The Application and Prospect of Artificial Intelligence Technology in Enterprise Recruitment Process in the Era of Big Data

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Abstract. This article aims to discuss the application of artificial intelligence technology in the recruitment process of enterprises. In the context of the big data era, artificial intelligence technology, as an emerging technology, is increasingly sought after by major enterprises in the market, and its outstanding performance in the field of enterprise recruitment has also received widespread attention and promotion. Artificial intelligence technology, with its efficient and accurate data processing and analysis capabilities, has greatly improved the efficiency and quality of recruitment, reducing labor costs and time consumption. This article systematically reviews and summarizes some domestic and foreign literature through literature review. This article discusses the complex interactive relationship between artificial intelligence and enterprise recruitment process from multiple aspects, including the application of artificial intelligence in enterprise recruitment demand analysis, selection of recruitment channels, application in other recruitment processes, and application optimization of artificial intelligence technology in enterprise recruitment processes. On this basis, this article also proposes some shortcomings and suggestions in the research of this field, providing some innovative perspectives for future research.

Keywords: artificial intelligence technology, big data analysis, recruitment process, person-job fit

1. Introduction

In recent years, with the continuous development of digital technology, many emerging technologies such as artificial intelligence have developed rapidly, and various new formats, new economies, and new forms of employment have emerged and developed rapidly[1]. Artificial intelligence technology has been widely applied in multiple practical fields, and its important role in enterprise human resource management is increasingly prominent. Nearly 20% enterprises in China have achieved significant digital transformation[2], and a large number of small and medium-sized enterprises are gradually advancing the digital process. Artificial intelligence technology has been widely applied in human resource management system, including the recruitment process of enterprises[3]. Many enterprises have used artificial intelligence technology to effectively overcome the main disadvantages of the traditional recruitment processes in the past, such as low efficiency and difficulty in accurately matching outstanding talents. Artificial intelligence technology enables enterprises to recruit the most suitable talents more efficiently and accurately, while also providing more reliable and solid support for the development of enterprises.

This study provides a detailed analysis of the application and innovation of artificial intelligence technology in the recruitment process of enterprises, in order to provide potential research directions and basic theoretical frameworks for future research. This study identified key pain points in the recruitment process of enterprises, such as low efficiency, subjective bias, and insufficient matching between people and positions. And provide targeted suggestions to enhance fairness, transparency, and efficiency in the recruitment process of enterprises, formulate scientific talent strategic planning, optimize the recruitment process, improve various mechanisms, further strengthen the development and application of artificial intelligence technology in practice, and provide theoretical basis for promoting more changes in the recruitment process of enterprises.

2. Concept and Theory

2.1. Artificial Intelligence technology

The manifestation of artificial intelligence technology is based on the intelligent behavior exhibited by computer systems, which covers multiple fields such as machine learning, deep learning, natural language processing, and computer vision. With the rapid development of technology, the manifestations of artificial intelligence technology have also undergone tremendous changes. At first, artificial intelligence technology was just a process of machines repeating human thinking. With the continuous development of technology, artificial intelligence has initially acquired the ability to self develop and create, and gradually evolved into a technological tool that can achieve certain goals and results by continuous learning and imitating human thinking[4]. In modern society, artificial intelligence technology has advanced practical activities in various fields, including but not limited to medical diagnosis, financial services, intelligent manufacturing, and human resource management.

2.2. Recruitment Process

Enterprise recruitment is a talent reserve behavior carried out by enterprises in economic society to achieve their economic goals and enhance competitiveness[5]. The recruitment process refers to a series of orderly and specific activities carried out by enterprises to fill job vacancies and strengthen reserve forces.

