Artificial Intelligence and its Impact on Attracting Talent to Human Resources

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Abstract. This study examines the pivotal role of artificial intelligence (AI) in talent attraction within the human resources sector, particularly in the context of modern technological advancements. We aim to understand the influence of AI on recruitment processes and identify factors affecting talent attraction in the information age, as well as the associated challenges. The study focuses on how AI impacts recruitment and utilizes statistical methods, including interviews, questionnaires, standard deviation, arithmetic mean, and Spearman's rank correlation, to achieve accurate results. Participants included 100 employees and professors from the Ministry of Higher Education and Scientific Research, with a research community of around 750. Findings suggest that organizations employing AI for recruiting, attracting, training, and guiding individuals tend to succeed. The study recommends the urgent integration of AI into organizational operations, urging a shift from traditional applicant comparison methods to modern assessment techniques while avoiding favoritism. Additionally, organizations should implement contemporary training programs to boost employee performance.

Keywords: Artificial Intelligence, Attracting Talent, Human Resource Management.

1. INTRODUCTION

When human resources management effectively uses artificial intelligence, it can focus more on providing an appropriate, stimulating, and polarizing work environment for efficient and effective talent. This can lead to improved performance and productivity. The primary goal of using artificial intelligence must be to attract the best talent to human resources and utilize it in the organization's service.

Artificial intelligence is interpreted as the machine's ability to simulate the human mind, its way of working, and its ability to think and explore. The secret to the success of any institution or organization lies in creating an environment that attracts and retains the right competencies, and in obtaining the key that enables the organization to unlock all doors for its employees. Recruiting the best talent is a significant goal that all companies strive to achieve, as appointing talented employees who have specific qualifications ensures the performance of various job tasks at the highest levels of quality, which helps to complete projects successfully and improve the organization's image in the market sector, as well as reduce the rate of work turnover. Thus, the company gains an important advantage in the competitive market.

The current research included four sections. The first section focused on the methodology included in the research, the research objectives, the problem, and the related questions. The second section included the theoretical aspect, which encompassed the role of artificial intelligence in attracting talent to human resources in the twenty-first century. The third section included the field aspect of the research, and the fourth section presented a set of conclusions

and recommendations that the researcher drew from this field. The research problem revolves around answering a fundamental question: Is there an impact of artificial intelligence on attracting talent to the human resources sector?

1. What are the foundations and concepts of the study represented by artificial intelligence?

2. What is the relationship between artificial intelligence and attracting human talent?

3. Does this relationship affect the investment of artificial intelligence in attracting the best talent to human resources?

4. Does the researched organization have the ability to employ artificial intelligence to attract the best donor to human resources?

Artificial intelligence research has become highly specialized and technical in a time of change, competition, the information age, and the information and cognitive revolution. It has been divided into deeply independent sub-fields to the point that it has become one of the most important foundations for attracting talent. The researchers aimed to address specific problems and longstanding differences of opinion regarding how artificial intelligence should function, and applied various tools on a large scale.

In a manner that will play a prominent role in achieving a high level of scientific knowledge, leading to the development of an educated, cultured, and well-rounded society . The aim of this study is to determine the nature of the relationship between artificial intelligence and attracting talent to human resources through: -

1. Getting to the bottom of the impact of artificial intelligence on talent.

2. Understanding the nature and type of relationships that link each research variable and which variables impact attracting talent.

3. Today's institutions require human resources with the ability, knowledge, efficiency, and effectiveness to attract top talent and achieve their goals.

Hypothesis

First: The first primary hypothesis: There is a significant correlation between artificial intelligence and attracting human talent. The following hypotheses branch out from it-:

1. There is a significant correlation between recruitment and talent attraction.

2. There is a significant correlation between development, training, and talent attraction.

3. There is a significant correlation between mentoring and talent attraction.

The second primary hypothesis is that artificial intelligence has a moral impact on attracting human talent.

1. There is a moral impact between the appointment and attracting talent.

2. 2-Development, training, and attracting talent have a moral impact.
3. There is a moral impact between guidance and attracting talent.

