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# A Study on the Impact of Artificial Intelligence in Talent Acquisition in Wipro Technologies, at Coimbatore

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**ABSTRACT:** Artificial Intelligence is defined as a science and a set of computational technologies that are inspired by but commonly operate quite differently from the ways people utilize their nervous systems and bodies to detect, learn, reason, and take action. The objective of the study is to analyse the impact of artificial intelligence in talent acquisition in Wipro Technologies, Coimbatore. The sample of the study is 70. Descriptive research design and convenience sampling method have been used. Questionnaire has been to collect the primary data. Simple percentage analysis, chi-square analysis and correlation have been used as statistical tools to reach the finding of the study. It is found that 50.0% of the respondents are agree towards the adapting AI for talent development will result in job cuts for hr professionals. 50.0% of the respondents said that extremely familiar towards the implementation of artificial intelligence in the talent acquisition. It is suggested that the organisation must take efforts to use the artificial intelligence in all stages in the talent intelligence for smooth flow of function. It is concluded that today, Artificial Intelligence empowers recruiters to become smarter and more successful by dramatically enabling the recruitment process. Recruiters will revolutionize their recruitment strategy every day by using Artificial Intelligence tools available on the market.

**KEYWORDS:** Artificial Intelligence, Talent Acquisition, recruitment, HR manager

## I. INTRODUCTION

“Artificial Intelligence as a field is wide and a multidisciplinary domain, which can be exploited not only in computing disciplines but also in linguistics and philosophy. Artificial Intelligence can take many different forms, such as robots, bots or software.” Artificial Intelligence has four foundational segments. They are categorization, classification, machine learning, and collaborative filtering. Categorization involves creating metrics that are specific to the problem domain (e.g. finance, networking and so forth). Classification involves figuring out which data is most relevant to solving the problem. Machine learning involves anomaly detection, clustering, deep learning, and linear regression. Collaborative filtering involves searching for patterns across large data sets.

Artificial Intelligence (Artificial Intelligence) has recently been one of the hottest topics in HR technology for facilitating procedures like hiring and recruitment along with decision-making. Many businesses are turning to artificial intelligence (Artificial Intelligence) to increase the efficiency of their employee engagement, recruitment, performance management, workforce management, succession planning, and other activities. Artificial intelligence in recruiting is especially well-suited for these roles, as it allows HR experts to focus on more difficult challenges while technology handles monotonous tasks. Using Artificial Intelligence recruiting tactics throughout the hiring process has numerous advantages to avail. These Artificial Intelligence recruitment tools can help your team by improving the candidate experience and removing time-consuming manual processes for your hiring managers, among other things. Artificial intelligence (Artificial Intelligence) for recruiting is the application of artificial intelligence to the talent acquisition and hiring process, where machine learning may help you to shortlist your ideal applicant and automate manual activities in the process. This technology is intended to expedite or automate some aspects of the recruiting process, particularly those that are repetitive and of high volume.

**OBJECTIVES OF THE STUDY**

- To study on the impact of artificial intelligence in talent acquisition towards Wipro Technologies, Coimbatore.
- To study the role of Artificial Intelligence in Talent Acquisition.
- To understand the impact of Artificial Intelligence on Talent Acquisition.
- To study the benefits of Artificial Intelligence in Talent Acquisition.
- To evaluate the parameter of implementation of Artificial Intelligence in Talent Acquisition.
- To make recommendations to recruiters considering the introduction of Artificial Intelligence technologies into their existing recruiting practices.

**II. REVIEW OF LITERATURE**

**Rahul Chopal(2021)** This is a conceptual paper on Artificial Intelligence (Artificial Intelligence) application in recruitment process, based on recent studies in the area of Artificial Intelligence application in recruitment process. In this paper authors have tried to find answers to some of the questions regarding application of Artificial Intelligence in recruitment process which are, why recruiters preferring Artificial Intelligence based recruitments? Can application of Artificial Intelligence in recruitment process eliminate human biases? Will Artificial Intelligence based recruitment eradicate HR manager? And what is the future of Artificial Intelligence applications in recruitment? From the thorough analysis of recent research papers in this area it is concluded that, there are several advantages for both, to recruiters as well as to candidates seeking job. Artificial Intelligence in recruitment can promote fair, effective, efficient, unbiased and cost-effective model of recruitment, therefore changing the HR role and the leading to automated recruitment process.

