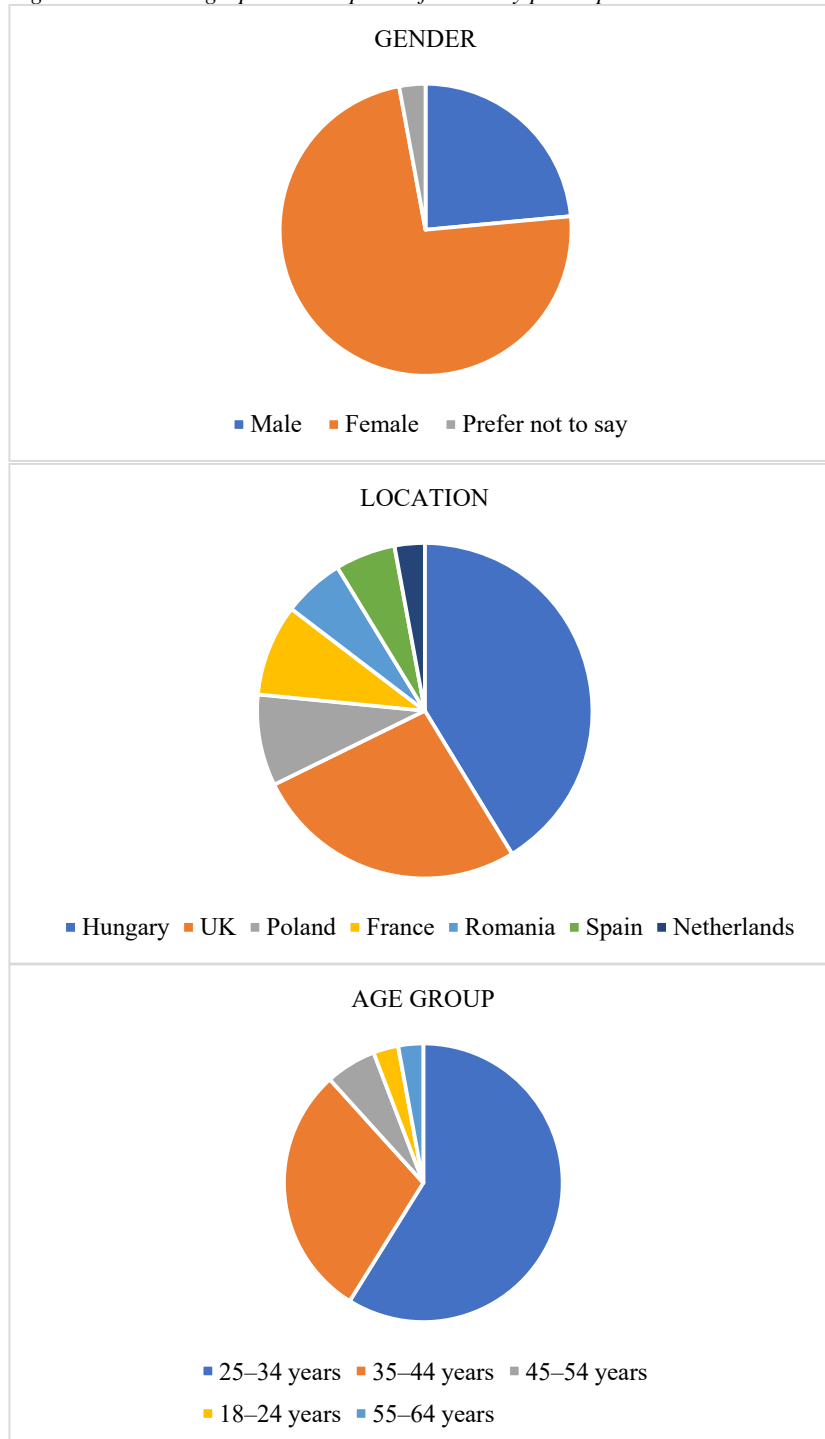
3. Research methodology

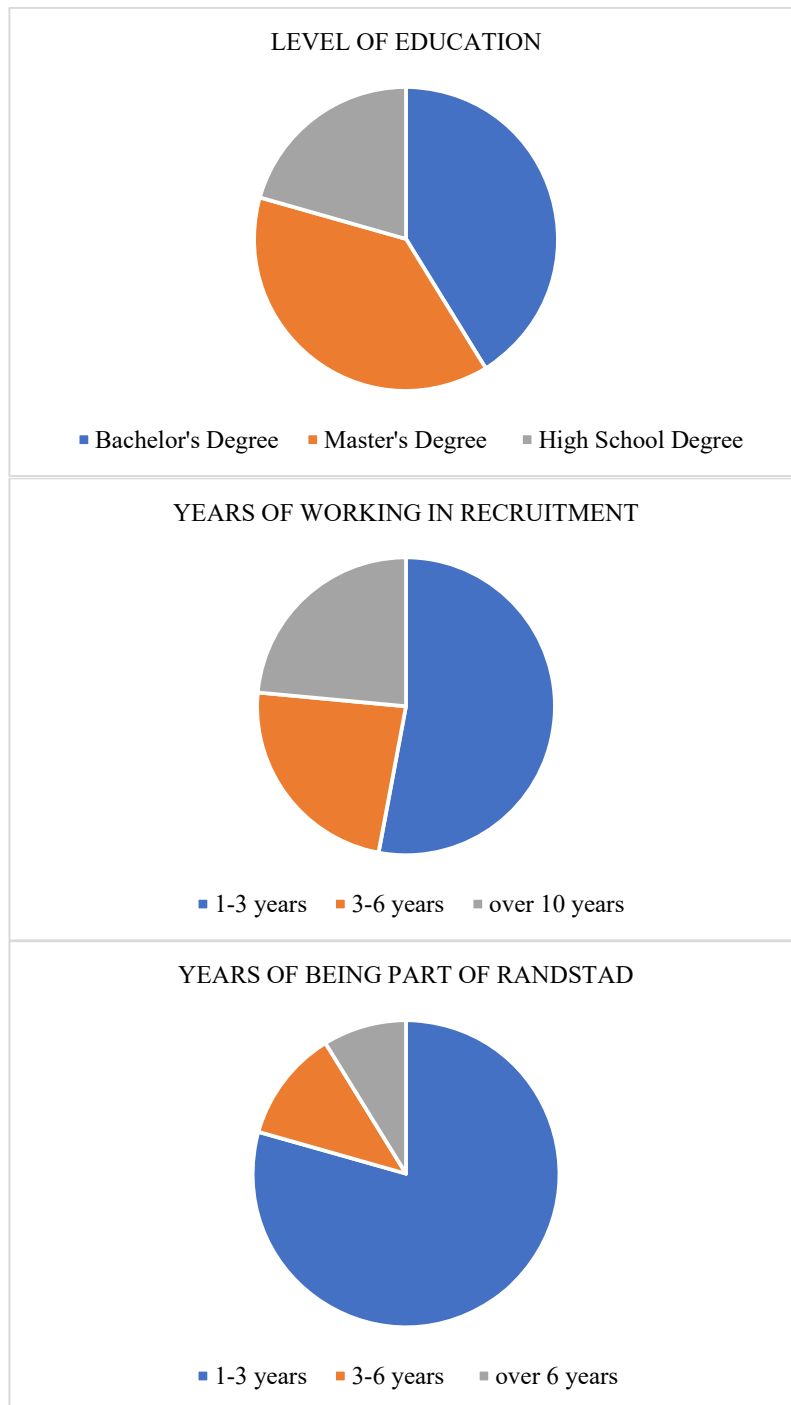
The questionnaire survey is based on one of the well-established Likert Scale Questionnaire. In its final form, the Likert scale is a five (or seven) point scale that is used to allow an individual to express how much they agree or disagree with a particular statement (Saul Mcleod 2023). For data collection for this research, a survey on 100 recruiters was conducted within Europe-based Randstad employees. The anonymity and confidentiality of each participant were assured. The group of respondents was defined by: (i) location (country of residence), (ii) gender (male, female, prefer not to say), (iii) age (18–24 years, 25–34 years, 35–44 years, 45–54 years, 55–64 years, 65+ years), (iii) highest degree or level of education (High School, Bachelor's Degree, Master's Degree, Ph.D. or higher) and (iv) number of years they have been working in recruitment (<1 year, 1-5 years, 5-10 years, 10+ years) and (v) number of years they have been part of Randstad (<1 year, 1-5 years, 5-10 years, 10+ years). The questionnaire has comprised ten items (six items regarding socio-demographic variables and four items that explored the employees' opinion on AI-Tools, based on the Likert Scale *i.e.* AI tools will be very helpful for the recruitment industry in the near future.)