2. METHODOLOGY

The Concept of Artificial Intelligence

Artificial intelligence, or AI, is a technology with human-like problem-solving capabilities. When working, AI appears to mimic human intelligence; it can recognize images, write poems, and make data-driven predictions.

Modern organizations collect vast amounts of data from various sources, such as smart sensors, human-generated content, monitoring tools, and system logs. AI technologies analyze and utilize data to enhance and automate business processes. For example, AI technology can respond to human conversations in customer support, create original images and text for marketing purposes, and provide intelligent suggestions (Oord, A. V., & Dieleman, 2005, p. 20). Ultimately, AI is about making software smarter to facilitate personalized user interactions and solve complex problems.

Artificial intelligence applications and technologies have increased dramatically in the past few years

The history of artificial intelligence

In his 1950 paper «Computing Machines and Intelligence», Alan Turing studied whether machines could think. In this paper, Turing first coined the term artificial intelligence and presented it as a theoretical and philosophical concept. However, artificial intelligence, as we know it today, is the result of the collective effort of many scientists and engineers over several decades (Metz, C. 2017. 32). In 1943, Warren McCulloch and Walter Pitts proposed a model of artificial neurons, laying the foundation for neural networks, which are the core technology within artificial intelligence. Soon after, in 1950, Alan Turing published «Computing Machines and Intelligence, » introducing the Turing Test concept to evaluate machine intelligence. This inspired graduate students Marvin Minsky and Dean Edmonds to build the first neural network machine, known as SNARC. Meanwhile, Frank Rosenblatt developed the Perceptron, one of the earliest neural network models, and Joseph Weizenbaum created ELIZA, one of the first chatbots to simulate a Rogerian psychotherapist, between 1951 and 1969. From 1969 until 1979, Marvin Minsky demonstrated the limitations of neural networks, leading to a temporary decline in neural network research. «The first AI depression» occurred due to reduced funding, hardware, and computing limitations.

What is the difference between machine learning, deep learning, and artificial intelligence

Artificial intelligence (AI) is a broad term for various strategies and technologies to make machines more human-like. This category encompasses a wide range of products, from self-driving cars to robotic vacuum cleaners and intelligent assistants, such as Alexa. While machine learning and deep learning are included in the scope of AI, not every AI application involves machine learning or deep learning. For instance, generative AI demonstrates human-like creative abilities and represents a highly advanced form of deep learning. (Jm, & Hernandez, a 2020. 68) Although artificial intelligence and machine learning are often used interchangeably, machine learning is technically just one of many branches of artificial intelligence. It involves the science of developing algorithms and statistical models to identify correlations in data. Computer systems utilize machine learning algorithms to analyze large volumes of historical data and detect patterns. In this context, machine learning refers to a suite of statistical techniques known as machine learning models, which can be used independently or to enhance other, more complex AI methods (Faqih et al., 2024).

Areas of use of artificial intelligence

Appointing New Employees

Recruiting new employees is not easy; it requires numerous routine procedures and tasks that consume a significant amount of time and effort. Therefore, the Human Resources Department utilizes artificial intelligence to automate various tasks, ensuring higher efficiency, accuracy, and speed.

- Development and training

Artificial intelligence plays a vital role in employee development and training. The Human Resources Department relies on it to design programs that develop employees' skills and capabilities, helping them improve their work efficiency. These programs are designed according to employees' needs (Paramita et al., 2023).

- Directing employees

Guiding and preparing new employees on their first day of work is a routine task that consumes time and effort from management; however, with the help of artificial intelligence, it has become smoother. Programs have been implemented to assist new employees by introducing them to the most important work policies, detailing the tasks to be performed, introducing the work team, and providing other relevant information. Additionally, some resources provide comprehensive information about the company's work.

The Concept of Attracting Talent

The process of attracting talent, or job recruitment, is a strategy companies employ to draw in skilled employees capable of performing job tasks at the highest quality and fulfilling the company's various operations, while ensuring their culture aligns with the company's culture and goals. (Inspection 69.2013.)

Attracting talent is a long-term strategy that companies often implement. They first identify their needs for skilled individuals to fill various roles in the future and then recruit, train, qualify, and retain these talented employees (Das & Nayak, 2024). For the talent attraction strategy to achieve its goals, it must be consistent with the company's human resources strategy and aligned with the organizational strategy.

