Title: Revolutionizing Recruitment: The Rise of Artificial Intelligence in Talent Acquisition.

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Abstract: Artificial intelligence (AI) is used in the field of talent acquisition in human resources; it has emerged as a focal point in modern recruitment techniques. Companies are increasingly using AI-based algorithms to innovate and streamline their employment procedures. This technology has numerous benefits; it considerably increases the efficiency and effectiveness of talent acquisition procedures. Technology has a significant impact on hiring HR professionals. AI's effects on HR recruiting have been demonstrated by several studies, with particular attention paid to candidates' perceptions of AI. This study investigates the integration of Artificial Intelligence into the recruitment process, examining the influence of key independent variables such as Relative Advantage, Regulatory Environment, Technological Complexity, and Technology Competence on the adoption and utilization of AI in hiring. The primary focus of this study is the dependent variable, AI usage in recruitment, reflecting the extent to which organizations use AI technologies in their hiring process. This study aims to provide a deeper understanding of the factors that facilitate or hinder the successful integration of AI into the recruitment process through a comprehensive analysis of these independent variables. The expected contributions of this research include offering valuable insights for HR professionals, industry stakeholders, and decision-makers, promoting more effective and efficient recruitment practices, and leveraging AI technologies to optimize talent acquisition. By identifying key factors that impact AI adoption, this study aims to inform strategies for seamless integration of AI into hiring practices, ultimately helping organizations gain a competitive edge in the ever-evolving job market.

Keywords: Artificial Intelligence, Talent Acquisition, Relative advantage, Technological complexity, Technology competence.

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