

# A Study on Employees Perception Towards ‘Artificial Intelligence in Competency Mapping and Recruitment Process of Human Resource Management’ at Wildcraft Pvt. Ltd.

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**Abstract:** Artificial intelligence (AI) mainly discusses and involves the use of technology to complete a task that require a certain level of intelligence to accomplish. AI is tool trained to a job earlier done by humans. AI technologies provide substantial opportunities to expand and improve HR functions like recruiting, talent acquisition, self-service transactions, reporting, payroll, contract of policies and procedures. An organisations success is subject to the degree to which it can combine people, process and technology in order to provide transformational results at optimized cost. AI aims to efficiently automate the various back-office functions of HR transactions and service resulting in favourable results, minimised cost and reduced errors. The process of competency mapping involving identifying the key competencies or characteristics required by the company or the job combining those characteristics through the process of recruitment and training in the organisation can be better achieved and analysed with the help of high-end technology.

This paper is focused on understanding the inclusion of AI in the competency mapping process of the organisation resulting in favourable and efficient recruitment procedures in the organisation. It aims to provide the view of employees towards the introduction of AI into the current HR procedures followed and their insight on whether this innovative technology is advantageous in combining and automating HR functions and transactions in a secure and protected manner.

**Keywords:** Artificial Intelligence, Competency Mapping, Recruitment, Stakeholders of the company, Technology in Management, Human Resource Management.

## 1. Introduction

Artificial intelligence (AI) mainly discusses and involves the use of technology to complete a task that require a certain level of intelligence to accomplish. In easier words one can say that AI is tool trained to a job earlier done by humans. The difference between AI and an ordinary software is the involvement of high-speed computation, advanced algorithms and large amount of quality data. AI technologies help in delivering better precision and stability to daily tasks with the use of algorithms that relates quality data with quick

computation services.

AI technologies provide substantial opportunities to expand and improve HR functions like recruiting, talent acquisition, self-service transactions, reporting, payroll, contract of policies and procedures. AI capabilities have reached new heights and milestones and have had a forward effect on current business operations.

Merging HR functions and administration with AI is believed to be beneficial in improving the overall employee experience by certain executives and scholars around the world. Integration of AI and HR will help provide more time, capacity, better budgets and more accurate information for significant people management.

In the present scenario humans and current technology together has helped to produce a significantly large amount of HR data for the various companies. This data can be better evaluated, executed and operated upon with the analyses of artificial intelligence to provide more prominent results. An organisations success is subject to the degree to which it can combine people, process and technology in order to provide transformational results at optimized cost.

AI aims to efficiently automate the various back-office functions of HR transactions and service resulting in favourable results, minimised cost and reduced errors. The process of competency mapping involving identifying the key competencies or characteristics required by the company or the job combining those characteristics through the process of recruitment and training in the organisation can be better achieved and analysed with the help of high-end technology.

This paper is focused on understanding the inclusion of AI in the competency mapping process of the organisation resulting in favourable and efficient recruitment procedures in the organisation. It aims to provide the view of employees towards the introduction of AI into the current HR procedures followed and their insight on whether this innovative technology is advantageous in combining and automating HR functions and

transactions in a secure and protected manner.

## 2. Review of literature

- Due to large number of job applications which emerge especially from the use online recruitment, there has been discussions about how organizations can manage all of these applications (Reingold, Baig, Armstrong & Zellner, 2000). However, exploitation of technology in hiring process has become particularly popular among large companies (Andersson, 2003).
- Jonathan Kestenbaum (2016), executive director of Talent Tech Labs, a talent-acquisition technology consultant in New York, acknowledges that HR professionals may initially feel anxious about the impact of AI on their work. But, he says, "Implementing AI software simply eliminates mundane tasks and time-consuming data analysis to serve as an ongoing problem-solver for HR."
- In the words of Dr. A.P.J. Abdul Kalam (2010), "The turning point in the process of growing up is when you the core strength within you that survives all hurt". The hardest battle, which any human can ever imagine fighting; and never stopping fighting until you arrive at your destined place, that is, a UNIQUE YOU.
- The ultimate goal of recruitment process is to find the right aspirant at the right point of time by human resource manager, which may extend the activity by utilizing more number or source. For filling up the specified vacancies we would work from various mediums to find and place the finest candidates. From the two major factors of recruitment say internal factor or external factor depends upon the effectiveness of every organization using different methods and process while recruiting. The recruitment process is successful when it stimulates and selects strong aspirants those prepare to perform successfully on the job. Development and delivery of customized information, data and sources while recruitment activity makes its more effective (Rao, 2010).
- Artificial Intelligence (AI) has been around for a long time and have had a wide area of application throughout the years, but only during the later year has the technology been further developed and implemented within many different organizational settings (Tecuci, 2012).