Attracting talent or job recruitment is a strategy followed by companies that focuses on attracting talented employees who can carry out job tasks with the highest quality, accomplish the company's various operations, and have a culture compatible with the company's culture and goals (Inspection 69.2013).

Attracting talent is a long-term strategy that companies implement. They initially identify their needs for talented individuals to fill various roles in the future and then recruit, train, qualify, and retain these talented employees.

To ensure the success of the talent attraction strategy in achieving its goals, it must be aligned with the company's human resources strategy and organizational strategy. (Köchling, & Wehner, 2024, p.5).

Developing Talents

It refers to the process of developing employees and assigning them to various tasks within the organization. This is one of the most significant factors contributing to employee retention, engagement, and the continuous enhancement of the organization's capabilities. Effective development programs communicate positive messages to employees about the organization they are part of. When comparing the expenses of training programs with the costs associated with losing talent, training programs prove cost-effective, especially considering the time and resources needed to recruit a replacement (Jatobá et al, 2023). It involves developing employees and placing them in various organizational work areas. It is one of the most important reasons that lead to employee retention, engagement, and the continuous improvement of the organization's capabilities. Efficient development programs send the right messages to employees about the organization to which they belong. Comparing the costs of training programs with the costs of losing talent, training initiatives are a bargain, especially

when factoring in the time and resources required to find a replacement (Kaur & Aggarwal, 2024).

Retaining talent

This dimension emphasizes the importance of retaining and attracting talented workers, which, in turn, fosters their development within the organization. The organization also needs to establish a strategy for retaining these talented individuals, including offering missed credits due to high performance, as this reduces the likelihood of their loss and abandonment of work (Dunn, J.D. C Stephen,1979, 78)

Talent Management

Through performance management, the organization aims to analyze an individual's performance, encompassing all physical characteristics, psychological and physical skills, as well as technical, intellectual, and behavioral skills, in order to identify strengths and weaknesses and work to strengthen the former and address the latter (Raji et al., 2024).

The Meaning of attracting employees

Staff recruitment is a process designed to attract outstanding talent and qualified candidates to fill vacant positions within organizations. This process relies on accurately identifying job needs and searching for the right individuals through various channels such as job advertisements, professional networks, and specialized platforms. By attracting top talent, organizations strive to match candidates' skills and job requirements, thereby enhancing overall performance and contributing to strategic goals (Society for Human Resource Management (SHRM), 2023).

Recruitment is vital to human resources management. It goes beyond filling vacancies to building an effective and productive workforce. By hiring the right talent, organizations can improve performance, reduce future hiring costs, and retain employees for extended periods. Attracting diverse competencies also fosters diversity within the work environment, enhancing innovation and creativity and providing organizations with a competitive edge in the labor market.

The Importance of the process of attracting talent

Attracting talent contributes to acquiring distinguished competencies that ensure improved performance and building productive, diverse work teams, which enhances business continuity and reduces recruitment costs. Organizations also achieve long-term competitive advantage by efficiently retaining qualified employees and planning job succession (Al-hiti, 2010, p. 225)

Many reasons have supported the importance of the process of attracting job talent to companies, including the following:

1. Attracting the Best Talent

By implementing a talent attraction strategy, the organization can attract talented employees and utilize them to fill available vacant positions, thereby helping to meet the organization's current and future functional needs (Selamat et al., 2024).

2. Reducing recruitment costs

The talent attraction strategy helps simplify the recruitment process and ensure the quality of appointments, reducing employee turnover rates. Thus, recruiting new candidates requires fewer costs and saves time in the long run.

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- **Improving employee retention**

A talent acquisition strategy enables organizations to retain employees by ensuring they find the best talent that aligns with their overall goals. Thus, employee morale increases, and they are less likely to seek employment elsewhere.

