



LEVEL 7 ASSESSMENT SPECIFICATION

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Lecturer:	Dr Leo Ho	Internal Verifier:	Dr Terence Li
Assignment Title:	Assignment 1	Word count (or equivalent):	15-20 minutes (Not more than 20 pages of PPT)
Submission deadline:	Dec 27, 2020 - Oral Presentation Dec 27, 2020 - Submission of finalized PowerPoint slides	Return date of provisional marks & written feedback:	14 working days after submission of finalized PowerPoint slides
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

AI IMPACT TO RECRUITMENT

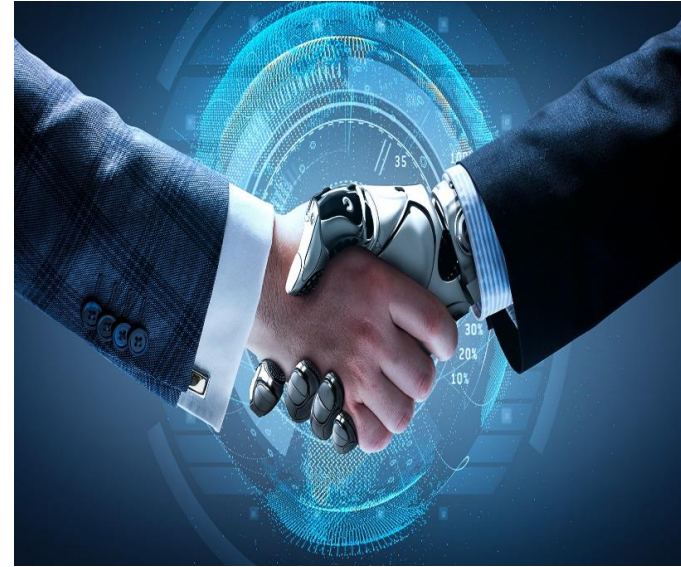


Agenda

1. Introduction
2. Key Change Drivers – Artificial Intelligence (AI)
3. Analysis AI in Organizational Adaptation
4. What major AI challenges
5. Conclusions & Recommendation
6. Reference

Introduction

- As a Recruit Consultant, the presentation will provide analysis on how AI impact to HR functions in organization, especially in Recruitment process nowadays.
- How to using natural language processing (NLP) and machine learning (ML) to find the most suitable fit candidate.
- How does AI can do to improve HR performance for better result in the nearly future.
- Recommendation will be given to solve the potential challenge.



Key Change Drivers – Artificial Intelligence (AI)

How does AI are now hiring 1.1

How	AI – enabled	Benefit for HR Leader
Be Proactively	searching active /passive job seeker to increase deeper and wide candidate pool	Seeking the potential talent faster
Be Intelligently	Utilize chatbots to answer candidates question faster and become more human - like interact experience from candidate's point of view	Enhanced efficiently and effectively in high volume recruitment No time delay and cost saving

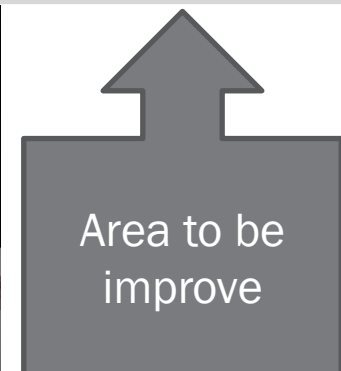


Source : (Van Esch and Black, 2019)

Key Change Drivers – Artificial Intelligence (AI)

How does AI are now hiring 1.2

Recruitment Process	AI enable Employer	AI enable Candidates
Application	Algorithms the CV to help find the best fit talent	Feel more easy and less bias
Interview	Candidate performance is being compared to many applicant (voice, word, and facial expressions)	Flexibility for location, time and environment
Screening	Candidates could be ranked ordered by interview performance	Feel unfair that the data from interview process is not relevant to the job



Key Change Drivers – Artificial Intelligence (AI)

How does companies is investing technologies in HR

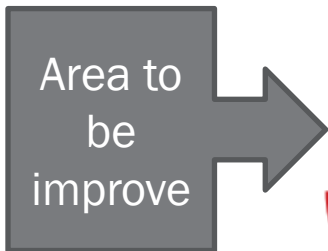
As following result showed technologies will fundamentally change HR, but related resource is not enough.



