African Journal of Biological Sciences

Journal homepage: http://www.afjbs.com

Research Paper   **Open Access**

Leveraging Artificial Intelligence for Talent Acquisition: Insights from a Neurobiological Perspective

Mrs. R. Jayashree[1], Sneha S[2], Ishwariya K[3], Loshini E[4], Keerthana Jayaraman[5], Vinodhini N[6], Shri Ranjani A[7]

[1]Assistant Professor, Department of Management Studies, Easwari Engineering College, Ramapuram, Chennai-89
[2,3,4,5,6,7]2nd Year, Department of Management Studies, Easwari Engineering College, Ramapuram, Chennai-89

Article Info

ABSTRACT:

In the contemporary landscape of human resource management, the integration of Artificial Intelligence (AI) has revolutionized various processes, with talent acquisition standing at the forefront. This paper presents a comprehensive study on the utilization of AI in talent acquisition processes across diverse industries. Through an extensive review of existing literature, this research explores the various AI-powered tools and techniques employed by organizations to streamline their recruitment strategies.

This study delves into the multifaceted advantages offered by AI in talent acquisition, including enhanced efficiency, improved candidate matching, and predictive analytics for talent forecasting. Additionally, the paper examines the challenges and ethical considerations associated with the adoption of AI in recruiting, such as algorithmic bias and data privacy concerns.

Furthermore, empirical insights are provided through case studies and interviews with industry experts, shedding light on real-world implementations of AI in talent acquisition. These insights offer valuable perspectives on the efficacy and impact of AI-driven recruitment practices on organizational success and workforce diversity.

By synthesizing theoretical frameworks with practical insights, this study contributes to a deeper understanding of the role of AI in transforming talent acquisition processes. It also underscores the importance of ethical guidelines and continuous evaluation in harnessing the full potential of AI for recruiting while ensuring fairness and inclusivity.

Keywords: Talent Acquisition, Artificial Intelligence, Recruitment, Machine Learning, Predictive Analytics, Ethical Considerations.

1. Introduction

In the rapidly evolving landscape of talent acquisition, the infusion of Artificial Intelligence (AI) has emerged as a disruptive force, reshaping traditional recruitment methodologies and revolutionizing the way organizations attract, assess, and retain talent. The convergence of AI technologies with human resource management has unleashed a plethora of innovative tools and techniques aimed at optimizing the recruitment process, enhancing efficiency, and ensuring better alignment between organizational needs and candidate capabilities.

This paper embarks on a comprehensive exploration of the intersection between AI and talent acquisition, aiming to elucidate the myriad ways in which AI is transforming the recruitment landscape across various industries. By synthesizing existing literature, empirical evidence, and expert insights, this study seeks to unravel the potentials, challenges, and ethical considerations inherent in leveraging AI for talent acquisition.

The introduction section sets the stage by providing a contextual background on the significance of talent acquisition in organizational success and the traditional challenges encountered in the recruitment process. It underscores the imperative for organizations to adapt to the digital age and embrace AI-driven solutions to stay competitive in the talent market.

Furthermore, this section outlines the overarching objectives of the study, which include:

- To analyze the various AI-powered tools and techniques utilized in talent acquisition processes.
- To examine the benefits and drawbacks associated with the adoption of AI in recruiting.
- To explore real-world implementations of AI in talent acquisition through case studiesand expert interviews.
- To highlight the ethical considerations and implications of AI-driven recruitment practices.

By addressing these objectives, this paper aims to contribute to a nuanced understanding of the role of AI in revolutionizing talent acquisition strategies, thereby facilitating informed decision-making and fostering best practices in the recruitment domain.

In the subsequent sections, the paper will delve deeper into each aspect of AI-enabled talent acquisition, providing theoretical insights, empirical evidence, and practical implications to enrich the discourse on this burgeoning field.

Statement of Problem

Despite the pivotal role of talent acquisition in organizational success, traditional recruitment processes often encounter numerous challenges, ranging from inefficiencies in candidate sourcing and screening to biases in decision-making and limited predictive capabilities. These challenges not only impede the recruitment process but also hinder organizations' ability to attract and retain top-tier talent in an increasingly competitive landscape.