- **Building a productive workforce**

One of the most prominent benefits of the talent attraction strategy is that it helps organizations build a productive workforce, as it provides them with the best employees, who possess diverse skills and backgrounds, thereby enhancing productivity and solving problems. (Dunn & Stevens,1979, 89)

- **Improving business performance**

Through job recruitment, organizations ensure that talent is placed in the right roles, which enhances business performance and gives organizations a long-term competitive advantage.

- **Ensuring business continuity**

The increase in job vacancies in organizations leads to disruptions in many businesses. Thus, productivity is negatively affected; however, when implementing job polarization, a group of the best-qualified candidates can be assembled to work during times of change or crisis.

The difference between recruitment and talent attraction

The terms recruitment and talent attraction are widely used in human resources, due to their connection to adding new workforce to organizations. Many believe that these two terms are the same, but there are several differences between them:

Recruitment is filling job vacancies with suitable candidates based on the compatibility of their skills with the job requirements. It focuses on addressing existing job vacancies and meeting immediate staffing needs, ensuring that the business continues to operate effectively and vacancies are filled swiftly. This process involves identifying, interviewing, and hiring candidates; it is regarded as an urgent and short-term activity (Mahmoud,1990,126)

Talent attraction constitutes an ongoing strategy to recruit candidates with the requisite talents and skills that align with the organization's objectives. The primary goal is to identify and cultivate top-tier talent, preparing them for high-level positions and enhancing the organization's brand. This strategy encompasses the identification of job requirements, the establishment of a skilled workforce, and the reinforcement of the organization's brand identity. Recognized as a long-term initiative, it may require several years to fully realize its potential, with a pronounced emphasis on anticipating future employment needs and mitigating employee turnover rates.

3. RESULTS AND DISCUSSIONS

The responses from the research sample to questions about artificial intelligence and talents are displayed in the tables. A subset of faculty and employees from the Ministry of Higher Education and Scientific Research was studied for this study. Only 100 of the 750 faculty and administration were included in the sample.

The data was obtained using a questionnaire to assess views and attitudes about AI and ways to secure talented workers. The data review showed important trends about employees' and academics' opinions on the impact of artificial intelligence on the ministry's success and the quality of its talent recruitment efforts.

Table 1. Remote search sample response levels (N=100)

Appointment	Mean	Standard Deviation	Direction of the Answer
The organization aims to recruit the best competencies (X1)	3.9125	.64029	agree
The institution adopts a professional method in comparing applicants for appointment(X2)	3.9250	.59054	agree
The Foundation excludes unqualified individuals upon appointment (X3)	3.9125	.64029	agree
The organization relies on the use of artificial intelligence techniques when recruiting and selecting individuals (X4)	3.9125	.64029	agree
The organization uses the job description method to determine the qualifications of people filling jobs upon appointment (X5)	3.9375	.53590	agree
Appointment	3.9333	.56851	agree

Table 1 shows the results of participants' responses (N = 100) for the "Appointment" dimension, which comprises five indicators (X1 to X5). A 5-point measure was applied to each item, and the results reveal the central tendencies (mean) and some measure of how spread out the responses were (standard deviation).

The strongest response was captured for X5 ("The organization adheres to job descriptions when deciding what qualifications are required of new hires"), as it had the highest mean score of 3.9375, reflecting that most respondents believe this process is followed.

All three items, X1, X3, and X4, are found under the mean score of 3.9125 and agree with the overall theme. The findings indicate that the organization builds its recruitment efforts around selecting the most suitable skills (X1), excluding unsuitable candidates from consideration (X3), and incorporating AI into the hiring and selection process (X4). It suggests that organizations employ robust and contemporary practices when appointing leaders.

The finding here of 3.9250 for X2 underlines that organizations apply fair and professional steps when judging potential candidates.

We found that 3.9333 was the mean for the Appointment dimension, along with a standard deviation of 0.56851. This indicates that most respondents agreed, but there was little difference in their ratings. As a result, people responded similarly to all the questions used in the study

Table 2. Level of remote search sample responses Development and training (N=100)

Development and Training	Mean	Standard Deviation	Direction of the Answer
The Foundation uses modern training programs (X6)	3.5875	1.33780	agree
The organization looks for a comparison between return and cost when conducting training programs (X7)	3.5875	1.31874	agree
The organization spends much money on training programs (X8)	3.6500	1.32264	agree
There is cooperation between the institution and other institutions conducting training programs (X9)	3.5000	1.30238	agree
The organization sets regulations and procedures that contribute to raising the efficiency of performance and development (X10)	3.6000	1.21008	agree
Development and Training	3.6000	1.21008	agree

Table 2 shows the expert sample's (N = 100) responses to the Development and Training dimension (X6 to X10). Participants rated how they felt about their company's training and development using a Likert scale.