On this basis, the enterprise recruitment process also includes enterprise recruitment demand analysis, selection of recruitment channels, resume screening, interview arrangement, background check, hiring decision, and onboarding arrangement. Specifically, enterprise recruitment demand analysis referrd to the process in which enterprises formulate suitable recruitment strategies and plans based on market conditions and its own needs, in order to effectively attract, screen, and recruit talents. The selection of recruitment channels is the process by which companies choose recruitment channels that are suitable for their actuak situation and carry out talent recruitment. Resume screening is the process by which enterprises screen job applicants' resumes and select talents who meet the requirements of the position. Interview arrangement is a series of interview processes and schedules developed by enterprises with the aim of selecting the most suitable candidates. Usually includes preliminary interview, second interview, interview evaluation, interview feedback, etc. Blackground check is an important method for enterprises to verify the authenticity of personal information provided by candidates through various legal and regulatory methods and channels. It is an effective way for enterprises to prevent fraud and reduce recruitment risks[6]. The hiring decision is the final decision made by enterprises based on a comprehensive consideration of candidates and the company's strategic needs. The onboarding arrangement is the final stage of the recruitment process, where companies provide necessary job preparation and training arrangements for candidates after hiring them.

In the context of the continuous promotion and widespread application of artificial intelligence technology, the recruitment process of enterprises is undergoing profound changes. In the new market environment, the application of artificial intelligence technology can help promote breakthrough innovation and development of enterprises[7], significantly improve recruitment efficiency and quality, and change the traditional talent recruitment model.

2.3. Person-Job Fit Theory

As an important core in the field of modern human resource management, the person-job fit theory plays a guiding role in the entire recruitment process of enterprises[8]. The person-job fit theory advocates that individuals should have their own characteristics, distinct personalities, and a strong interest in the position. Meanwhile, each profession should also have different requirements for practitioners due to differences in their job nature, environment, conditions, and many other aspects. Therefore, when making career decisions, many job seekers compare their personal motivations with the incentive mechanisms of their positions, carefully choose career types that match their own

conditions based on their individual personality traits, and evaluate their fit with various jobs[9]. To achieve the best effect of "making full use of talents and resources".

3. The Application of Artificial Intelligence Technology in Modern Enterprise Recruitment Process

In order to achieve more significant resource conservation and efficiency improvement, enterprises are actively introducing artificial intelligence into various stages of the recruitment process[10]. The following will provide a detailed explanation on the application and optimization of artificial intelligence technology in the recruitment process of enterprises. This includes developing recruitment needs for the enterprises, posting information through different recruitment channels, screening resumes, arranging interviews, conducting background checks, making hiring decisions, and making onboarding arrangements.

3.1. Collect Information Through Multiple Channels and Accurately Identify the Needs of Enterprises

Enterprise recruitment need analysis is an important part of ensuring the success of enterprise recruitment, and most of its work occurs within the organization, generally including clarifying the types and quantities of talents needed by enterprise, clarifying job responsibilities, qualifications, and other related information.

Currently, many enterprises have applied artificial intelligence technology to recruitment need analysis. Enterprises use new technologies such as big data analysis, machine learning, and natural language processing to process and analyze the data generated in their needs, and use thorough and comprehensive predictive capabilities to sort and judge, thereby generating recruitment targets for the enterprises. For example, a technology company found through analyzing employee performance that the level of employee performance has a significant impact on recruitment thresholds, so it is necessary to adjust recruitment standards and needs in a timely manner. At the same time, the analysis of enterprise recruitment need also requires the collection of external market data, combined with the historical recruitment data of the enterprise, to provide external data support for the analysis of enterprise recruitment need, increase the matching and rationality of job requirements. For example, enterprise recruiters analyze both market data and internal data, using artificial intelligence to provide enterprises with forecasts of future need, thereby helping enterprises plan recruitment strategies in advance.

Artificial intelligence technology helps enterprises fully understand market information and grasp job demands. Through continuous optimization in practical work, enterprises can achieve accurate positioning of recruitment needs and maximizes the solution to the problem of person-job fit. In addition, analyzing the recruitment needs of enterprises through artificial intelligence technology is also a direct reflection of their competitiveness. The competitiveness of enterprises is mainly reflected in the attractiveness of recruitment positions to applicants, that is, enterprises with higher attractiveness to outstanding talents tend to have stronger competitiveness[11].

3.2. Reasonably Selecting Recruitment Channels to Enhance Enterprise Recruitment Efficiency

There are numerous recruitment channels and recruiters need to publish matching job information on different channels or platforms such as recruitment websites, social media, and internal recommendations based on the characteristics of the recruitment channels and the job requirements of the enterprise. This results in low work efficiency and a large workload, making it difficult for recruiters to have the energy and time to answer applicants' inquiries.

