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Investigating the Role of AI in Transforming Recruitment: Insights from HR and Talent Acquisition

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The method of recruitment has changed dramatically due to the integration of Artificial Intelligence (AI) into Human Resource Management (HRM), which has increased both efficacy and efficiency. This study aims to examine how AI is transforming the recruitment process and its impact on candidate sourcing, screening, and selection. Chatbots, applicant tracking systems, and predictive analytics are examples of AI-based solutions which are increasingly used to automate repetitive tasks, reduce human bias, and raise the accuracy of decisions. This quantitative study investigates the impact of AI-driven recruitment systems in Sri Lanka, focusing on four organizations. Data was collected from 50 executive employees via a structured online survey using Google Forms, comprising Likert-scale items rated on a five-point scale. Statistical analysis was conducted using IBM SPSS Statistics version 30.0.0 and SmartPLS 4 for structural equation modeling (SEM). This study aims to provide empirical evidence on executives' perceptions of AI tools in recruitment, assess the reliability and validity of the measurement model, and examine the structural impact of variables. The findings offer practical implications for HR practitioners seeking to implement or optimize AI-based hiring processes in Sri Lankan organizational settings. AI technologies can enhance HRM innovation by aligning with organizational goals and ethical standards. However, successful implementation requires careful planning, transparency, and continuous evaluation to ensure fairness and accountability. HR practitioners must adapt to AI-driven recruitment solutions in Sri Lanka to improve performance and global competitiveness. Continued research in AI-driven recruitment systems is crucial to address new opportunities and challenges, ensuring businesses stay ahead of the curve in HRM innovation and best practices.

Key words: AI in HRM, Future Recruitment, Recruitment effect on AI