The respondents who got X8 ("The organization spends a lot on training programs") agreed the most, with a mean of 3.6500. Human development is prioritized based on the money invested in staff.

The mean leakage from X6 ("The Foundation uses modern training programs") and X7 ("The organization looks for a comparison between return and cost when conducting training programs") is 3.5875. They mean that this organization provides current training and remains mindful of cost.

The idea that organizations use rules and methods to improve performance and development was confirmed as the efficiency score reached 3.6000 for X10.

This category, X9, received the lowest score of 3.5000, but respondents still agreed that there is cooperation between our institution and others in education. This suggests that people are generally satisfied with the cooperation between different institutions, and there may be opportunities to improve this area further.

There is general agreement among respondents on Development and Training, with a somewhat extensive range of answers, as indicated by a mean of 3.6000 and a standard deviation of 1.21008.

Table 3. Level of remote search sample responses (N=100)

Guidance	Mean	Standard Deviation	Direction of the Answer
The organization relies on guidance before mistakes occur (X11)	3.3000	.98598	agree
The organization uses the method of control through guidance (X12)	3.2375	.83049	agree
The guidance institution is considered an effective evaluation method (X13)	3.3750	.97273	agree
The institution punishes individuals who do not adhere to the directive (X14)	3.2875	.95723	agree
The aim of the directive is a preventive measure (X15)	3.3375	.99293	agree
The organization uses guidance in order to increase performance efficiency (X16)	3.3750	.97273	agree
Guidance	3.3188	.92214	agree

The information in Table 3 shows how 100 participants responded to questions concerning guidance, with six related items (X11 to X16). For both X13 and X16, the highest mean values were found: 3.3750 for "The guidance institution is considered an effective evaluation method" and 3.3750 for "The organization uses guidance to enhance performance efficiency." Most respondents believe that guidance supports both evaluation and boosting employee performance.

Clip X15 ("The aim of the directive is a preventive measure") received the second strongest response from participants, indicating that they consider this a helpful strategy.

With a mean of 3.3000, X11 supports the notion that managers can rely on guidance to prevent problems from occurring. On average, people agreed that individuals who disobey the directive are punished. In other words, while enforcement takes place, it is not given as much priority as some other sections of the process. X12 ("The organization uses the method of control through guidance" scored a mean of 3.2375, indicating that it is less important than other types of guidance.

Across the Guidance dimension, participants' overall response was 3.3188, and the standard deviation was 0.92214, indicating consensus and some diverse opinions.

Table 4. Level of remote search sample answers Human talent recruitment (N=100)

Attracting Human Talent	Mean	Standard deviation	Direction of the Answer
The organization has plans to attract the best talent (X17)	3.6375	.78343	agree
The Foundation seeks to attract and qualify all individuals (X18)	3.6250	.83249	agree
The organization relies on artificial intelligence methods in the recruitment process (X19)	3.8750	.64386	agree
The organization seeks to achieve a competitive advantage by attracting the best people (X20)	3.7375	.75881	agree
The organization compares return and cost through polarization (X21)	3.7125	.81433	agree
Attracting Human Talent	3.6500	0.24790	agree

The dimension of Attracting Human Talent is explained in Table 4, based on the 100 participants' views of five items (X17 to X21). Every question explores a distinct approach to hiring talent, and each response is assigned a rating on a Likert scale. We found the highest value (3.8750) for X19, indicating that "The organization relies on artificial intelligence methods in the recruitment process." It suggests that, for most participants, AI plays a significant role in recruitment and is considered a crucial method for recruiting qualified applicants. The mean score for X20 was 3.7375, proving that attracting qualified people is primarily regarded as a way to raise an organization's competitiveness.

