ARTIFICIAL INTELLIGENCE APPLICATIONS FOR TALENT ACQUISITION AND EMPLOYEE RETENTION IN HUMAN RESOURCES

Sona Vikas, The NorthCap University Gurugram
Ashish Mathur, Jai Narain Vyas University, Jodhpur, Rajasthan
Sathi Jyothirmaye Reddy, Marwadi University, Morbi Highway Road, Rajkot, Gujarat,
Ashish Manohar, KLEF, Vijaywada
Anil Kumar, Graphic Era Hill University Haldwani
Rahul Vishwanath Dandage, Dr. Vishwanath Karad MIT World Peace University, Pune, Maharashtra

ABSTRACT

Purpose: *AI has great potential to strengthen and motivate employees provided it is used in a responsible and ethical manner. The study aims towards exploring artificial intelligence applications talent acquisition and employee retention in human resources.*

Methodology: *In the field of human resources, artificial intelligence (AI) has become a game-changer, altering approaches to both recruiting and retaining top personnel. This research explains how artificial intelligence (AI) helps with key HR processes. The existing study chooses employees of the companies as a subject to obtain responses designed on structured questionnaire and sample size is of 287.*

Findings: *Issues like data privacy, algorithmic bias, and the requirement for continuous model validation must be resolved before the HR industry can fully take use of AI's potential. As a whole, the research shows that AI can improve HR operations, help managers make better choices, and make work better for employees.*

Practical implications: *With the right approach, firms may gain a competitive edge in the war for talent in today's competitive business environment by adopting AI technology. Human resources experts and academics need to be on the lookout for novel approaches to maximising AI's benefits while minimising its dangers and biases as the technology develops.*

Originality: *Artificial intelligence (AI) has the potential to improve HR procedures, decision-making, and the employee experience, as discussed in the literature on AI applications for talent acquisition and employee retention in HR. It also highlights the need to solve ethical and practical problems to fully realise the potential of AI in HR processes.*

Keywords: Applications, Artificial Intelligence, Employee Retention, Human Resources, Talent Acquisition.

INTRODUCTION

Applications of AI in HR have had a major effect on methods for both recruiting and keeping good employees. Human resources (HR) procedures may benefit from the use of AI in the areas of talent acquisition and employee retention due to the potential for increased efficiency, less bias, and data-driven choices(Enholm, Papagiannidis, Mikalef, & Krogstie, 2022). AI has great potential to strengthen and motivate employees provided it is used in a responsible and ethical manner.

Some concrete examples of AI's use in various domains are as follows:

Citation Information: Vikas, S., Mathur, A., Jyothirmaye Reddy, S., Manohar, A., Kumar, A., & Vishwanath Dandage, R. (2024). Artificial intelligence applications for talent acquisition and employee retention in human resources. *Academy of Marketing Studies Journal, 28*(S3), 1-10.

Talent Acquisition

1. Analysis of Resumes: Quickly analysing individuals' resumes based on a set of predetermined criteria including abilities, experience, and education is now possible thanks to the use of (Palanivelu, et al. 2020). AI algorithm. This facilitates a quicker and more impartial first screening.
2. Compatible Job Seekers: Artificial intelligence may use data from job postings and applicant profiles to find a good fit. Down this way, HR departments may zero in on the most qualified applicants for open positions.
3. Conversational Robots and Digital Helpers: Chatbots powered by AI are available around the clock to answer queries from job seekers about the company's culture, available positions, and the application process. They are able to do initial applicant information gathering and interview scheduling all in one place (Anute, et al. 2021; Palanivelu & Vasanthi, 2020).
4. Predictive Analytics: Using data from past hires, AI can determine who will be the most successful in a given position. Human resources may use this information to make better choices about which applicants to pursue.
5. Testing and Interviews using Videoconferencing: Video interviewing systems powered by artificial intelligence examine applicants' answers, emotions, and gestures to determine their fitness for a job. Effective applicant screening is facilitated by this.