The application of artificial intelligence technology can obtain relevant information and characteristics of different recruitment channels through data mining and analysis of recruitment data sources. For example, recruitment websites have a wide range of target group, high recruitment

efficiency but uneven personnel quality, high end positions have higher costs and are suitable for massive recruitment. Social media is also suitable for a wide range of people, with high recruitment efficiency, average talent quality, and low recruitment. However, it is more suitable for enterprises to recruit specific positions with high investment time costs. In addition, internal recommendations rely too much on the personal connections of their own employees, resulting in high talent quality and low costs, making them suitable for precise supplementary candidates. Enterprises can comprehensively consider the characteristics of recruitment channels and choose different recruitment channels reasonably. At the same time, enterprises can also predict and evaluate the recruitment effectiveness and characteristics of different recruitment channels based on the analysis of historical data, select the optimal recruitment channel, and provide decision support for the further development of the enterprise.

In current application scenarios, enterprises can use artificial intelligence technology to simultaneously publish job recruitment advertisements on multiple recruitment websites and platforms they cooperate with, with wide coverage, strong timeliness, low cost, and targeted screening, greatly improving the recruitment efficiency of enterprises[12]. After the entire recruitment process is completed, companies can also use artificial intelligence technology to compare and analyze resumes obtained from different recruitment channels, find the connections between the selected candidates for each position and various recruitment channels, and use this data as a reference for future recruitment channel selection.

In addition, the artificial intelligence customer service system, which has been widely used in various recruitment processes, is also a widely applied artificial intelligence technology. Through natural language processing and deep learning, intelligent customer service assistants are equipped with the ability to handle massive amounts of voice and text content and understand natural language. Thus, it is possible to provide the optimal answers according to the needs in different contexts and conduct multiple rounds of communications, achieving natural human-computer interactions and greatly improving the candidates' experience.

3.3. Optimize the Resume Screening Process to Achieve Precise and Efficient Talent Matching

With the application of artificial intelligence technology in resume screening, the drawbacks of traditional resume screening have gradually become prominent. Not only does it require a lot of time and effort, but it may also be difficult to accurately judge the authenticity and professionalism of candidates' resumes due to the limitations of recruiters' professional and knowledge structures, making it difficult to achieve the expected job matching degrees.

At present, companies only need to establish some rigid standards based on the characteristics and requirements of the recruitment positions, and use scientific and reasonable resume selection criteria and algorithms to help companies preprocess large amounts of resume data and automatically screen them[13]. Some senior recruiters have reported that the efficiency of using artificial intelligence technology to process resumes has greatly improved compared to before. The key matching degree between the information in the resume and the position, such as the requirement for independent decision-making ability, special skills, etc. Artificial intelligence technology can input feature vectors through modeling and training, and form a classification model through machine learning algorithms to distinguish resumes that do not meet the requirements from resumes that meet the requirements, effectively avoiding the interference of subjective and objective factors and ensuring the high accuracy of screening results. Enterprises only need to adjust their screening criteria and methods in a timely manner based on their own job requirements and market changes to achieve the best resume screening results. At the same time, the autonomous recommendation function of artificial intelligence can be utilized to achieve the possibility of selecting multiple positions and optimize the matching degree between people and positions. Enterprises can also improve their tracking system for candidates by using resume embedding technology, thereby achieveing more efficient and accurate talent matching with broad development prospects[14].

3.4. Realize Intelligent Interview and Improve Recruitment Effectiveness

Currently, the application of artificial intelligence technology in the interview process has become increasingly mature, significantly enhancing recruitment efficiency and accuracy.

3.4.1. Basic Round Interview Optimization

The basic round interviews can adopt an online remote mode, and some positions are more efficient and suitable for large-scale recruitment scenarios with AI as the interviewers, which also greatly reduce the workload of the basic round interviews[15]. Artificial intelligence systems increasingly incorporate technologies such as machine learning, natural language processing and computer vision and are able to make autonomous decisions after receiving, analyzing and studying large amounts of data[16].

3.4.2. AI Assisted In-Person Interviews

During in-person interviews, interviewers typically use AI to do some record keeping and identification work, providing companies with candidates' interview evaluation reports. The generated interview evaluation reports include information such as the candidates' performance during the interview process, the interviewers' evaluations, and suggestions, helping the company better judge whether the candidates meet the needs of the company and make better decisions.