## 3. Scope of the study

The scope of the research is limited to the employees at the Wildcraft Headquarters in Bangalore and at their overseas office at Abu Dubai.

## 4. Objectives

- To identify the degree at which Artificial Intelligence is included in the HR practices of the company.
- To identify whether AI is involved in the competency mapping and recruitment process of the company.

- To Identify the employee's perception towards AI and its inclusion in the HR practices of the company.
- To find out whether Artificial Intelligence has a positive or negative impact on the HRM process followed by the company (more specific to competency mapping and recruitment).

## 5. Research methodology

The type of research carried out for this project is descriptive in nature. Primary data are those, which are collected afresh and for the first time, and thus happen to be pertaining to the current research process. Data were collected from a structured questionnaire and personal interviews with the employees.

The sampling design involves questionnaire to collect data from the samples. The questionnaire used in the research consists of close-ended questions to extract the view points of the respondents. The type of questionnaire is a structured one. Secondary Data source of information includes the collection of data to form review of literature, introduction and company profile. It was carried out by way of referred journals, books, websites.

## 6. Sample design

Sample Size – 120 employees

Sample Technique – Structured Questionnaire and Personal Interview.

Sample Selection – Convenience Technique.

For this research a Convenience technique of simple random method of sampling was selected to collected the primary information from. A total of 120 samples were selected from the total population of the company. The selected sample included employees from the lower, middle and top level of management.

## 7. Data analysis procedure

The data collected in the form of questionnaire answered by the respondents from the company. The information collected was processed and tabulated suitably by highlighting all the parameters. The test statistics were used with the help of MS Excel and google forms for the presentation of data, tables, and charts and bar diagrams.

## 8. Limitations of the study

- Reluctance of the company to share certain confidential information of the company.
- Sample size of 120 may not include all the employees working at the company in both the locations.
- Time constraint for gathering results pertaining to the study.
- The location of the overseas office of the company was also one of the limitations.

These limitations however did not affect in any way the quality of the study and in fulfilling the objectives set out by the study.

**9. Analysis and interpretation**

Table 1  
 A frequency distribution table: Gender

	Frequency	Percentage
Male	80	66.7
Female	40	33.3

*Analysis and Interpretation:* The responses were illustrated in a tabular form with the response value and their calculated percentage. Majority (66.7%) of the employees involved in the study are Males. The female employees group comprises of 33.3% in the organization.

Table 2  
 A frequency distribution table: Age of the Participants

	Frequency	Percentage
18-25	28	23.3
25-35	52	43.3
35-45	32	26.7
45 years and above	8	6.7

*Analysis and Interpretation:* The table shows the demographic analysis of the participant's age involved in the study. 43.3% of the employees are 25-35 years of age followed by 26.7% of the participants are in the age group of 35-45 years of age. 23.3% of the employees are 18-25 years of age and the remaining 6.7% of the employees are 45 years and above.

Table 3  
 A frequency distribution table: Qualification of the Participants

	Frequency	Percentage
Pre-University	6	5.0
Bachelor's Degree	51	42.5
Master's Degree	29	24.2
Professional Degree	11	9.2
Diploma	21	17.5
Doctorate	2	1.7

*Analysis and Interpretation:* Table 3 shows the educational qualification of the employees involved in the study. The above figure shows that 42.5% of the employees have bachelor's degree followed by 24.2% of the employees have master's degree.