**Prachi Bhatt (2024)** In the context of new workplace environment, this study aims to study and generate insights about artificial intelligence (Artificial Intelligence) adoption in hiring process of firms. It is very relevant when Artificial Intelligence is dramatically reshaping hiring function in the changing scenario. The objectives are achieved with the help of three studies involving Delphi method to explore the criteria for Artificial Intelligence adoption decision. Followed by two multi criteria decision-making techniques, i.e. analytic hierarchy process to identify weights of the criteria and fuzzy technique for order preference by similarity to ideal solution to assess the extent of Artificial Intelligence adoption in hiring. The findings reveal that information security and return on investment are considered two very important criteria by human resources managers while contemplating the adoption of Artificial Intelligence in hiring process. It was found that Artificial Intelligence adoption will be suitable at the sourcing and initial screening stages of hiring. And the suitability of the hiring stage where Artificial Intelligence can be applied has been found to have changed from before and after the onset of COVID-19 pandemic situation.

**J. Fraij, V. Laszlo (2025)** This paper aims to review artificial intelligence (Artificial Intelligence) implementation in the Human Resources Management (HRM) recruitment processes. A systematic review was adopted in which academic papers, magazine articles as well as high rated websites with related fields were checked. This study's findings should contribute to the general understanding of Artificial Intelligence's impact on the HRM recruitment process. It was impossible to track and cover all topics related to the subject. A systematic Literature review was adopted in this paper. 21 studies were analysed in this research. The date range of these studies was ten years starting from 2010 until 2020. However, the research methodology seems reasonable and acceptable as it covers a good number of articles related to the core subject area. The results and findings were almost precise that using Artificial Intelligence is advantageous in the area of recruitment as technology can serve best in this area. Moreover, time, effort, and boring daily tasks are transformed into computerized, making adequate space for humans to focus on more important subjects related to boosting performance and development.

**III. RESEARCH METHODOLOGY**

In this research, a structured and systematic research methodology has been followed to analyze the effect of Artificial Intelligence (AI) on talent acquisition processes at Wipro Technologies, Coimbatore. The research design used for this research is Descriptive Research Design. The objective of the study is to analyse the effect of Artificial Intelligence in Talent Acquisition at Wipro Technologies, Coimbatore. In this study, Convenience Sampling Technique is adopted. The sample size selected for the study is 70 respondents. The research work relies on both Primary and Secondary Data. The collected data were classified, tabulated, and analyzed using the following statistical tools: Simple Percentage Analysis, Chi-Square Test and Correlation Analysis.

IV. DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHIC PROFILE AND HR PRACTICES OF THE RESPONDENTS

Variables	Categories	No. of Respondents	Percentage (%)
<b>Gender</b>	Male	30	42.9
	Female	40	57.1
<b>Age</b>	18–25 years	34	48.6
	26–36 years	24	34.3
	37–46 years	7	10.0
	Above 46 years	5	7.1
<b>Educational Qualification</b>	Diploma	3	4.3
	Graduate	11	15.7
	Post Graduate	45	64.3
	Professional	10	14.3
	Others	1	1.4
<b>Experience</b>	Below 1 year	21	30.0
	1–3 years	22	31.4
	3–5 years	17	24.3
	Above 5 years	10	14.3
<b>Recruitment and Selection Procedure Duration</b>	Less than a week	29	41.4
	Two weeks	27	38.6
	One month	6	8.6
	Above a month	8	11.4
<b>Organization Using AI-based Software</b>	Yes	38	54.3
	No	32	45.7
<b>Familiarity with AI Implementation</b>	Extremely familiar	35	50.0
	Very familiar	26	37.1
	Somewhat familiar	6	8.6
	Not so familiar	3	4.3
<b>Phase of Talent Acquisition Using AI</b>	Candidate Screening	27	38.6
	Candidate Sourcing	34	48.6
	Candidate Assessment	9	12.9

