

AN ANALYSIS OF THE IMPACT OF ARTIFICIAL INTELLIGENCE ON
RECRUITMENT AND SELECTION PROCESSES WITH SPECIAL REFERENCE
TO HAILSTONE TECHNOLOGY PVT. LTD., COIMBATORE

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Abstract

Artificial Intelligence (AI) is transforming Human Resource Management practices, particularly in recruitment and selection. Organizations increasingly adopt AI-based tools to enhance efficiency, reduce bias, and improve decision- making. This study analyzes the impact of AI on recruitment and selection processes with special reference to Hailstone Technology Pvt. Ltd.. The research evaluates employee perceptions, efficiency improvements, and challenges in implementing AI- driven hiring systems. Data was collected from 100 respondents using structured questionnaires. Statistical tools such as percentage analysis, weighted average, and ranking methods were applied. However, challenges such as high implementation cost and data privacy concerns exist. The study concludes that AI, when combined with human judgment, enhances recruitment effectiveness and organizational performance.

Keywords

Artificial Intelligence¹ , Recruitment² , Selection³ ,HRM ⁴. Hiring Efficiency⁵