Original Research Article

The transformation and challenge of AI to the recruitment model of labor-intensive enterprises from the perspective of business administration

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Abstract: With the continuous development and application of artificial intelligence technology, intelligent recruitment is becoming a new trend for enterprises to attract and select talents. But at the same time, labor-intensive enterprises are also facing many challenges in the process of promoting and applying intelligent recruitment. In this regard, labor-intensive enterprises should actively adopt coping strategies, reshape the recruitment process, strengthen man-machine coordination, improve the system norms, strengthen the team empowerment, optimize the artificial intelligence recruitment practice, and help enterprises with high-quality development.

Keywords: Artificial intelligence; Labor-intensive enterprises; Recruitment mode; Human resource management

1. Introduction

Artificial intelligence is profoundly affecting and reshaping many areas of human resource management. Recruitment, as a key link connecting enterprises and the labor market, is one of the key areas of artificial intelligence application. Through machine learning, natural language processing, knowledge graph and other technologies, the intelligent recruitment system can quickly comb through a large number of resumes, realize the intelligent matching of people and posts, and provide convenient and efficient solutions for enterprise recruitment.

2. The changing impact of artificial intelligence on the recruitment mode of labor-intensive enterprises

Influenced by industry characteristics and production organization mode, labor-intensive enterprises show the characteristics of large employment scale, strong mobility and frequent recruitment. Under the traditional "people looking for people" recruitment mode, the recruitment work mostly relies on HRs personal experience. In the face of massive resumes, screening and matching one by one, often with half the effort and time-consuming. The quality of recruitment is also directly related to the rationality of talent selection and allocation, and then affects the production, operation and healthy development of enterprises. In traditional recruitment, due to the lack of scientific evaluation criteria and tools, HR relies more on subjective judgment to screen candidates, which affects the objectivity and accuracy of recruitment to some extent. Artificial intelligence can effectively improve the quality of recruitment by providing a more comprehensive, objective and dynamic data analysis. Recruitment cost control is an important subject of human resource management in labor-intensive enterprises. Under the traditional recruitment mode, the recruitment cost of enterprises keeps rising. The data shows that a well-known intelligent recruitment platform only takes 15 seconds to complete the preliminary screening of 500 resumes.

3. Challenges for labor-intensive companies

(1) Job standardization is difficult, and the accuracy of algorithm recommendation is insufficient

Standardization is the basis of the implementation algorithm batch copy, but the labor-intensive enterprises post skill requirement is not high, type of work multifarious, recruitment conditions are flexible, different enterprises, different positions for the applicants knowledge, skills, experience requirements difference is bigger, it is difficult to post qualified for accurate characterization and specification definition, increase the difficulty of establishing standardized talent portrait. Such as catering services to the image of the waiter temperament is higher, construction industry more value workers physical quality, wholesale and retail is focused on marketing skills, the same position different enterprise standards of choose and employ persons are not the same, and due to the industry changes quickly, labor demand diversification, it is difficult to the candidate characteristics and job requirements mapping one by one. This makes for labor-intensive jobs development of intelligent recruitment system, in the learning training sample data is limited and uneven, the formation of the post talent matching rules interpretability is not strong, recommend algorithm is often difficult to adapt to the diversity of the jobs, may appear in the practical application recommended results inconsistent with the actual demand, affect the accuracy of people post matching.

(2) The digital literacy of the applicants is uneven, and their adaptability needs to be improved

Intelligent recruitment requires applicants skilled use of online delivery, online interview, online evaluation of digital tools, but labor-intensive jobs for migrant workers, such as the level of education, economic conditions, living environment, widespread lack of using computers, smart phones and other equipment experience and ability, the online office software, video interview system operation process, low digital literacy, lack of learning ability, it is difficult to quickly adapt to is given priority to with human-computer interaction intelligent recruitment mode. At the same time, in the face of the standardized operation of the AI platform, it is difficult for some job seekers who are inarticulate and inexpressive to fully show their personal advantages, but rely more on algorithm judgment, and are often at a disadvantage in the competition.