Agree that digital technologies will fundamentally change HR



Will increase their IT budgets by 1%–10% per year over the next 2 years



Believe their IT systems have not achieved optimal performance



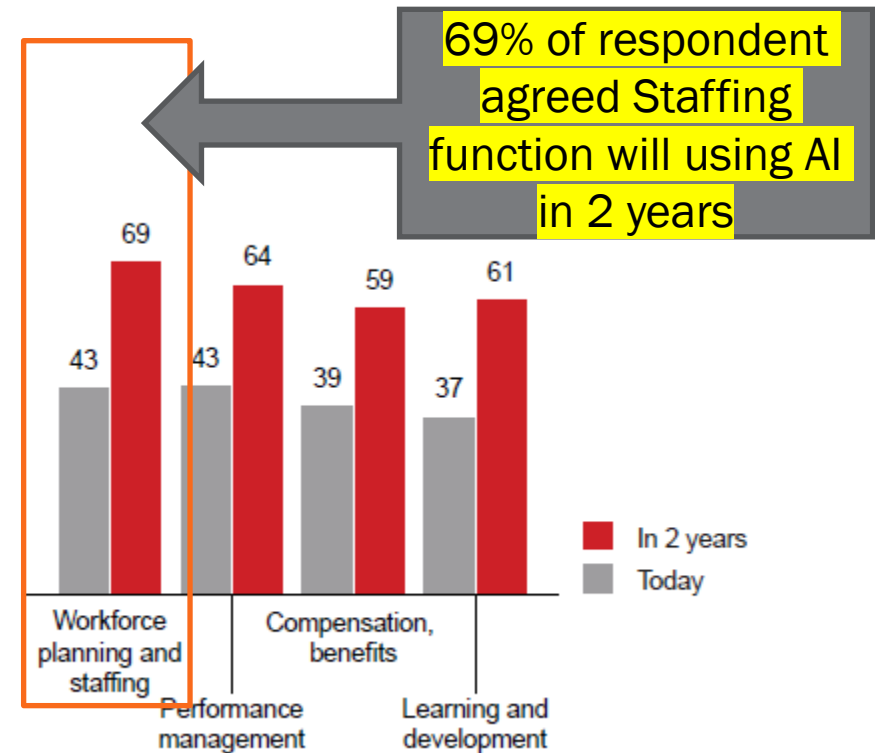
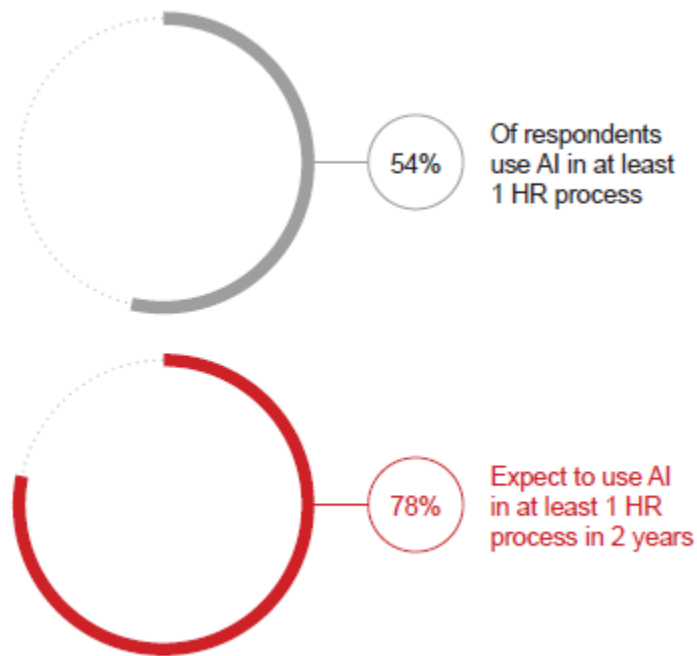
Will increase their annual budgets more than 10%

Source : Bain HR Decision Maker Survey, May 208 (N = 500)

(Heric, 2018)

Key Change Drivers – Artificial Intelligence (AI)

How HR leader plan to adopting AI in recently years



Source : Bain HR Decision Maker Survey, May 208 (N = 500) (Heric, 2018)

(Heric, 2018)

Analysis AI in Organizational Adaptation

Before AI implementation on Hiring (Traditionally Recruitment Process):

A typical recruitment process



Disadvantages :

- Process Owner
- Low efficiency
- Time consuming
- Human error (bias or preconception)

Analysis AI in Organizational Adaptation

After AI being adapted in Recruitment Process, significant **COST SAVING** shown as below