The consolidated table indicates that the majority of the respondents are female (57.1%), belong to the 18–25 years age group (48.6%), and possess a postgraduate qualification (64.3%). Most respondents have 1–3 years of work experience (31.4%). Regarding HR practices, the majority reported that the recruitment and selection process is completed within less than a week (41.4%). More than half of the respondents (54.3%) stated that their organizations use Artificial Intelligence-based software for talent acquisition. In terms of familiarity, 50.0% of the respondents indicated that they are extremely familiar with AI implementation in talent acquisition. Further, candidate sourcing (48.6%) was identified as the primary phase where AI is utilized in the talent acquisition process.

**CHI-SQUARE ANALYSIS: RELATION BETWEEN THE GENDER OF THE RESPONDENTS AND ROLE OF ARTIFICIAL INTELLIGENCE IN TALENT ACQUISITION**

**Null hypothesis (H0):** There is no significant relationship between the gender of the respondents and role of artificial intelligence in talent acquisition.

**Alternative hypothesis (H1):** There is some significant relationship between the gender of the respondents and role of artificial intelligence in talent acquisition.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.592 <sup>a</sup>	12	.010
Likelihood Ratio	19.642	12	.074
Linear-by-Linear Association	4.359	1	.067
N of Valid Cases	70		

a. 23 cells (88.5%) have expected count less than 5. The minimum expected count is .44.

**INTERPRETATION**

As per the above table, it is inferred that the P value is 0.010; it is significant to 5% (0.05) significant level. The minimum expected count is 0.44. Thus, alternative hypothesis is accepted, and it is finding that there is significant difference between the gender of the respondents and role of artificial intelligence in talent acquisition.

**CORRELATION ANALYSIS: RELATIONSHIP BETWEEN AGE OF RESPONDENTS AND IMPACT OF ARTIFICIAL INTELLIGENCE ON TALENT ACQUISITION**

Correlations			
		AGE OF THE respondents	THE impact
Age of respondents	Pearson Correlation	1	-.053
	Sig. (2-tailed)		.666
	N	70	70
Impact of artificial intelligence on talent acquisition	Pearson Correlation	-.053	1
	Sig. (2-tailed)	.666	
	N	70	70

**INTERPRETATION**

The Above table indicates that out of 70 respondents, co-efficient of correlation between age of the respondents and impact of artificial intelligence on talent acquisition is -0.054. It is below 1. So, there is negative relationship between the age of the respondents and impact of artificial intelligence on talent acquisition.

#### V. SUGGESTIONS

- The company must ensure that AI-powered assistants (chatbots) consistently provide timely updates to applicants to improve engagement.
- The company should leverage AI to identify passive candidates and rediscover potential talent from existing databases.
- The company should enhance the candidate experience by integrating AI tools throughout the recruitment process.
- The company need to carefully balance AI adoption with HR workforce planning to mitigate potential job reductions.
- The company must implement AI tools capable of detecting subtle behaviors in candidate assessments.
- The company need to prioritize AI solutions that improve the overall candidate experience during recruitment.
- The company should adopt AI technologies to lower costs associated with resume sourcing and screening.

#### VI. CONCLUSION

It is concluded that the implementation of Artificial Intelligence in talent acquisition at Wipro Technologies, Coimbatore has significantly transformed the recruitment process, enhancing efficiency, candidate experience, and the overall quality of hires. AI-powered tools such as chatbots, resume screening systems, and sentiment analysis applications have enabled the organization to streamline hiring, reduce unconscious bias, and identify suitable candidates more effectively, resulting in more data-driven and objective recruitment decisions. It is further concluded that the adoption of AI in talent acquisition provides both operational and strategic benefits, including reduced hiring time, cost savings, and improved onboarding experiences. While AI cannot entirely replace human judgment, its integration supports HR professionals in making informed decisions and optimizing talent management processes, indicating that Wipro must continue leveraging AI technologies to maintain a competitive edge in talent acquisition.

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