(3) Lack of mature human-machine cooperation scheme, the recruitment experience is difficult to replicate

The promotion and application of intelligent recruitment depends on the continuous optimization of man-machine collaboration. HR needs to make full use of artificial intelligence tools to accumulate effective experience and constantly iterate recruitment strategies and models. However, most labor-intensive enterprises have not yet formed a mature man-machine collaboration scheme, and the disconnection between machine prediction and manual judgment is common. Some HR have a vague understanding of the work boundaries of AI, either rely too much on intelligent system decision-making, abandon artificial intervention, or distrust algorithms, and still work according to traditional experience, failing to organically integrate AI with recruitment practices. In addition, due to the low degree of HR specialization in labor-intensive enterprises and the lack of systematic thinking and ability such as data analysis and process reengineering, the learning and use of intelligent recruitment is often superficial, and it is difficult to deeply participate in algorithm optimization and product iteration.

(4) Over-reliance on algorithmic decision-making may aggravate the risk of employment discrimination

In essence, artificial intelligence is based on pattern recognition and decision optimization based on historical data, and there are inevitably some biases and limitations in its training data and algorithm model. In the process of intelligent recruitment, some enterprises rely too much on algorithm recommendation ranking, but ignore manual intervention and value judgment, which may inadvertently amplify the bias in the data and aggravate the risk of employment discrimination. Some intelligent recruitment systems set screening conditions based on

non-post-related factors such as gender, age, and household registration, and treat specific groups differently. Other systems label and classify candidates according to their graduation school and work background, so that candidates of the same conditions can be treated unfairly under machine judgment.

4. Labor-intensive enterprises to optimize the artificial intelligence recruitment strategy

(1) Remodel the recruitment process and balance the automation and humanization

Intelligent recruitment represents the development direction of future recruitment, but it does not mean the total denial of artificial experience. The batch processing of the machine and the manual fine grasp are equally important and complement each other. Enterprises should reshape the recruitment process and norms, reasonably divide the man-machine boundary, and pay equal attention to automation and humanization. In the face of large-scale and homogeneous job recruitment, artificial intelligence can be used to automate and standardize resume screening and online interview to improve the recruitment efficiency. However, when it comes to the identification of the key characteristics and comprehensive qualities of the post, the advantages of manual investigation and personalized communication should be given full play to improve the pertinancy and flexibility of judgment. According to the characteristics of different positions, human-computer interaction nodes should be set up, and AI should be embedded in every link of the whole recruitment process. When in formulating job requirements, HR should be involved, providing the necessary personalized input and avoiding relying entirely on standardized machine learning models. In human-computer interaction, HR should become the "number controller", forming a deep insight into the talent and position according to the massive data processed by artificial intelligence, and using professional experience to make comprehensive research and judgment, rather than passively accepting machine decisions. Through complementary man-machine advantages and organic combination of standardized operation and personalized judgment, it not only gives full play to the efficiency advantages of artificial intelligence, but also takes into account the diversity of recruitment objectsCharacteristics, so as to realize the standardization of recruitment, refinement, humanity

(2) Strengthen man-machine collaboration and improve the adaptability of intelligent recruitment

Promoting intelligent recruitment from "black box" to "white box" and realizing man-machine collaborative optimization is the key to improve the adaptability of intelligent recruitment. On the one hand, HR should actively learn data thinking and intelligent recruitment tools, deeply participate in recruitment demand analysis, algorithm logic design and other links, and optimize the algorithm model accordingly. By supplementing personalized screening conditions, optimizing strategy rules, improving the identification and utilization of unstructured information, and enhancing the adaptation of different positions and different groups. On the other hand, a human-computer interaction mechanism should be established in order to solve the preliminary matching results given by the algorithm, supplemented by manual review, and the candidates marked as problem data should be evaluated by HR to correct the blind spots of the algorithm. At the same time, job seekers are encouraged to participate in feedback, and provide manual appeal channels for decisions that feel unfair or disagree, so as to promote the openness and transparency of the decision-making process. In practice, samples are continuously accumulated, and the system is continuously optimized through human-machine game to improve the matching effect of supply and demand.

5. Epilogue

Artificial intelligence is profoundly influencing and reshaping the recruitment model, bringing new opportunities for labor-intensive enterprises to solve the recruitment problems and enhance the competitiveness of talents. But at the same time, due to the particularity of labor-intensive positions, as well as the challenges in technology, ethics, concept and other aspects, there are still many deficiencies in intelligent recruitment in the promotion and application of enterprises. In this regard, labor-intensive enterprises should actively adapt to the general trend of technological development, change the concept, reshape the process, strengthen man-machine collaboration, innovate the mechanism, and accelerate the pace of digital transformation and intelligent application.

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