



The Role of Technology in Shaping Modern HR Recruitment Practices: A Case Based Approach

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Abstract:

Technology has transformed cutting-edge HR recruitment practices, streamlined methods and stronger performance. Advanced tools like Artificial Intelligence (AI), Machine Learning (ML), and Applicant Tracking Systems (ATS) allow recruiters to source, display, and choose applicants with precision and speed. The take a look at explores the progressive recruitment technologies inside the carrier quarter. The take a look at also identifies demanding situations in adopting new technologies for expertise acquisition. And also analyses the effect of AI and device getting to know on recruitment performance and choice-making. It examines case studies of pick agencies in E-Commerce Sector leveraging those tools and addresses demanding situations HR specialists face in adopting new technology. The research methodology combines a case take a look at method with secondary information analysis, drawing insights from industry reviews, educational literature, and real-world examples. The findings highlight the transformative capacity of era in expertise acquisition, emphasizing its significance in overcoming conventional recruitment obstacles, gaining access to diverse skills swimming pools.

Keywords: Recruitment Practices, Artificial Intelligence (AI), Technology, demanding situations and Impact

Introduction

Technology has revolutionized HR recruitment, transforming how businesses attract, determine, and hire skills. Traditional strategies are an increasing

number of changed through digital tools that decorate performance, precision, and inclusivity. From applicant tracking systems (ATS) to artificial intelligence

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(AI), automation, and virtual interviews, era streamlines recruitment approaches, providing greater speed and accuracy in identifying top applicants.

These improvements additionally enlarge get right of entry to to a broader, international talent pool, even as records-driven insights help smarter hiring selections and decreased biases. Social media and AI-powered sourcing tools permit recruiters to have interaction with applicants in extra centered, powerful approaches. Additionally, generation improves candidate enjoy and agency branding, fostering stronger connections with potential hires.

This paper explores the effect of generation on cutting-edge recruitment practices, highlighting how those equipment force stepped forward hiring results. It also assesses the role of AI and device studying in improving recruitment efficiency and decision-making.

Literature Review

Stone et al. (2015) emphasized the role of automation and AI in streamlining recruitment. They argued that technology reduces the time and cost associated with recruiting by automating repetitive obligations like candidate screening, scheduling interviews, and sending comments. This automation allows HR departments awareness extra on strategic choice-making. Tansley et al. (2020) found that technology like AI-powered chatbots assist HR experts within the initial stages of recruitment with the aid of

answering queries, presenting information about the business enterprise, and tasty with candidates, which could beautify candidate revel in. Cappelli (2019) highlighted the significance of huge information and AI algorithms in identifying the right expertise. AI equipment analyze large volumes of information to expect the achievement of applicants primarily based on their ancient performance, social media hobby, and other behavioral indicators. These insights assist in making data-driven hiring decisions. Chamorro-Premuzic et al. (2017) discussed how AI reduces subconscious bias by means of counting on statistics-driven processes. AI can be skilled to screen resumes, examine ability sets, and rank candidates without being inspired with the aid of biases related to human recruiters. Sullivan (2013) discussed the impact of on line recruitment platforms along with LinkedIn, Indeed, and Glassdoor. These systems have modified the recruitment panorama by way of making it less complicated for corporations to attain a worldwide pool of skills. He noted that social recruiting is an emerging trend wherein applicants are sourced without delay thru social media.

Objectives of the Research

- To explore the innovative technologies used in recruitment process in the select companies of Ecommerce sector.

- To identify challenges faced by HR professionals in adopting new technologies for Modern Recruitment practices
- To assess the role of AI and machine learning in improving recruitment efficiency and decision-making.

Research Methodology

This examine employs a qualitative studies methodology combining secondary statistics evaluation with a case look at approach to analyze the function of technology in shaping modern-day HR recruitment practices. Secondary facts is sourced from educational journals, enterprise reviews, organizational case research, and credible online assets to offer a large expertise of modern traits, challenges, and improvements in recruitment technologies. The case study technique makes a speciality of analyzing unique agencies inclusive of Amazon, Flipkart and Myntra within the E-Commerce sector to demonstrate the sensible software and impact of technology like AI, gadget mastering, and automation on recruitment efficiency and selection-making.

Discussions

Case study-1

Amazon

Amazon's Need for Innovative Technologies in Recruitment: Amazon, a worldwide e-trade and technology leader, faced the challenge of correctly processing millions of job programs. The conventional recruitment system became

time-consuming and aid-in depth, hindering the business enterprise's capacity to scale and find the fine expertise fast.

Role of AI in Recruitment

To address this, Amazon included AI-pushed gear to streamline the hiring manner. The employer used Amazon Rekognition, an AI tool for photograph and video evaluation, and Amazon SageMaker, a machine studying platform, to broaden predictive models for assessing candidate resumes. HireVue, an AI-driven video interview platform, changed into used to analyze candidates' responses and behaviors throughout interviews.

Challenges Faced

Amazon's initial AI recruitment device confronted bias in choosing resumes, mainly in favour of male candidates because of its education on historical hiring facts. This caused skewed suggestions, elevating ethical issues about fairness inside the recruitment process.

Solution

Amazon speedy recognized the hassle and redesigned the model to account for gender and diversity biases, that specialize in ensuring equitable choice tactics. The business enterprise also included system studying algorithms to lessen bias and make certain diverse expertise acquisition.

