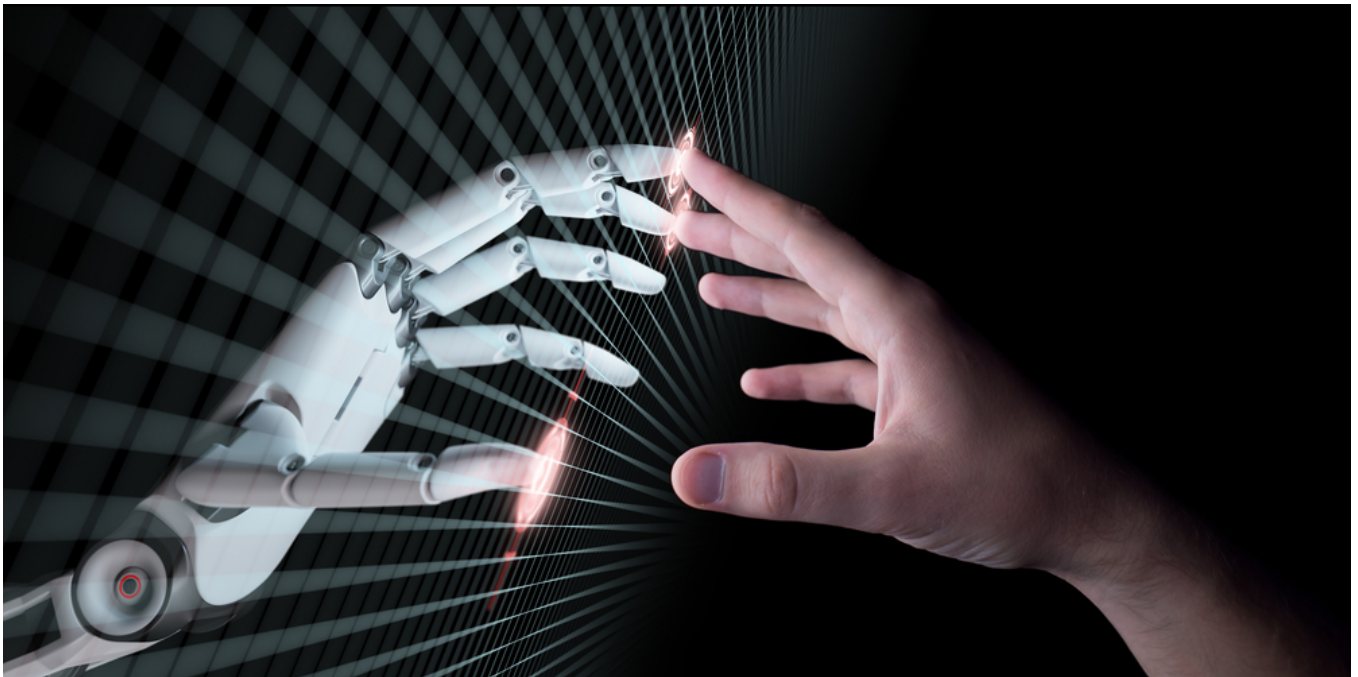


## Role and Influence of AI in Modern Talent Acquisition

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A recent interesting study found that near two-thirds of talent recruitment professionals in the Asia Pacific region said that artificial intelligence had changed the way of recruitment in their organizations, and 76% of them said that candidates of higher quality could be screened by means of artificial intelligence.

According to the findings, the talent recruiters are willing to use artificial intelligence as a tool, and up to 51% respondents expressed that big data and artificial intelligence were making their job easier. About 40% believed that providing valuable insights is the most effective way, 34% of which said that artificial intelligence made time for them. Conversely, there was 14% respondents indicated that artificial intelligence made their work more difficult, as a result, most of them didn't know how to process with too much data in hand. As for the future role of artificial intelligence in recruitment, a large majority of the respondents voiced that they at least had some understanding of how artificial intelligence affected the recruitment process, and 78% were expecting more cooperation with artificial intelligence in the future.

Presently, the HR SAAS products can be roughly divided into three categories in the domestic market. The first category is vertical recruitment, which provides management

services for HR based on the characteristics of different industries, so that HR can customize recruitment process; the second is process optimization, which streamlines duplicated things, and simplifies by cutting out the superfluous; the third is integrated services, covering the integrated HR services like core human resources, recruitment, assessment and performance management. In this way, the full process of recruitment can be achieved on a platform. Now, there are numerous services and products of SAAS, however, the homogenization of the functions of these products is serious, and it mainly stays at the stage of automation process and information integration management.

At present, the NLP (Natural Language Processing) technology of great concern in the field of artificial intelligence covers almost all unstructured text data within the HR business scope, so NLP technology is to solve human bias and negligence in decision making, which makes it a critical technology for more accurate and faster match. However, the application of HR+NLP in China has not been well exploited yet. Customers are now more concerned with how accurate the system is to understand semantics rather than a system in which key words are matched.

Artificial intelligence today provides necessary information for talent recruitment professionals. It helps to find the right resume for a particular position by reducing the resumes of a large number of candidates to be screened to guarantee substantial improvement in the result and efficiency, so that more ideal candidates are found. It is particularly true in the emerging markets with many potential candidates where professional skills are in short supply. Looking forward to the future, we will also see more and more leaders find ways from the upgrade and self-improvement of existing employees.

The data is not a solution to professional talent recruitment despite of the ever-growing development of artificial intelligence. The talent recruiters need to improve their skills, making human resources more focused on talent allocation, training and care provided by the company, in which case they need to take more talent-related tasks and give their subjective initiative into full play, apply the appropriate AI tools to utilize key advantages, and further provide more professional decision-making basis for business management, thus bringing better work experience to employees.

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