Source : Bureau of Labor Statistics in U.S

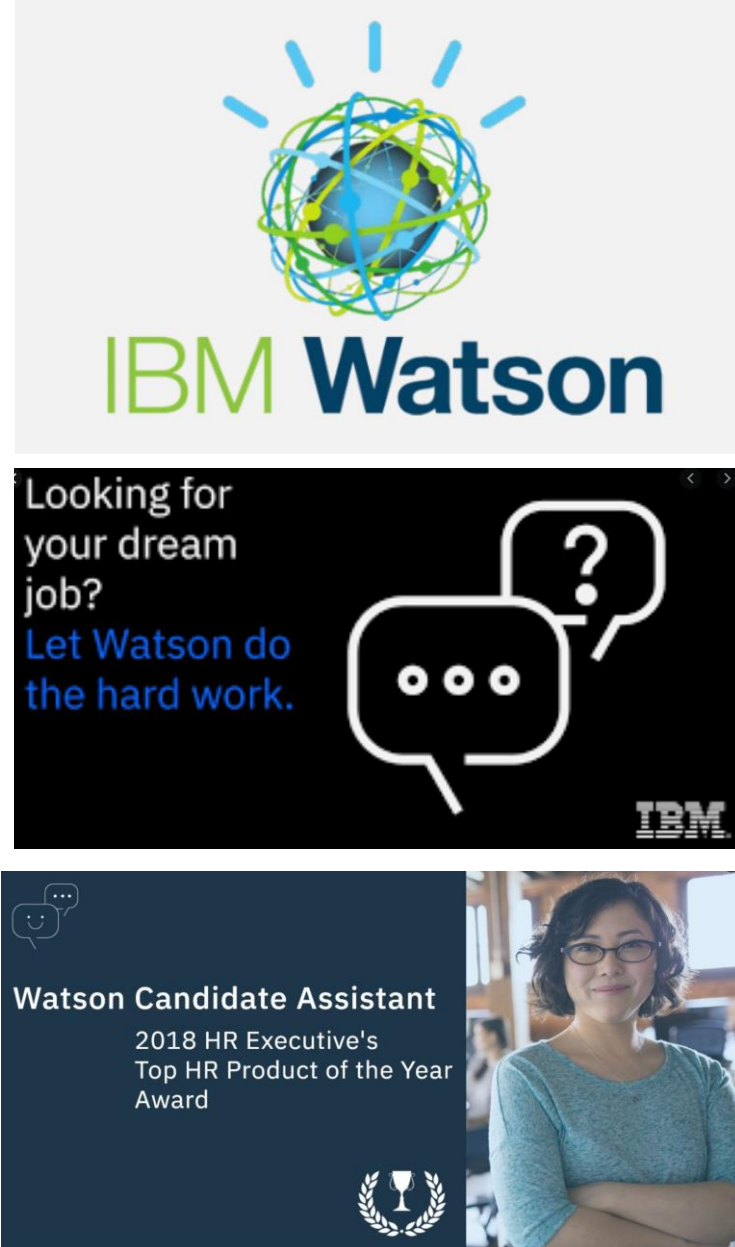
(Goel and Jhavar, 2018)

Analysis AI in Organizational Adaptation

Case study 1.1 (IBM)

- Watson Candidate Assistant (WCA) is a program allow customize functions that helps company find potential candidate faster and better.
- WCA helps candidate apply jobs 3 times often than on other recruitment sites
- The automation benefit for management to have less people but do more in recruitment activity
- IBM gets 7000 resume per day, using WCA has dramatically reduce time for hiring

Source : (Guenole and Feinzig, 2018) (Chowdhary, 2020)