Assigning numbers to the meaning of X17 and X18 from planning and talent qualification, we found that the mean values are 3.6375 and 3.6250, respectively. The study demonstrates that stakeholders agree on the organization using effective planning and inclusive methods to choose and recruit employees.X21 ("The organization compares return and cost through polarization ") shows an average of 3.7125 which suggests that participants believe economic efficiency is considered, but it is highlighted less frequently than strategic or technological considerations. The average score on the Attracting Human Talent dimension is 3.6500, and the standard deviation is low at 0.24790, meaning that participants answered with high agreement.

Table 5. Correlation coefficient

Dimensions	Correlation value
Appointment	**0.88
Training and Development	**0.91
Guidance	**0.86
Artificial Intelligence	0.85

Table 5 shows the correlation results between artificial intelligence and three significant areas of human resource functions: Appointment, Training and Development, and Guidance. Correlation coefficients define the relationship between artificial intelligence and each dimension it affects. Training and Development had the highest positive relationship with artificial intelligence, measured by a correlation value 0.91. So, strengthening artificial intelligence typically accompanies better organizational training and development activities.

A strong positive relationship (r = 0.88) exists between the use of artificial intelligence and the more efficient and effective performance of recruitment and selection activities. The guidance correlation of 0.86 suggests that employee guidance relies greatly on AI applications.

Artificial intelligence has a significant impact on the examined human resource practices, with a correlation coefficient of 0.85.

These findings are reliable, as the asterisks indicate that their correlations are significant at the 0.01 level. In short, the results suggest that artificial intelligence has a significant impact on improving human resource management in state institutions.

Table 6. The effect of the dimensions of (recruitment, development, training, and guidance) in attracting talent to human resources

	Estimated	t	Significant	F value	Coefficient of Determination
Appointment	0.56	1.778	Not Sig	**4.019	85%
Training and Development	0.33	**5.45	Sig		
Guidance	0.34	**5.48	Sig		
Artificial Intelligence	0.65	**6.874	Sig		

Table 6 presents the results of a regression analysis, which examines the impact of Appointment, Training and Development, Guidance, and Artificial Intelligence on attracting talent to human resources.

Artificial Intelligence is estimated to have the most significant impact (0.65), statistically different from zero. This means that artificial intelligence greatly increases the number of people who want to join and work for the company. It suggests that utilizing AI in human resource management enables businesses to attract highly qualified employees.

The significance of guidance is clear since it has a value of 0.34 and a high t-value of 5.48 in contributing to talent attraction. Thus, having formal mentoring and advice systems helps attract capable individuals.

Training and Development also found a key effect: the estimated coefficient equals 0.33, and the t-value is 5.45. Research results confirm that organizations that invest in employee training have a competitive advantage in recruiting top talent.

The appointment process has an estimated effect of 0.56. However, its t-value of 1.778 does not indicate statistical significance, suggesting that appointment in the current model does not significantly help attract talent.

The value of F equals 4.019, which is statistically significant at the 0.01 level. Thus, it can be concluded that the model explains employment trends in HR and that some of the SPSS input variables are important predictors of talent attraction.

The model explains 85% of the variation in how attracting talent is affected by soft skills, so the R^2 is 0.85. This suggests that the model can account for the observed variability.

4. CONCLUSIONS

After reviewing the statistical results, some significant conclusions were made. Notably, the research highlighted that utilizing AI enhances the effectiveness of recruitment, training, development, and guidance, ultimately leading to improved talent attraction within human resource systems. If companies apply AI to these tasks, they typically find and retain the most skilled and qualified individuals. Acquiring the right skills has become crucial for institutions, and AI plays a significant role in this process. The findings showed that when a business attracts top talent, employees have more satisfaction, stay with the company for longer, and the company becomes more competitive.

Based on these findings, we recommend two main strategies. First, organizations must utilize AI across all HR functions, particularly in recruitment and talent acquisition, to continue attracting and retaining the best talent. Second, they should abandon outdated hiring methods and select staff using data-driven and merit-based choices, which avoids bias and raises the standard of their personnel decisions.

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