3.4.3. New Interview Methods and Tools

Some advanced enterprises also utilize interview robot technology to conduct asynchronous video interviews. This is a new type of interview method, in which candidates pre record interview videos and upload them, and interviewers watch and evaluate candidates at different times and locations. At the same time, interviewers can also use interview robots to assist in interviews. Interview robots can not only automatically analyze candidates' facial micro expressions, language, voice and other information, understand their communication and stress resistance abilities[17], identify candidates' skills and experience, accurately screen and match them, but also complete interviews at any time, greatly improving candidates' satisfaction, reducing interview failure rates, and enhancing enterprise image.

3.5. The Application of Artificial Intelligence Technology in Background Investigation

At present, the application of artificial intelligence technology in the background investigation process has become indispensable.

3.5.1. AI Technology Simplifies Background Investigation Process

Applying artificial intelligence technology to the background investigation process can significantly simplify its complexity. When background investigations are required, enterprises can use artificial intelligence tools to quickly and accurately search for relevant information about candidates, including social media data, career platform information, academic records and so on. By utilizing natural language processing techniques to analyze text content, key information such as educational background, work experience, and professional certificates can be extracted.

3.5.2. AI Assisted Risk Identifications and Candidate Predictions

AI models can also identify potential risks based on historical data and behavioral patterns, such as whether candidates have provided false information or have any adverse records. Through machine learning algorithms, AI can also predict the professional stability and loyalty of candidates, providing reference for enterprise decision-making. The information data formed by investigating the background information of the candidates can save time and cost as well as improve the security and accuracy of the information, and enhance the matching degree between people and jobs.

3.6. The Application of Artificial Intelligence Technology in Making Hiring Decisions and Onboarding Arrangements

The application of artificial intelligence technology has significantly improved the efficiency of hiring decisions and onboarding arrangements for enterprises, and has also optimized the experience of employee experience.

3.6.1. AI Assisted Recruiters Make Hiring Decisions

Enterprise recruiters can set relevant measurement standards based on job requirements, automatically match the recruitment needs of the enterprise with the various situations of candidates through big data, analyze the matching degree between eachcandidate and the relevant position[18], and assist recruiters in making the final hiring decision. As a result, more and more enterprises are starting to use artificial intelligence technology to assist in making hiring decisions in order to improve the efficiency of the enterprises' talent intake, help enterprises make better hiring decisions, and improve recruitment efficiency and accuracy

3.6.2. The Benefits of AI in Onboarding Arrangements

In the onboarding process, artificial intelligence technology has basically achieved full process digital operation. For example, automating personal information entry, signing contracts and forms has improved work efficiency; Intelligent equipment configuration, providing self-service equipment configuration and debugging services for new employees; Using voice assistants and other technologies to provide relevant information to new employees, improving communication efficiency and accuracy; Intelligent assistance helps new employees quickly familiarize themselves with the company layout and provides intelligent safety tips and regulations. In addition, artificial intelligence technology helps prevent employees' burnout and improves overall productivity and satisfaction[19]. In short, artificial intelligence can help enterprises enhance the efficiency and quality of onboarding, and better improving employees' work efficiency and sense of belonging.

4. Shortcomings and Optimization Measures of Applying Artificial Intelligence Technology in the Recruitment Process

Artificial intelligence technology has brought successful opportunities and many conveniences to enterprise recruitment, but it has also brought some potential risks and shortcomings.

4.1. Shortcomings

4.1.1. Data Privacy and Security Risks

In the enterprise recruitment process, the protection of candidates' privacy is an issue that cannot be overlooked. Among them, resume, as the core source of candidates' information, its importance is self-evident. During the recruitment process, candidates' personal information, including names, contact information, educational background, and work experience, etc., is collected in large quantities and used in various aspects. The issue of protecting candidates' privacy also poses significant challenges for companies[20]. If this information is leaked, it will pose a huge threat to the personal privacy of candidates.

