



Impact of artificial intelligence and digitalization in the evolution of recruitment marketing

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Abstract

The study examines the role of artificial intelligence and digitalization on recruitment marketing. The study will also give an insight on how modern recruitment marketing with the help of artificial intelligence is going to impact on employer brand. Hence detailed research in this area help us to know what radical changes the recruitment industry is going to face in the coming days.

Keywords: Artificial Intelligence, Digitalization, Employer Brand, Recruitment Marketing, Technology.

1. Introduction

One of the hottest and greatest rebellious terms utilized in the present innovation driven showcasing is Artificial Intelligence. The open door that Artificial Intelligence can bring into digital marketing is nothing less than captivating. AI is the new building block in the recruitment industry. With AI, recruiters can process volumes of data to find suitable candidates (Upadhyay, 2018).

In the networked digital era and amidst expanded keen gadgets and in the intensification of big data, AI or keen machines that can think instinctively can make intelligent business decisions. Automation technologies such as advanced robotics, high end digitalization, artificial intelligence are powerful drivers of productivity and economic growth which can help create economic surpluses and increase overall societal prosperity (McKinsey Research Institute, 2017). Thus AI is the logical applications by keen machines in intellectual reasoning (employee connect, n.d.).

Unlike AI, recruitment marketing is yet another trending appellation in the recruitment industry. Organization utilizes Recruitment Marketing as a brilliant mix of strategies and tools to draw in, train and up bring the likely ability in the pre-application stage. Thus Recruitment marketing consists of all the marketing tools used to attract the right profiles from within a pool of applicants (Backhaus, 2004).

This expertise is initiated to promote the worth of the organization, to establish the identity of the company and to invite appropriate candidates. Hiring, marketing and selecting candidates are strategically very important and companies make sure that they make a right kind of hire. Great talent is a powerful and consistent source of competitive advantage in business and recruitment marketing along with Artificial Intelligence gives the business the ability to attract its best. This eventually brings an impact on employer brand.

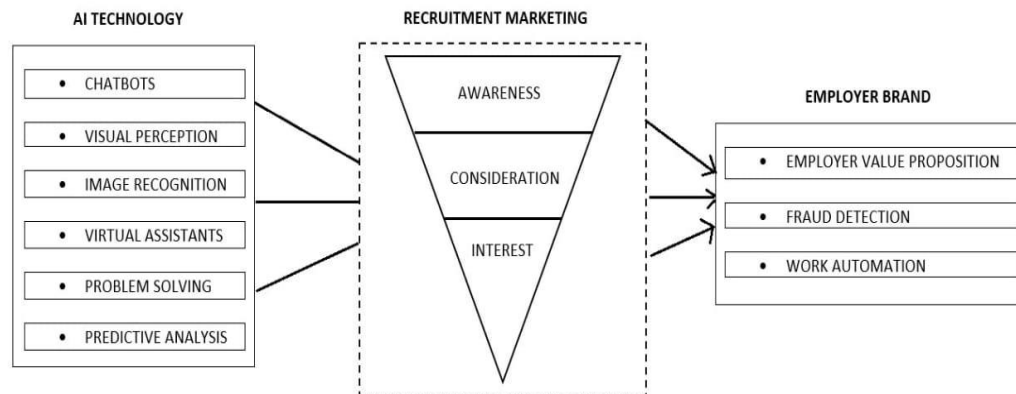
This paper is set out to consider Artificial Intelligence, its impact, role and the growing influence in digital marketing especially with the new phase of marketing called "Recruitment Marketing". The study intends to emphasize how marketers will attract leads, manages their customers, and interprets how far the companies can incorporate artificial intelligence solutions to new business problems. This study also throws light on the impact that brings on employer brand when AI and digitalization is used.

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2. Literature review

It is understood that every little thing in the world of business revert back to marketing ultimately so it is essential and important to view recruitment as a part of marketing. Employee recruitment is a subject of high importance and should be taken care with utmost consideration because hiring an employee has a great deal of critical thinking involved and thus can establish a company's brand name in a different way (Breugh, 2012). Attracting qualified and competent job applicants is very critical to business and for recruitment performance environmental variables and marketing variables have a high impact (Hanssens, 1983). Influence on technology helps recruitment activities very intensively by reducing costs, delivering high efficiency in recruitment of candidates (Okolie, 2020). AI technology is at a phase of high speed development and various companies and enterprises are impacted. According to Jean Paul Simon (2018), AI is a buzzword which is trending in research area. With the advent of every new technology there is always an equal chance of distrust and reliability, but when used adequately can reap success. The purpose of this abstract is to recommend and establish the importance and need for AI in today's marketing. AI today is not a new technology but a dare that every business should accept. Following is the conceptual model developed by the researcher, it shows how when artificial technologies like chat bots, virtual assistants, predictive analytics are used in recruitment marketing impacts employer brand.



3. Research methodology

3.1 Method

This abstract is the combinative knowledge about AI and Recruitment Marketing in order to develop new insights to the topic. Through thematic and confined study qualitative analysis were developed from literature reviews about Artificial Intelligence, recruitment industry, digitalization, employer brand and recruitment marketing.

3.2 Study participants and procedure

The necessity behind integrating Artificial Intelligence with recruitment marketing is to have a strong slay in the market with a spectacular brand name among customers and also to have potential employees in the organization. Staying updated with the technology is the need of the hour. Since the market and recruitment industry is undergoing digital transformation. It is very much essential to keep updated with the AI technology. For the future study participants can be recruiters, HR professionals, marketers and survey method can be used to collect responses from the above said respondents.

3.3 Independent variable

In this study independent variable will be the Artificial intelligence and digitalization.

3.4 Dependent variable

Recruitment marketing and Employer Brand is said to be the dependable variable.

4. Conclusion

This abstract throws an overview on the emerging yet already boomed trend in technology called AI and touched upon the implications on recruitment marketing. However, AI cannot completely takeover the recruitment process but can surely design a recruitment strategy which can attract talented professionals. AI is empowering recruiters today to become smarter and more efficient. Technology makes them realize the shift from traditional to modern marketing.

With the available reviews, there is found to be research gap between how the new recruitment of marketing with the help of Artificial Intelligence is going to impact the lives of people and business and see what are the radical changes the recruitment industry, is going to witness.

Being an emerging and a promising technology, recruitment marketing along with AI has to be thoroughly analyzed and one should go in depth so that new pathways and dimensions can be explored

Combining AI with recruitment marketing holds a huge promise for organizations to stay healthy and strong in the marketing for long and also deep research is essential to find out new dimensions in the existing area.

The purpose of this abstract is to recommend and establish the need and importance of AI and digitalization in today's marketing. A deep and intense research on the same can help the organization to know better about their employer brand by using artificial intelligence solutions in their recruitment marketing.

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