In response to these challenges, organizations are increasingly turning to Artificial Intelligence (AI) as a solution to streamline and optimize their talent acquisition efforts. However, the integration of AI into recruitment practices introduces its own set of complexities and potential pitfalls. Issues such as algorithmic bias, data privacy concerns, and the ethical implications of automated decision-making pose significant challenges to the effective implementation of AI in talent acquisition.

Furthermore, while AI-powered tools and techniques hold promise for enhancing efficiency and improving candidate matching, there remains a need for a comprehensive understanding of their efficacy, limitations, and impact on organizational outcomes. Without a clear understanding of how AI can be effectively leveraged in talent acquisition, organizations risk adopting solutions that fail to deliver desired results or inadvertently perpetuate biases and inequalities in the hiring process.

Therefore, the overarching problem addressed in this study revolves around the effective utilization of AI in talent acquisition, with a focus on identifying the key challenges, opportunities, and ethical considerations associated with its adoption. By addressing these issues, this research aims to provide insights that enable organizations to navigate the complexities of AI-driven recruitment strategies and unlock the full potential of technology in acquiring and retaining top talent.

Objectives
- to evaluate how well tools and methods driven by AI can improve accuracy and efficiency in the talent acquisition process.
- to determine and assess the main obstacles and restrictions related to the use of AI in talent acquisition, including algorithmic bias, worries about data privacy, and moral issues.
- to look into how AI-driven hiring practices affect key organisational metrics including diversity in the workforce, time to hire, and candidate quality.
- to investigate best practices and approaches for reducing the risks and difficulties associated with AI-enabled talent acquisition, with an emphasis on advancing inclusivity, justice, and openness in the hiring process.
- Using case studies, expert interviews, and empirical data, to offer organisations useful insights and suggestions for efficiently utilising AI in talent acquisition.

By addressing these goals, the study hopes to advance our understanding of the potential benefits and obstacles of implementing AI in talent acquisition. This will enable more informed decision-making and promote the growth of moral and practical hiring practices in the digital era.

2. Research Methodology Case Studies

Major digital companies like Amazon, IBM, and Google have adopted creative approaches in the field of talent acquisition to address a range of difficulties in their hiring procedures.
Amazon: Simplifying Hiring Procedures:
Problem: Hiring a large number of workers each year from several nations presented a major logistical difficulty for Amazon.
Solution: By utilising artificial intelligence (AI), Amazon was able to streamline their recruitment process by automating monotonous processes like screening resumes and preliminary candidate assessments.
Impact: By significantly lowering the time-to-hire, our automation allowed Amazon to quickly acquire top talent in a very competitive employment market.
IBM: Improving the Experience of Candidates:
Challenge: IBM understood that in order to draw in and keep top talent, it was critical to enhance the entire applicant experience.
Solution: IBM gave candidates real-time updates, prompt responses to their questions, and a smooth application process by incorporating AI-driven chatbots and personalised communication techniques into their hiring process.
Impact: Candidates now have a more seamless and interesting hiring process, which improves IBM's employer brand and increases their appeal to potential employees.
Google: Reducing Prejudice in Recruiting:
Challenge: Google recognised the need to reduce bias in its hiring methods and sought to prioritise inclusivity and diversity in its workforce.
Solution: During the first screening phase, Google used AI technologies to anonymize resumes, eliminating all identifying information so that the emphasis could be only on the experiences

and talents of applicants.

Impact: By ensuring that candidates were assessed on the basis of their qualifications rather than their personal or demographic traits, this strategy helped Google build a more inclusive hiring process, which in turn promoted a more diverse workforce.

In conclusion, these IT giants have transformed their hiring practices, addressed a variety of issues, and improved their capacity to draw in, select, and retain top people by strategically implementing AI-driven solutions.