Table 4  
 A frequency distribution table: Work Experience

	Frequency	Percentage
0-3 years	39	32.5
3-6 years	54	45.0
6-10 years	13	10.8
10 years and above	13	10.8

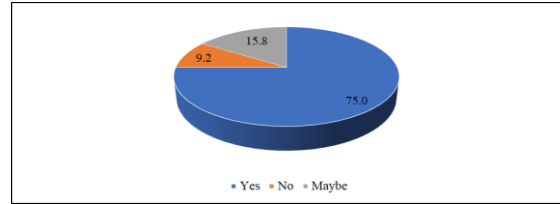
*Analysis and Interpretation:* Table 4 shows the work experience of the employees involved in the study. Majority of the employees (45%) have 3-6 years of experience followed by 32.5% of the employees have 0-3 years of work experience.

Table 5  
 A frequency distribution table: Work Station

	Frequency	Percentage
Bangalore	76	63.3
Dubai	44	36.7

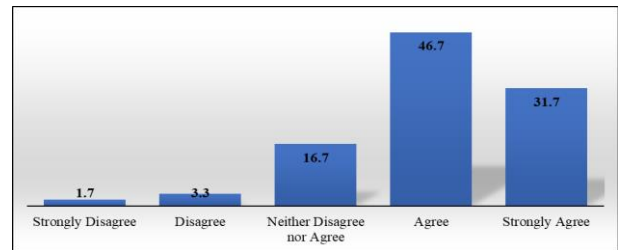
*Analysis and Interpretation:* 63.3% of the employees are working from Bangalore branch office whereas the remaining 36.7% of the employees are working from Dubai branch work station.

Chart 1: Familiarity with the concept of artificial intelligence.



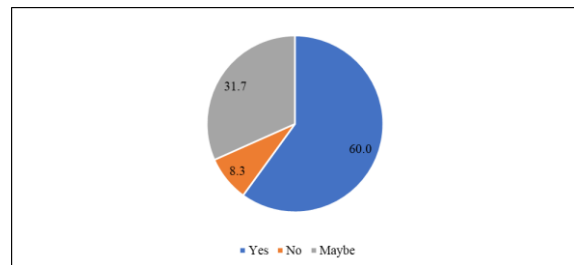
*Analysis and Interpretation:* 75% of the employees are familiar with the concept of artificial intelligence. 9.2% of the employees are not familiar with the concept of artificial intelligence.

Chart 2: Growing trend of artificial intelligence in the fields of Human resources



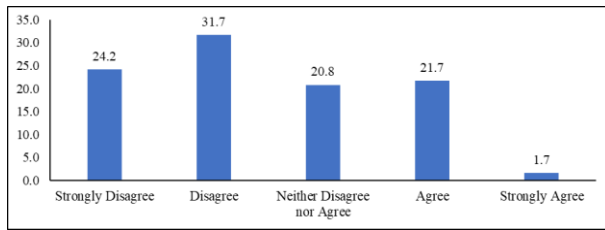
*Analysis and Interpretation:* 46.7% of the employees agrees that there is a growing trend of artificial intelligence in the fields of Human resources. 3.3% of the employees disagrees to the notion that there is a growing trend of artificial intelligence in the fields of Human resources.

Chart 3: Wildcraft incorporates artificial intelligence in the working of the company.



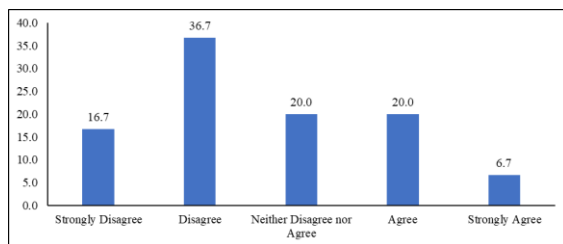
*Analysis and Interpretation:* 60% of the employees have the perception that wildcraft incorporates artificial intelligence in the working of the company.

