

USING AI FOR EMPLOYEE SELECTION AND EVALUATION

Использование ИИ для подбора и оценки сотрудников

In recent years, the adoption of cutting-edge technologies in human resource management (HR) has accelerated significantly. One of the most significant trends is the use of artificial intelligence (AI) for employee selection and evaluation. According to a McKinsey report, 56 % of companies are already utilizing AI in their HR processes, highlighting the importance of this technology in modern organizations [1]. Additionally, over 70 % of companies acknowledge that a lack of qualified personnel is one of the main obstacles to achieving business goals [1]. In this context, utilizing AI to streamline employee selection and evaluation can greatly minimize the time and resources required for these activities, all while improving the overall quality of decision-making.

Unilever, a global multinational and one of the leading manufacturers of consumer products, is among the companies that are effectively utilizing artificial intelligence in their HR practices [6].

Unilever has teamed up with digital HR service providers Pymetrics and HireVue to streamline the initial stages of its hiring process. Candidates are first assessed using AI, followed by a tailored selection process to evaluate their suitability for the role.

Job openings are shared on social media platforms like Facebook and LinkedIn, enabling candidates to apply without submitting a traditional CV. They then spend around 20 minutes engaging in 12 interactive «smart» games on the Pymetrics platform. If their results align with the job requirements, they move on to an interview via HireVue, where they record their answers to various questions. The technology analyzes elements such as keywords, vocal tone, and body language, providing valuable feedback for the hiring manager. This entire process can be completed on a smartphone or tablet [7].

As a result of AI implementation, Unilever has reduced the time required for the recruitment process by up to 75 %. This efficiency allows the company to quickly identify and hire suitable candidates, which is especially crucial in a competitive labor market. The use of algorithms for candidate assessment has helped decrease bias, leading to an increase in the diversity of employees. For instance, the company reported a 50 % increase in women in managerial positions. Approximately 90 % of candidates noted a positive experience with the recruitment process, even if they were not selected. This is attributed to the automated systems providing swift and transparent feedback. Unilever claims that the use of AI in recruitment has improved hiring quality, as over 80 % of new hires successfully passed their probationary period and continued working at the company [7].

Based on the information examined, various opportunities for the enhancement of AI in the areas of employee selection and evaluation can be identified:

1. Using virtual reality technology to create simulated work situations will allow candidates to demonstrate their skills in real time.
2. Using predictive analytics to assess not only the likelihood of successful hiring, but also to forecast employee career growth.
3. Development of adaptive AI platforms that can dynamically change recruitment and development strategies based on current business metrics and market trends.
4. Using facial recognition and voice analysis technologies to assess the emotional intelligence of candidates during the interview process.
5. Using blockchain technologies to create decentralized candidate profiles.

In this way, the integration of AI into HR not only increases efficiency, but also transforms the approach to talent management, creating a more dynamic, productive and satisfying work environment. These changes not only contribute to the achievement of business goals, but also improve the quality of life of employees, making them more engaged and motivated. In a rapidly changing labor market, companies that actively use AI will have a significant competitive advantage.

References

1. The state of AI in 2021 // McKinsey & Company. – URL: <https://www.mckinsey.com/~media/McKinsey/Business%20Functions/McKinsey%20Analytics/Our%20Insights/Global%20survey%20The%20state%20of%20AI%20in%202021/Global-survey-The-state-of-AI-in-2021.pdf> (date of access: 18.09.2024).
2. What's New in Artificial Intelligence from the 2022 Gartner Hype Cycle // Gartner. – URL: <https://goo.su/AhtCm> (date of access: 18.09.2024).
3. Human Potential Intelligence // HireVue Hiring Platform. – URL: <https://www.hirevue.com/human-potential-intelligence> (date of access: 22.09.2024).
4. LinkedIn suspends AI training using UK user data // BBC. – URL: <https://goo.su/wW7O> (date of access: 22.09.2024).
5. Simplify Recruiting With a Smart HR Chatbot // Userlike by lime. – URL: <https://goo.su/jt6NXG0> (date of access: 22.09.2024).
6. Unilever Global [website]. – URL: <https://www.unilever.com/> (date of access: 20.09.2024).
7. *Qirui, Hu*. Unilever's Practice on AI-based Recruitment / Qirui Hu // Highlights in Business, Economics and Management. – 2023. – Vol. 16. – P. 256–262.