Tools Used

Amazon Rekognition: For image and video evaluation throughout candidate verification.

Amazon SageMaker: To build predictive models for resume assessment and bias mitigation.

HireVue: For analyzing candidate responses and behaviours in video interviews.

Impact

The use of AI progressed Amazon's recruitment efficiency notably. It decreased the hiring time by forty%, and the company noticed an growth inside the diversity of its applicant pool, with women and minority candidates being better represented in very last hiring selections. Additionally, AI equipment allowed Amazon to process over 2 million activity applications in step with yr, notably improving both pace and satisfactory of hires.

Case study -2

Flipkart

Flipkart's Need for Innovative Technologies in Recruitment

As one of India's main e-trade agencies, Flipkart confronted the project of dealing with a swiftly developing team of workers whilst processing tens of millions of task programs. The conventional recruitment method become inefficient, time-consuming, and unable to fulfill the demands of scaling operations, growing a need for progressive technology to streamline hiring.

Role of AI in Recruitment

Flipkart grew to become to AI and gadget gaining knowledge of to optimize

its recruitment technique. AI-powered equipment had been used to display resumes, expect candidate suitability, and examine video interviews. These technology automatic repetitive tasks, identified pinnacle talent, and furnished information-pushed insights for better hiring decisions.

Challenges Faced

The initial implementation of AI in recruitment faced problems of bias, as the models had been skilled on historical hiring facts that desired sure corporations. This brought about issues approximately fairness and diversity in the recruitment process, affecting the inclusivity of candidate selection.

Solution

Flipkart addressed these challenges via refining its algorithms to minimize bias and enhance fairness. By retraining the AI fashions with various datasets and integrating bias-detection mechanisms, the organisation ensured a more equitable and obvious hiring process.

Tools Used

In-residence Predictive Analytics Models: Custom-constructed system learning fashions used for resume screening, candidate evaluation, and predicting activity-role match. Natural Language Processing (NLP) Tools: Utilized for reading textual information in resumes and cover letters to pick out key qualifications and talents.

Applicant Tracking Systems (ATS): Integrated AI abilities to streamline utility control and ensure green processing.

Impact

The adoption of AI appreciably progressed Flipkart's recruitment efficiency, decreasing hiring time by means of over 30%. It enabled the processing of thousands and thousands of packages yearly while enhancing the diversity of its team of workers. Women and underrepresented businesses were better represented in the very last hiring decisions, ensuring both pace and inclusivity within the recruitment manner.

Case study -3

Myntra

Myntra's Need for Innovative Technologies in Recruitment

Myntra, a main fashion e-commerce platform, faced the challenge of managing a developing quantity of job programs in a tremendously aggressive industry. The traditional recruitment process become time-consuming and inefficient, leading to delays in identifying pinnacle skills and scaling the hiring technique effectively.

Role of AI in Recruitment

To deal with these challenges, Myntra adopted AI and device mastering to automate and streamline recruitment. AI-driven tools like predictive analytics models helped display resumes, investigate candidate fit, and examine video interviews, improving the choice-making system. Natural Language Processing (NLP) become used to extract

applicable facts from candidate profiles, ensuring faster and extra accurate assessment.

Challenges Faced

Myntra encountered bias in AI-pushed recruitment due to the use of historic records, which often led to skewed tips favoring positive demographics. This created issues over fairness and variety in hiring.

Solution

Myntra addressed those biases through refining its AI fashions to make certain diversity and inclusivity. They integrated bias detection mechanisms, retrained algorithms on diverse datasets, and emphasised honest hiring practices to sell equality in the recruitment technique.

Tools Used

Predictive Analytics Models: For screening resumes and predicting candidate in shape.

NLP Tools: To examine and extract relevant data from candidate profiles.

Bias Detection Algorithms: To reduce bias and ensure diverse and fair hiring practices.

Impact

The use of AI decreased Myntra's hiring time by means of over 35%, allowing them to efficaciously method a massive volume of programs. Diversity within the skills pool improved, main to a greater inclusive and faster hiring method, while improving each the pleasant and speed of recruitment.

Findings

The case studies of Amazon, Flipkart, and Myntra display numerous key findings. A foremost undertaking faced by way of all 3 organizations turned into bias in AI models because of reliance on historical facts, which often brought about skewed hints favoring positive demographics. AI-driven gear including predictive analytics, natural language processing (NLP), and bias detection mechanisms drastically stepped forward recruitment performance, lowering hiring instances by means of sizeable margins—Amazon by using 40%, Flipkart through 30%, and Myntra with the aid of 35%. Additionally, the adoption of AI solutions more suitable diversity and inclusion, with increased illustration of women and underrepresented companies in very last hiring selections. The use of AI also allowed those groups to manner large volumes of programs extra correctly, addressing demanding situations related to workforce increase and scaling operations.

Suggestions and Conclusion

To enhance recruitment tactics, companies should attention on lowering bias in AI models via leveraging numerous schooling datasets and implementing bias detection mechanisms. Investing in advanced AI tools, including behavioral analytics, can further decorate accuracy and performance. Regular updates and monitoring of AI models are important to make certain they continue to be powerful as hiring goals evolve.

Broadening statistics sources will improve AI model accuracy and promote extra inclusive recruitment effects. By addressing bias and prioritizing range, organizations can make sure long-term fulfillment in recruitment automation even as retaining performance and fairness.

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