4. Findings

Demographic description of the study participants. The majority of respondents are based in Hungary. In terms of location, 41.2% are based in Hungary, followed by 26.4% based in UK, 8.8% based in Poland, 8.8% based in France, 5.9% based in Romania, 5.8% based in Spain and 2.9% based in the Netherlands. Among the 200 respondents, 73.5% were women, 23% were men and 2.9% preferred not to say. The age range of the participants was 18 to 64 years. In terms of age group, the highest proportion (58.8%) was in the 25–34 years range, followed by 29.4% in the 35–44 years range, 5.9% in the 45–54 years range, 2.9% in the 18–24 years range and also 2.9% in the 55–64 years range. About the highest degree or level of education, the majority of interviewed employees (41.2%) possess a Bachelor's Degree, 38.2% have Master's Degree and 20.6% only have a High School Degree. Regarding the number of years they have been working in recruitment, 52.9% of participants have been in this field for 1-3 years, 23.5% for 3-6 years, and also 23.5% for over 10 years. About the number of years they have been employed in this company, 79.4% are part of Randstad for 1-3 years, 11.8% for 3-6 years and 8.8% for over 6 years (Figure no. 1).

Figure no. 1. Demographic description of the study participants

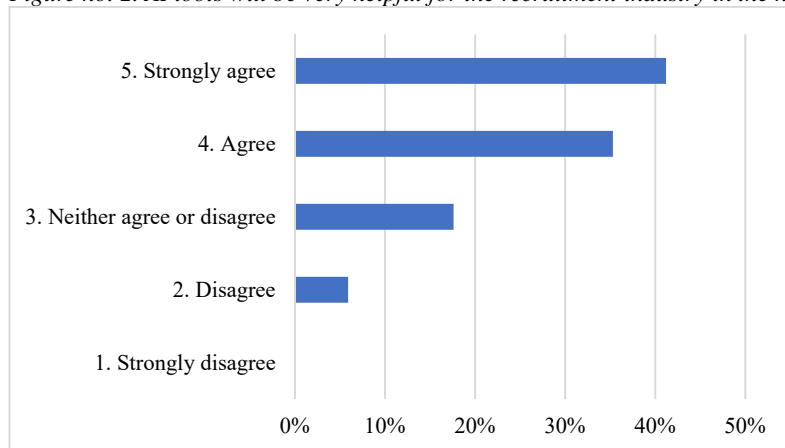




Source: (own creation)

Recruiters' opinion on AI-Tools. The opinion of employees regarding AI-Tools are revealed in the Figures no. 2, 3, 4 and 5. The questionnaire survey is based on one of the well-established Likert Scale Questionnaire. In its final form, the Likert scale is a five (or seven) point scale that is used to allow an individual to express how much they agree or disagree with a particular statement (Saul Mcleod 2023). Therefore, respondents had to choose from a scale from 1 to 5, where 1 means “Strongly disagree”, 2 means “Disagree”, 3 means “Neither agree or disagree”, 4 means “Agree” and 5 means “completely agree”.

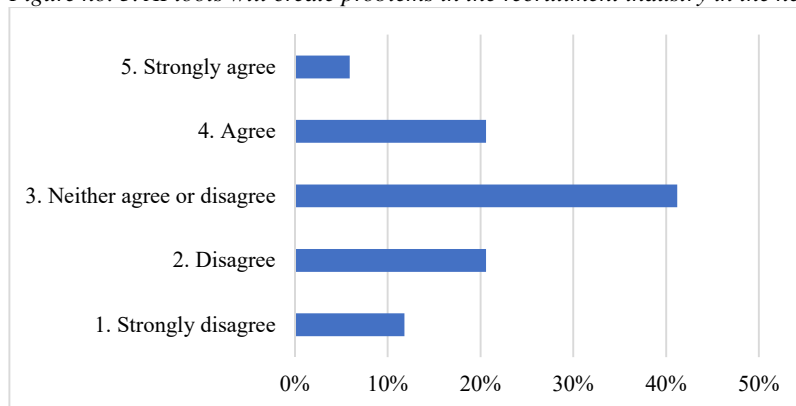
Figure no. 2. AI tools will be very helpful for the recruitment industry in the near future



Source: (own creation)

From the Figure no. 2, it is clear that respondents firmly believe that AI tools will be very helpful for the recruitment industry in the near future, as 41.2% of them chose “strongly agree” with this statement and 35.3% of them chose “agree”, whereas only 5.9% disagree with this statement.