3. Research Methods Data Analysis

The primary data was collected via a structured questionnaire online mode by using google Forms. The questionnaire consisted of questions on talent acquisition process before and after the AI implementation. Opinions of the samples were recorded with close-ended questions on a 5-point Likert scale from strongly disagree to strongly agree. The HR personnel of different IT industries situated in Pune city of India submitted their opinions. In total 285 HR professionals responded to the questionnaire. Non-Probability-Snowball Sampling technique was used for this survey. Secondary data was collected through websites, journals, and articles published online through various sources. Paired t-test was performed by using SPSS to identify the difference in the Talent Acquisition process before and after AI implementation because data was taken from the same respondent.

CATEGORY	FREQUENCY	PERCENTAGE
	GENDER	
MALE	160	55.91
FEMALE	225	44.09
MARITAL STATUS		
MARRIED	182	49.82
UNMARRIED	103	50.18
	TOTAL EXPERIENCE IN SAME INDUSTRY	
1 TO 5 YEAR	115	41
6 TO 10 YEAR	69	24
11 TO 15 YEAR	44	16
16 TO 20 YEAR	38	13
MORE THAN 20 YEAR	19	7
	DESIGNATION	
TALENT ACQUISTION (HR)	138	48
HR MANAGER	56	20
HR RECRUITER	41	14
	27	10

HR ASSISTANT		
ASSISTANT MANAGER (HR)	23	8
AGE GROUP		
21 TO 25 YEAR	22	9
26 TO 30 YEAR	69	26
31 TO 35 YEAR	87	28
36 TO 40 YEAR	64	23
ABOVE 40 YEAR	43	15

The above table illustrates demographic profile of the samples. In all 160 Male and 125 Female responded to this survey. It means approximately 55.91% male while 44.09% female employees were taken. From which 49.82% employees were married and 50.18% were unmarried. However, 182 were married and 103 were unmarried. Most of the employees i.e., 115 employees had total experience between 1 to 5 years followed by 69 employees between 6 to 10 years, 44 employees 11 to 15 years 38 employees 16 to 20 years and 19 employees had experience more than 20 years. According to above table was found that, 48% employees were Talent Acquisition (HR) i.e., 138 followed by 20% were HR Manager i.e., 56, 14% were HR Recruiter i.e 41, 10% employees were HR Assistant i.e 27 and 8% employees were Assistant Manager (HR) i.e., 23. Further, out of the entire samples, most i.e., 87 found in the age group of 31 to 35 year followed by 69 employees in 26 to 30 year, 64 employees in 36 to 40 years, 43 employees in age category of above 40 year and 22 employees in 21 to 25 year age category.
H1: There is a significant impact of Artificial Intelligence on Talent Acquisition Process

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std deviation
Before AI	285	2.90	4.80	4.3235	.44164
After AI	285	3.90	4.90	4.5907	.27623
Valid AI					
(Listwise)	285				

The above table depicts descriptive of two variables namely talent acquisition process before AI implementation and after AI implementation. It was found that there is significant difference between mean score these variables for 285 observations before AI = 4.32 and after AI =4.59.

Paired Samples Statistics

	Mean	N	Std deviation	Std error mean

BEFORE AI	4.3235	285	.44164	.02616
Pair 1				
AFTER AI	4.5907	285	.27623	.01636

A Paired samples t-test was performed to determine the effect of Artificial Intelligence on talent acquisition process. The results in the above table indicated that there is significant difference between talent acquisition process before Artificial Intelligence (M=4.32; SE=.02616) and talent acquisition process after Artificial Intelligence (M=4.59; SE=.01636); [t (284) = -19.823, p < 0.005]