Chart 4: Artificial intelligence system is incorporated at Wildcraft's HR procedures resources



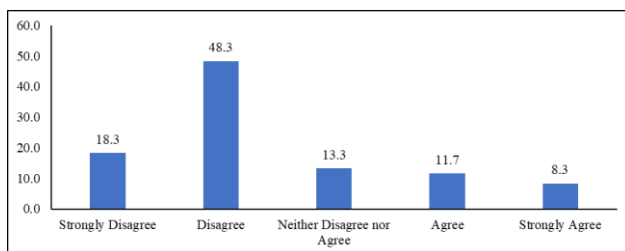
*Analysis and Interpretation:* 31.7% of the employees disagrees that Artificial intelligence system is incorporated at Wildcraft's HR procedures resources. 21.7% of the employees agrees to the notion that Artificial intelligence system is incorporated at Wildcraft's HR procedures resources.

Chart 5: Incorporating Artificial Intelligence systems in the working of the company is a threat to the workforce



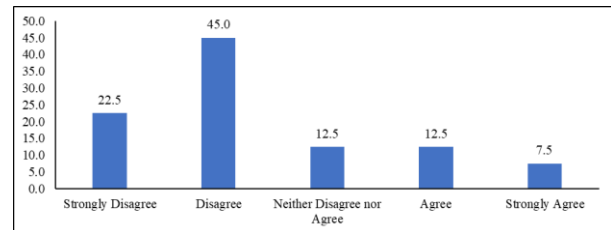
*Analysis and Interpretation:* 36.7% of the employees disagrees that incorporating Artificial Intelligence systems in the working of the company is a threat to the workforce.

Chart 6: Artificial Intelligence systems are used in the recruitment procedures of the company



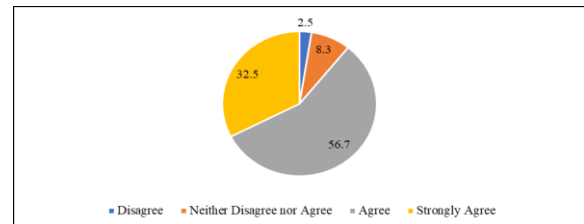
*Analysis and Interpretation:* Majority of the employees disagrees that Artificial Intelligence systems are used in the recruitment procedures of the company.

Chart 7: Artificial Intelligence systems are used in the competency mapping procedures of the company.



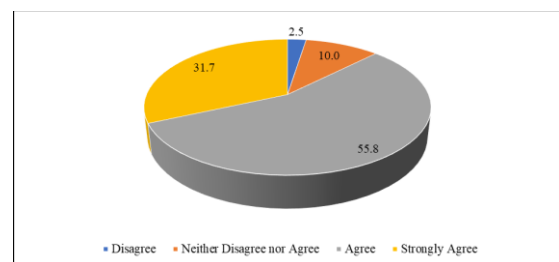
*Analysis and Interpretation:* Majority of the employees disagrees that Artificial Intelligence systems are used in the competency mapping procedures of the company.

Chart 8: Introducing Artificial Intelligence into the HR functions of Wildcraft will help in providing better results in the competency mapping procedures of the company.



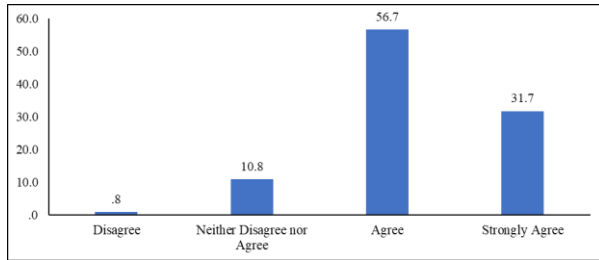
*Analysis and Interpretation:* 56.7% of the employees have the opinion that introducing Artificial Intelligence into the HR functions of Wildcraft will help in providing better results in the competency mapping procedures of the company.

Chart 9: Introducing Artificial Intelligence into the HR functions of the company will help in providing better results in the recruitment procedures of the company.



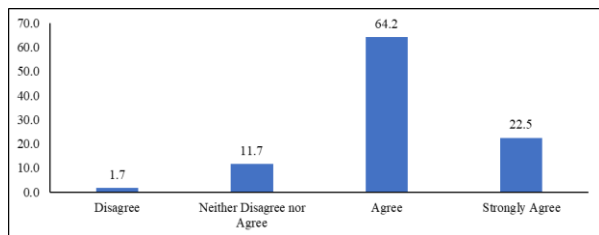
*Analysis and Interpretation:* 55.8% of the employees agrees that introducing Artificial Intelligence into the HR functions of Wildcraft will help in providing better results in the the recruitment procedures of the company.