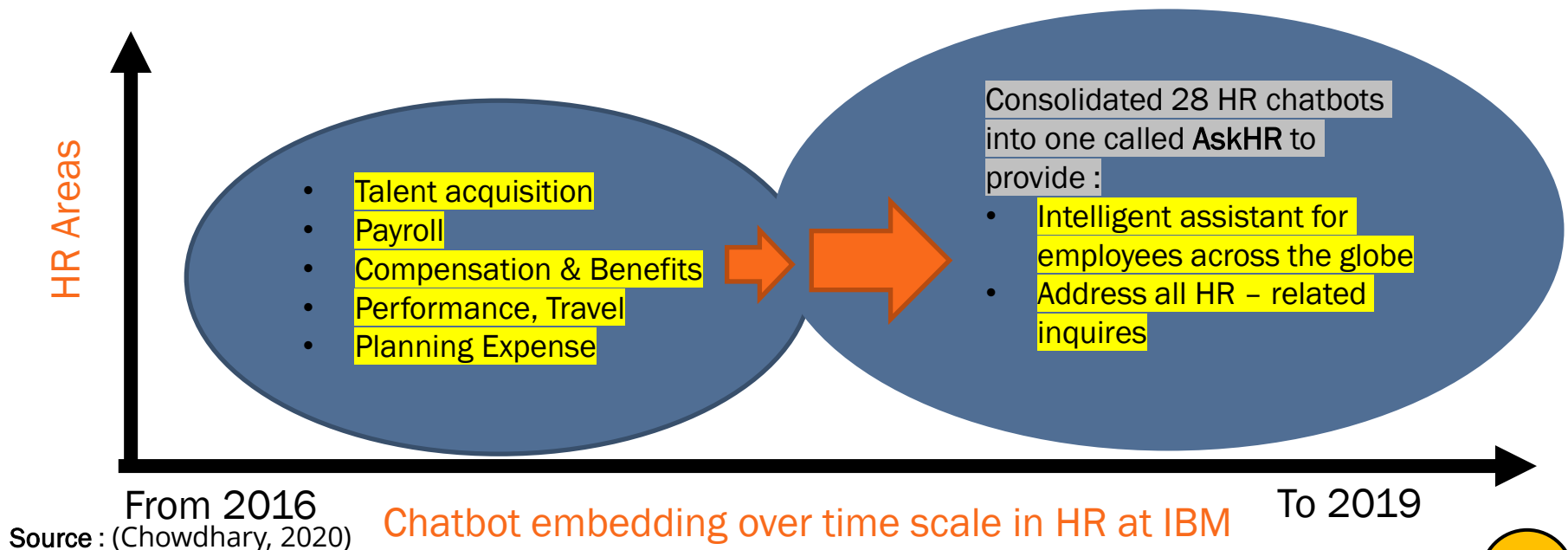


Analysis AI in Organizational Adaptation

Case study 1.2 (IBM)



- Chatbot are working with 24 x 7 availability
- Saving times, cost for HR leader to consolidate data systematically



What major AI challenges

Recruitment

- **Lack of Human Interaction** – Job seekers prefer have a human involve during recruitment.

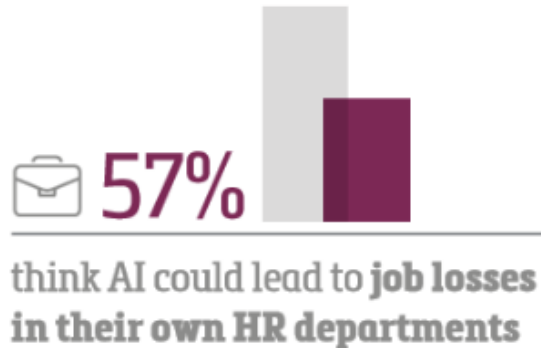


Source : Capterra Australia AI in Recruitment Survey 2020
(Hammond, 2020)

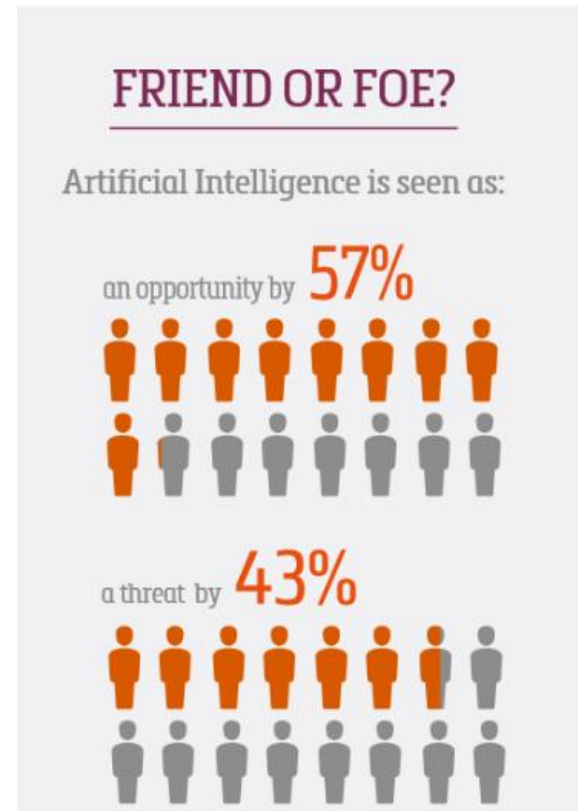
What major AI challenges

HR Implement

- HR people currently lack of technically minded and expertise - lack of capability to use with it.
- **Resistance from the field** – 57% HR professional think AI could take over their job. And 43% seen as threat.



Source : Artificial intelligence and HR infographic
(The People Space, 2020)



Conclusion

- AI technology software enhanced the total recruitment process in organization nowadays.
- AI could boost up the recruitment process and reduce human error.
- With AI accrues to organizations, HR people should need to start embrace the advancement in AI for the future.
- Deploying AI become more trustworthy in cost-saving

Recommendation

- Organization should invest more resource into HR team to work in concurrence with update technologies.
- HR people should equip themselves as well as solving mindset to driven AI in HR processes.
- AI system need to be activated within the operational boundaries (included; Safety and Security, Data Accuracy, ethics and legal certainty) before adopting such as system in recruitments.
- Empower HR professional with AI. Empowered their decision autonomy is increased rather than replaced. HR Manager should willingly override AI recommendations.

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Thank You

Q&A