2. Review of Literature

In the recruitment industry, screening through thousands of CVs to find the potential match for a job is an exhausting challenge. Identifying the ideal candidate who aligns with organizational culture requires a refined approach. By leveraging AI methodologies, particularly natural language processing and machine learning techniques, presents a promising solution to bridge these gaps. Our focus is specifically on the computer science industry, where AI can generate skill graphs from CVs and job posts to facilitate precise matching. Unlike traditional methods such as CV screening and interviews, AI can uncover patterns that human eyes might miss, enabling faster and more efficient talent acquisition. This shift towards AI-driven recruitment is crucial, especially considering the projected widespread adoption of AI in companies by 2030. By deploying dynamic scoring algorithms, AI not only enhances hiring efficiency but also ensures fairness and accuracy in candidate selection, optimizing organizational fit. Innovations like AI-driven screening tools and chatbots are reshaping the recruiting landscape, aiming to address challenges like diversity and data-driven decision-making. This transformation underscores the necessity for advanced technologies in tackling the multi-dimensional task of profile matching, ultimately redefining recruitment practices for greater effectiveness and precision. (An AI based talent acquisition and benchmarking for job - 2020) In response to the growing demand for AI talent globally and to identify talent gap, universities are reshaping their approach to talent training by integrating innovation and entrepreneurship education into AI programs. This strategic shift aims to equip students with practical abilities that align with the needs of society and industry. To achieve this, universities are focusing on initiatives such as open-source development projects to cultivate problem-solving skills, leveraging discipline competitions to enhance innovation capabilities, adopting multi-disciplinary teaching models to apply AI concepts across domains, and establishing practice platforms that bridge academic learning with industry demands. By embracing innovation and entrepreneurship within AI education, universities are preparing a new generation of AI professionals who are not only technically skilled but also adept at addressing real-world challenges and contributing to transformative industry solutions. This approach underscores the importance of nurturing innovative talents to meet the evolving demands of the AI industry and drive future societal progress. (Exploration on Cultivation of Practical Ability of Artificial Intelligence Talents in Universities in the Context of Innovation and Entrepreneurship Education - 2020)

The adoption of AI technology for talent acquisition in human resource management represents a pivotal shift in organizational practices. This research investigates the factors influencing the adoption and actual usage of AI technology for talent acquisition by HR managers. Employing

the Technology-Organization-Environment (TOE) and Task-Technology-Fit (TTF) frameworks, a comprehensive model is proposed and empirically validated using survey data from 562 HR and talent acquisition managers. The findings underscore several key predictors of AI adoption, including cost-effectiveness, relative advantage, top management support, HR readiness, competitive pressure, and AI vendor support. Conversely, security and privacy concerns emerge as barriers to adoption. Moreover, task and technology characteristics influence the fit between AI technology and talent acquisition tasks, which in turn impacts actual usage. Notably, resistance to departing from traditional talent acquisition methods negatively moderates the relationship between adoption and usage of AI technology. This study offers vital insights for HR managers, marketers, and designers, enabling them to benchmark AI adoption strategies and develop tailored AI solutions for talent acquisition. By integrating theoretical frameworks and empirical validation, this research contributes to advancing the understanding of AI adoption within the context of talent acquisition, facilitating informed decision-making and strategic planning in AI implementation for HR practices. (Adoption of artificial intelligence (AI) for talent acquisition in IT/ITeS organizations - 2020)

Artificial Intelligence (AI) technology has revolutionized talent acquisition by automating repetitive tasks like resume screening, data analysis, and candidate matching. This innovation not only streamlines recruitment processes but also enhances decision-making by leveraging data-driven insights. In today's context, where physical interactions for recruitment are challenging, AI-powered systems enable efficient candidate shortlisting based on objective criteria, leading to more accurate and unbiased hiring decisions. AI also facilitates freelance and project-based hiring by matching candidates with specific skill sets to project requirements. Moreover, integrating AI tools with collaboration platforms such as Slack enhances project management by recommending suitable team members based on their skills and project needs. AI in recruitment offers organizations a strategic advantage by optimizing workflows, improving candidate experiences, and driving informed talent acquisition decisions. (Artificial Intelligent Recruitment System - 2020)

