Modern Technology In Employee Recruitment:

A Quantitative Study*

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Abstract

The article focuses on the role of modern technologies in the recruitment process, analysing their impact on process optimisation and the challenges of implementation. It addresses a topic that is still not fully explored in the academic literature - particularly in the context of the risk of algorithmic bias and personal data security. The methodology of the study was based on an analysis of the literature on the subject and a survey of 175 respondents, representing different age groups and education levels. The aim was to identify the benefits and challenges of using tools such as artificial intelligence (AI), application tracking systems (ATS), chatbots and social media.

The results show that technology speeds up the recruitment process and enables better matching of candidates to jobs, as confirmed by 63% of respondents. Social media emerged as the most commonly used tool (98 indications). However, 76% of respondents are concerned about data protection and 20% perceive a lack of transparency in assessment. The dehumanisation of the recruitment process due to limited contact with recruiters   also   remains a challenge.

In summary, technology is significantly transforming recruitment, offering efficiency and access to a wide range of candidates, but its implementation requires responsibility and concern for ethical and legal aspects. The study highlights the need for continuous analysis and monitoring of the impact of technology on HR processes.

Keywords: modern technology, recruitment of employees, artificial intelligence, social media