4.1.2. Algorithm Bias Issue

As enterprise decision-making gradually shifts towards data-driven approaches, a new problem arises. In artificial intelligence systems, algorithmic bias may result in unfair treatment of certain specific groups or factors based on past information data. If the engineers or scientists developing the system themselves have biases in terms of cognitive and ethical responsibility, it will affect decision making [21]. Similarly, data bias may also arise, and historical gender discrimination may be reflected in the historical data of artificial intelligence, resulting in more male candidates benefiting. For example, the recommendation rate of a company's artificial intelligence system for female technical job applicants is 20% lower than that for male applicants, highlighting the issue of gender inequality.

4.1.3. Excessive Reliance on Standardized Indicators

Standardized indicators refer to evaluation systems developed through scientific methods with clear scoring criteria, and are key tools for measuring candidates' various abilities. While AI interviewers are good at analyzing standardized indicators such as data quality, arithmetic indicators, and are unable to accurately measure some soft skills that rely on subjective judgments of human interviewers, such as leadership, interpersonal communication skills, teamwork, and cultural fit. In modern recruitment activities, artificial intelligence technology often struggles to capture and quantify these abilities. For example, leadership skills vary from team to team or project to project, and it is difficult to objectively reflect a candidate's true competencies through interviews or scenario simulations with artificial intelligence technology.

4.2. Optimization Measures

4.2.1. Starting from Multiple Channels and Improving Prevention Measures

Managing the quality and security of data and information is a maintenance process that combines both dynamic and static approaches[22]. It is necessary to enhance enterprise awareness of data security and provide skills training in areas such as emergency response to data breaches. Additionally, it is essential to strengthen employees' legal concepts regarding data protection and ensure better adherence to data governance standards in daily work, in order to jointly safeguard data security and compliance.

Enterprises need to strengthen privacy and security protection, and information should be encrypted. In addition, the general public also needs to learn about data privacy protection to enhance their self-protection awareness, actively participate in the supervision of data platforms and enterprises, and promptly protect their legitimate rights and interests through legal channels when they find that their personal privacy is violated.

4.2.2. Intervene from Multiple Dimensions to Reduce Algorithmic Bias

Algorithmic bias is a complex issue. We should increase our attention to it and take the following approaches to minimize the risk. For example, using diverse datasets to ensure representation of multiple groups and backgrounds, thereby reducing bias; improving the transparency and openness of artificial intelligence systems; regularly reviewing and testing artificial intelligence systems to identify and fix biases; and increasing diversity among developers to help minimize bias.

4.2.3. Improve Operational Level and Optimize Evaluation Methods

The evaluation of these hidden soft skills, such as leadership, teamwork ability and cultural fit can be evaluated by the following measures. In the recruitment process, a combination of various evaluation methods can be used, such as integrating situational simulations with interviews, AI feedback and psychological evaluations. Incorporate the opinions of experts or relevant professional reviewers into the recruitment process, and enhance cross-cultural training for recruiters to achieve fairness and consistency in evaluation criteria as much as possible. Technicians and experts need to adopt a responsible attitude and focus on eliminating potential negative impacts on candidates, making artificial intelligence technology more trustworthy[23].

5. Conclusion and Outlook

Overall, the application of artificial intelligence technology is becoming increasingly indispensable in the recruitment process of enterprises. Artificial intelligence technology is an essential tool for enterprises to improve recruitment efficiency, reduce costs, and enhance competitive potential by developing recruitment needs, selecting recruitment channels, screening resumes, arranging interviews, analyzing candidates' background information using natural language processing technology, self introduction and work experience, and making final hiring decisions and onboarding arrangements. In addition, human subjective judgment remains a very important factor in

the entire recruitment process. The recruitment process of the future should be a perfect combination of artificial intelligence technology and human judgment and decision-making ability[24].

At present, in order to enable more enterprises to experience the benefits of using artificial intelligence technology, relevant institutions and enterprises are accelerating the development of simple and ease-to-use artificial intelligence recruitment tools. For example, new artificial intelligence resumes screening systems, interview robots, and other artificial intelligence tools have emerged one after another, which will rapidly improve the efficiency of recruitment management work and enhance the operational capabilities of the entire enterprise recruitment process. Advanced technology can drive greater progress in organizational and talent management, leading to innovation and transformation in enterprise recruitment processes and the broader field of human resource management. We must continuously monitor and adapt to these changes to ensure the ongoing development and innovation of enterprise recruitment processes.

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