Talent acquisition is a critical aspect of organizational success, especially in the context of high unemployment rates where sourcing and engaging the right talent pose significant challenges. The purpose of this study is to explore the talent acquisition process within organizations, focusing on recruitment, screening, and selection practices, as well as assessing the extent of adoption of these practices. In modern organizations, the talent acquisition function goes beyond traditional recruitment to encompass strategic workforce planning, talent forecasting, pipelining, and assessment. Talent acquisition professionals are proficient in sourcing strategies, candidate assessment, compliance, and employment branding, reflecting a shift towards a strategic and integrated approach combining elements of marketing and human resources. As global recruiting demands evolve, organizations emphasize crafting unique corporate messaging around hiring and talent development to attract top talent. This evolution underscores the transformation of talent acquisition into a distinct and specialized skill set within organizations, distinct from traditional recruitment roles. (A Study on Talent Acquisition Procedure in IT Industry - 2020)

The focus of this research is to explore the utilization of social media and information technology in employee recruitment, presenting a comprehensive recruitment model integrating theoretical foundations and empirical evidence on factors and outcomes influencing the adoption of social media recruiting technology (SMART). The study involves a population of 4,481 organizations, with 589 responses used for data analysis, selected through simple random sampling. Findings highlight the positive relationships between various factors (e.g., performance expectancy, effort expectancy, social influence) and the intention to adopt social media recruiting technology, with subsequent impacts on recruitment outcomes such as time, cost, and quality. This research contributes to developing strategies for sustainable recruitment

practices, emphasizing the role of social networking websites in achieving organizational objectives and addressing the evolving landscape of recruitment amid technological advancements and pandemic scenarios. The study specifically focuses on Pakistani organizations, leveraging the significant increase in internet and social media usage within this context to enhance recruitment strategies and leverage technology for organizational sustainability and employee retention. (Talent acquisition and technology: A step towards sustainable development - 2022)

Findings

Findings from the literature review as well as case studies give extensive insight into how to make use of Artificial Intelligence (AI) with talent acquisition. The following is a summary of the primary conclusions:

- Efficiency Gains: AI-driven solutions automate time-consuming procedures like screening resumes and preliminary candidate evaluations, which expedites the hiring process. Case studies from IBM and Amazon show how hiring times may be significantly shortened, which helps businesses more quickly acquire elite talent.
- Enhancing the Candidate Experience: As demonstrated by IBM, the use of AI-driven chatbots and personalised communication improves the applicant experience by offering immediate responses and real-time updates, which promotes a smooth application process.
- Bias Mitigation: By eliminating identifying information from resumes during first screening, Google's case study demonstrates how AI techniques can be used to reducebias in recruiting. This strategy guarantees that applicants are assessed according to their qualifications and experiences, encouraging a more diverse hiring process.
- Predictive Analytics: By utilising predictive analytics, AI makes data-driven hiring decisions easier. This improves applicant matching and impartial selection by empowering organisations to make more accurate recruiting decisions based on objective criteria.
- Problems and Considerations: Although integrating AI into talent acquisition has many advantages, there are some drawbacks as well, including algorithmic prejudice, privacy issues with data, and ethical issues. Organisations must take proactive measures to address these issues, such as developing and adhering to ethical norms and regularly assessing AI-driven recruiting tactics.
- From an academic standpoint: The literature review emphasises the value of artificial intelligence (AI) in mitigating problems with conventional hiring practices, especially in fields like computer science where AI can enable accurate candidate matching. Universities are also redefining AI education to give students real-world skills that are
  in line with industry demands, with a focus on creativity and problem-solving capabilities.
- Adoption Factors: Competitive pressure, cost-effectiveness, relative advantage, top management support, HR preparedness, and help from AI vendors are some of the factors affecting the adoption of AI in talent acquisition. Adoption is hampered, meanwhile, by privacy and security issues, which highlights the necessity for businesses to deal with these issues when putting AI solutions into practice.
- Strategic Advantage: By streamlining processes, enhancing applicant experiences, and promoting well-informed decision-making, artificial intelligence (AI) gives businessesa strategic advantage in the talent acquisition process. In the context of remote recruitment scenarios, in particular, it facilitates the quick shortlisting of candidates based on objective criteria, resulting in hiring judgements that are more impartial and accurate.
- Development of Talent Acquisition: Talent acquisition now includes strategic workforce planning, talent forecasting, and assessment in addition to traditional recruitment techniques. In order to draw in top talent, organisations are placing more emphasis on

developing distinctive corporate messages. This reflects a trend towards astrategic and integrated approach that combines aspects of human resources andmarketing.