Chart 10: There is an association between introducing Artificial Intelligence in the HR practices of Wildcraft and the increased performance of HR functions related to recruitment and competency mapping



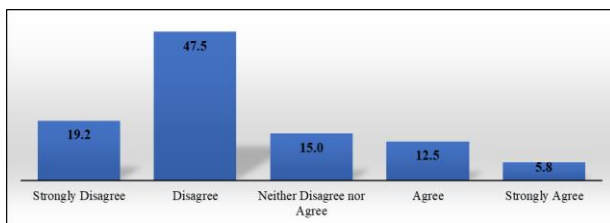
*Analysis and Interpretation:* 56.7% of the employees agrees that there is an association between introducing Artificial Intelligence in the HR practices of Wildcraft and the increased performance of HR functions related to recruitment and competency mapping.

Chart 11: Artificial Intelligence will bring a Positive effect into the present HR functions of the Wildcraft.



*Analysis and Interpretation:* 64.2% of the employees agrees that Artificial Intelligence will bring a Positive effect into the present HR functions of the Wildcraft.

Chart 12: Artificial Intelligence will bring a Negative effect into the present HR functions of the Wildcraft.



*Analysis and Interpretation:* 47.5% of the employees disagrees that Artificial Intelligence will bring a Negative effect into the present HR functions of the Wildcraft.

### 10. Summary of findings

From the analysis data collected from the sample on Artificial intelligence in HR Practices, the findings drawn were that they were a greater number of male respondents than female respondents and majority belonged to age group of 25-35 years. The respondents were from Bangalore and Dubai with majority having a work experience of 3-6 years. The respondents were familiar with the concept of artificial intelligence and believed that there is a growing trend in

artificial intelligence in the HR practices of the company. The respondents also believed that the company incorporated artificial intelligence in the organisation but not in the HR department in particular.

According to the study the respondents do not consider artificial intelligence as a threat to the organisation. Majority of the employees disagrees that Artificial Intelligence systems are used in the recruitment and competency mapping procedures of the company. The employees have the opinion that introducing Artificial Intelligence into the HR functions of Wildcraft will help in providing better results in the competency mapping and recruitment procedures of the company.

From the study it can be understood that there is an association between introducing Artificial Intelligence in the HR practices of Wildcraft and the increased performance of HR functions related to recruitment and competency mapping and will bring in a positive effect in the present HR department of the company.

### 11. Suggestions and recommendations

Few of the suggestions and recommendations towards artificial intelligence in HR practices of Wildcraft based on the research findings are provide better knowledge about the concept of artificial intelligence and its implications in the company and HR department among the employees. The company should find the right talent gap between technology and management in order to successfully include AI in the HR practices of the company. Employees can be brought on board by the new technology introduction by providing them with proper training and by providing them security against the concern of privacy of confidential HR data.

### 12. Conclusion

If organizations wish to remain competitive in today's global economy, they will need to look at ways to incorporate conversational AI for HR transactions in their decision-making process. Finding the right information, with lower costs, in less time and in a secure manner helps to build momentum step by step, beginning with the recruitment process. From there, AI can be effectively woven into an employee's onboarding program. AI presents an opportunity for HR to automate repetitive, low value tasks and to increase focus on more strategic work. In general HR services include a large amount of time spent on standard onboarding processes for new employees, triaging common questions and employee requests, and basic benefits management. Saving time in those areas can help HR teams do more creative and strategic work for the success of the company.

AI-based HR applications have strong potential to raise employee productivity and help HR professionals become knowledgeable consultants that boost employee performance. HR applications empowered by AI have an ability to analyse, predict, diagnose and become more powerful and capable resources. According to the research the employees of



Wildcraft believe that artificial intelligence in their HR functions will help bring in a positive effect and improve the recruitment and competency mapping procedure of the organisation. This in turn will help increasing the employee morale and working of the HR department which in turn will provide better results to the organisation as a whole and for the employees as individuals.

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