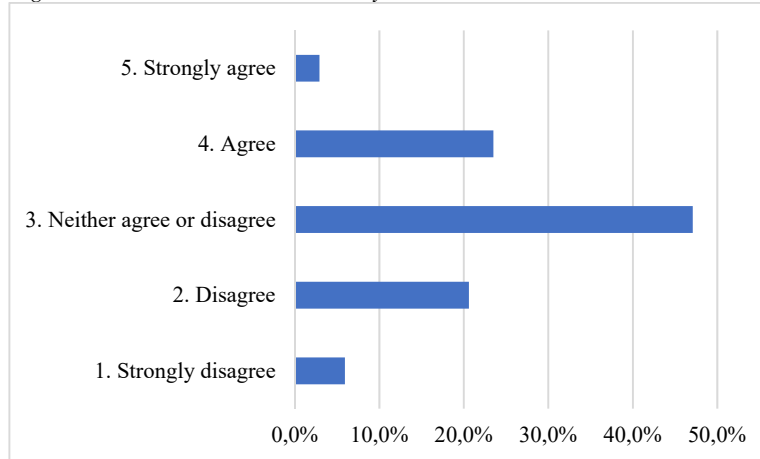
Figure no. 3. AI tools will create problems in the recruitment industry in the near future



Source: (own creation)

41.2% of the study participants remained neutral in regards of this statement. Overall, opinions were divided: 32.4% responded positively (11.8% Strongly Agreed and 20.8% Agreed) and 26.5% negatively (20.6 Disagreed and 5.9% Strongly Disagreed)

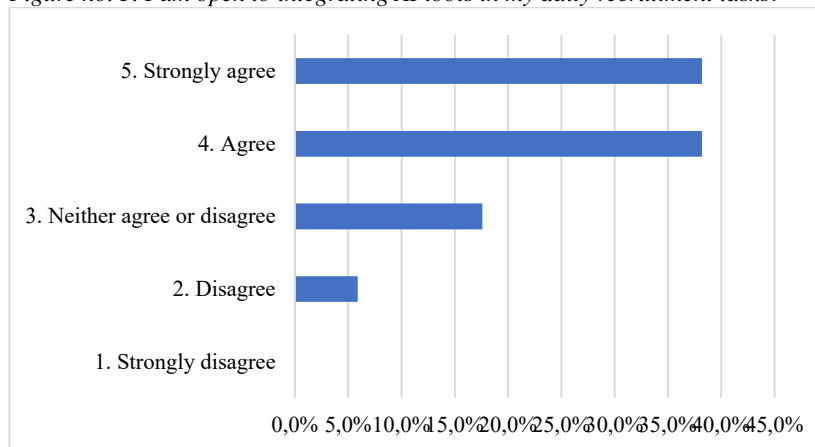
Figure no. 4. AI tools are trustworthy



Source: (own creation)

Trusting AI is still a topic that has not yet been explored by many, as 47.1% of participants chose to remain neutral on this topic. Overall, only 26.4% agreed and 26.5% disagreed.

Figure no. 5. I am open to integrating AI tools in my daily recruitment tasks.



Source: (own creation)

In total, 76.4% of the study participants are open to integrating AI tools in their daily recruitment tasks, and only 5.9% aren't open to integrating AI tools in their daily recruitment tasks, whereas 17.6% remain neutral.

5. Conclusions

The societal debate on AI will evolve over time at the same pace as the development of these technologies. One of the conclusions that can be drawn from this study is that Randstad employees are primarily interested in AI tools and how they may be incorporated into their regular recruitment procedures. However, they tend to display extreme caution when it comes to potential problems that AI tools might bring in the near future. For this reason, an appropriate and balanced regulatory approach is required, taking into account the speed of AI development and adoption, governmental policies and societal responses. AI in the recruitment industry has the ability to enhance employment market results for all stakeholders and raise the efficacy and transparency of this market when applied properly. Furthermore, as AI advances in this market sector, the human element shouldn't be forgotten.

Human interaction is still crucial because, even while decisions made only on the basis of AI output may make sense, they may not always result in the most equitable solution. Since only individuals are capable of making such subtleties, hiring is still a people-to-people practice.

6. References

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