All things considered, the results demonstrate how AI is revolutionising talent acquisition andhow it may improve productivity, reduce prejudice, and influence strategic decision-making inhiring procedures. Organisations must, however, overcome obstacles and moral dilemmas to guarantee the ethical and responsible application of AI-driven hiring practices.

Suggestions

Following up on the conclusions of the case studies and literature analysis, the following recommendations are made for companies hoping to successfully use artificial intelligence (AI)in talent acquisition:

- Invest in Tools Powered by AI: Investigate and make investments in AI-powered platforms and solutions that streamline repetitive hiring processes including communication, candidate evaluation, and resume screening. These instruments can greatly shorten the time it takes to hire someone and increase productivity.
- Give the Candidate Experience Priority: In order to improve the candidate experience,use chatbots powered by AI and customised communication channels. To draw and keep top talent, offer instantaneous answers to questions, real-time updates, and a smooth application process.
- Reduce Bias: During the initial screening process, use AI technologies to exclude identifying information from resumes in order to proactively address bias in recruiting. Make sure applicants are assessed according to their qualifications and experiences to promote a more diverse hiring process.
- Make Use of Predictive Analytics: Make data-driven hiring decisions by utilising predictive analytics' capabilities. Match candidates more accurately and make anunbiased choice by using AI algorithms to evaluate applicant data and forecast future performance.
- Talk About Ethical Issues: Create and follow moral standards for hiring using AI. Prioritise equity and diversity in hiring practices, protect data privacy, and reduce algorithmic prejudice. Evaluate AI systems on a regular basis to spot potential ethical issues and deal with them.
- Encourage University Collaboration: Work with academic institutions to develop AI education initiatives that are in line with business demands. Encourage programmes like open-source development projects, discipline contests, and practice areas to help AI professionals strengthen their creative thinking and problem-solving abilities.
- Think About Adoption Elements: When implementing AI technology for talent acquisition, take into account elements like cost-effectiveness, relative advantage, top management support, and HR preparedness. Consider privacy and security issues as possible adoption roadblocks, and make sure AI companies are providing enough assistance.
- Accept Social Media Hiring: Use IT and social media to your advantage when hiring new employees. Utilise social media recruiting technology to improve the time, cost, and quality of hiring.
- Emphasis on Strategic Talent Acquisition: Make the transition to a more integrated, strategic approach to hiring that includes talent forecasts, assessment, and workforce planning. Create distinctive corporate messaging to draw in top individuals and set your company apart from the competition in the hiring market.
- Continuous Improvement: Apply case studies, expert insights, and empirical data to the ongoing assessment and improvement of AI-driven hiring practices. Keep up with AI technology developments and modify hiring procedures appropriately to be competitive in the modern era.

By implementing these suggestions, organizations can effectively leverage AI in talent acquisition to enhance.

4. Conclusion

AI adoption in talent acquisition is a paradigm shift in hiring procedures that gives businesses never-before-seen chances to maximise productivity, reduce bias, and influence strategic decision-making. After a thorough investigation into the effects of AI on talent acquisition, this report has clarified important conclusions and offered helpful suggestions for businesses looking to use AI wisely in their hiring processes.

The results demonstrate the revolutionary potential of AI-powered solutions in optimising the hiring process, improving the candidate experience, and enabling more impartial and accurate candidate matching. The practical benefits of adopting AI are demonstrated by case studies from major players in the industry, including Amazon, IBM, and Google. These benefits include considerable reductions in time-to-hire, enhanced applicant experiences, and the elimination of bias in recruiting decisions.

But these advantages also bring with them difficulties and moral dilemmas that companies need to resolve early on. The significance of creating and following ethical standards in AI-driven hiring is highlighted by algorithmic prejudice, data privacy issues, and the requirement for continual assessment of AI systems. Organisations may guarantee the appropriate and efficient application of AI technology in talent acquisition by placing a high priority on equity, transparency, and inclusivity.

The study also highlights how crucial it is to work with universities to design AI education programmes that foster creative talent in line with business demands. In order to be competitive in the digital era, organisations can keep up with the latest developments in AI technology by cultivating a culture of ongoing learning and development.

In conclusion, firms have a tonne of opportunities to increase productivity, enhance candidate experiences, and promote organisational success by integrating AI into talent acquisition. Organisations can stay ahead of the curve in terms of recruiting innovation and secure a competitive edge in luring and keeping top people by investing in AI-powered solutions, giving ethical issues first priority, and collaborating with academic institutions.

5. Reference

1. Mishra, Rudresh, Ricardo Rodriguez, and Valentin Portillo. "An ai based talent acquisition and benchmarking for a job." arXiv preprint arXiv:2009.09088 (2020).
2. Jiao, Ge, et al. "Exploration on cultivation of practical ability of artificial intelligence talents in universities in the context of innovation and entrepreneurship education." 2020 IEEE 2nd International Conference on Computer Science and Educational Informatization (CSEI). IEEE, 2020.
3. Pillai, Rajasshrie, and Brijesh Sivathanu. "Adoption of artificial intelligence (AI) for talent acquisition in IT/ITeS organizations." Benchmarking: An International Journal 27.9 (2020): 2599-2629.
4. Kavitha Muthukumaran, Vani Haridasan, (2022), Proliferation of Digital Payments in India: A Pathway to Cashless Economy, ECS Transactions, Volume 107 (1) pp. 8777.
5. K. Muthukumaran, K. Hariharanath, V. Haridasan, Feature selection with optimal variational auto encoder for financial crisis prediction, Comput. Syst. Sci. Eng., 45 (2023). https://doi.org/10.32604/csse.2023.0306
6. Singh, Siddhant & Jadhav, Ishali & Waghmare, Vishesh & Ramesh, Rajeev. (2020). ARTIFICIAL INTELLIGENT RECRUITMENT SYSTEM. International Journal of

Engineering Applied Sciences and Technology. 5. 241-244.

7.   10.33564/IJEAST.2020.v05i03.037.

8.   Haridasan, V., & Muthukumaran, K. (2021). Work–life balance of women working from home during lockdown – An empirical study. International Journal of Management, 13. https://doi.org/10.34218/IJM.12.1.2021.042

9.   Kathiravan, M., V. Saikumari, and V. Sunitha. 2017. Convergence in Effective Performance Appraisal System Technique: Foster Employee Involvement and Organizational Commitment, Evidence from Indian SMEs. Asian Journal of Research in Banking and Finance 7: 87–110.

10. Dr. Saikumari. V, Deepadharshini. B, Haritha. V, Hema Varna. J, Harikrishnan. V. (2022) "A study on user interface design in E-commerce and its impact on consumer trust, Chennai", Industrial Engineering Journal, ISSN 0970-2555, Vol 15, Issue 1, Oct 2022.

11. Dr. Kavitha Muthukumaran, Dr. Vani Haridasan, (2024) Tech-Enhanced Eco-Inclusion: Empowering Street Vendors Through Environmental Technology Integration Under PM Svanidhi Scheme, African Journal of Biological Sciences (South Africa), 6(6), 726-735

12. Krishnan, C. Gokula, and S. Krishnaprabha. "A Study on Talent Acquisition Procedurein the IT Industry." International Journal of Research in Engineering, Science and Management 3.7 (2020): 167-170.

13. Rehman, Saqib, et al. "Talent acquisition and technology: A step towards sustainable development." Frontiers in Psychology 13 (2022): 979991.

14. Dr. Saikumari V, A STUDY ON INNOVATION AND ITS CHALLENGES IN SUSTAINABLE ENTREPRENEURSHIP IN INDIA, European Chemical Bulletin, Vol. 12, Issue 2, 2023

15. K. Muthukumaran and K. Hariharanath, "Deep learning enabled financial crisis prediction model for small-medium sized industries," Intelligent Automation & Soft Computing, vol. 35, no.1, pp. 521–536, 2023. DOI: https://doi.org/10.32604/iasc.2023.025968