Employee Retention

1. Taking the Pulse of Employee Morale: The results of employee surveys may be analysed by AI-powered systems to determine the degree of engagement across the board and pinpoint problem areas. Human resources might then take specific measures to improve morale.
2. Analysis of Attrition Predictability: To determine which employees are most likely to quit, AI may examine measures like performance, attendance, and employee satisfaction. Human resources may then step in with retention techniques like career advancement opportunities and perks to keep employees around (Geisel, 2018).
3. Adaptive and Individualized Instruction: Employees' abilities, hobbies, and professional aspirations may all be taken into account by AI to come up with individualised recommendations for training and development. Employees are more likely to feel appreciated and engaged in their careers as a result.
4. Management via Observation and Commentary: Systems driven by AI may deliver continuous improvement and goal monitoring feedback in real time to both workers and supervisors. They are able to pinpoint weak spots in one's skill set and provide suggestions on how to improve.
5. Employee Appreciation and Benefits: Using employee performance data and accomplishments, AI may assist HR in implementing individualised recognition and incentive programmes (Mishra & Tripathi, 2021). Employee morale is boosted and they are inspired to do their best work.
6. Strategy for the Future: In the future, AI may recommend people with leadership or crucial job potential. A seamless transition is ensured in the event of a significant staff departure.
7. Despite the numerous benefits of AI in talent acquisition and staff retention, the technology is not without its drawbacks, such as the need for continual data validation and maintenance and worries about data privacy and algorithmic bias. It is also crucial to make sure that AI-driven procedures are consistent with the ethos of the business.

REVIEW OF LITERATURE

There is a growing corpus of research and practical insights into how AI is revolutionising HR practises, as shown by a study of the literature on artificial intelligence (AI) applications for talent acquisition and employee retention. Here is some of the most important results and developments in the literature:

Talent Acquisition

Research shows that AI can successfully automate the processes of resume screening and applicant matching (Madhavi, 2021). By removing subjectivity and concentrating on objective criteria, these AI systems may greatly cut down on the time spent on preliminary screening by HR personnel.

Citation Information: Vikas, S., Mathur, A., Jyothirmaye Reddy, S., Manohar, A., Kumar, A., & Vishwanath Dandage, R. (2024). Artificial intelligence applications for talent acquisition and employee retention in human resources. *Academy of Marketing Studies Journal, 28*(S3), 1-10.

Chatbots and virtual assistants powered by artificial intelligence are being lauded by researchers for their potential to improve the job-seeker experience. More applicants are engaged and satisfied with the application process because of the efficiency with which questions are answered, interviews are scheduled, and data is collected using these technologies.

Predictive analytics' potential in the HR field has been spotlighted recently. Algorithms powered by AI look at past hiring data to make predictions about how well an applicant would do in a certain position(Sahoo, et.al., 2023).). This may lead to more informed recruiting choices and less employee turnover.

Employee Retention

Personalized feedback, growth opportunities, and recognition have all been shown to increase employee engagement, so it stands to reason (Afework, et al. 2020) that AI may have a similar effect. HR may use AI-powered tools like surveys and sentiment analysis to learn what influences employee satisfaction (Leitch, 2021); Bunod et al. (2022).

The ability of AI to foresee employee turnover has been extensively discussed in the literature. Machine learning algorithms may examine a wide variety of data sources to predict which workers are most likely to leave, so HR can take preventative action.

The potential of AI to provide individualised training and improvement plans has been well accepted. Employees gain from individualised training programmes because they help them fill up skill gaps and advance in their careers.

It is well acknowledged that AI-powered, always-on feedback systems may do wonders for productivity and morale in the workplace. Better performance management may result from continuous feedback and data-driven assessments of employee contributions(Chalmers, MacKenzie, & Carter, 2021).

The healthy work culture may be reinforced with the help of AI-supported recognition and incentives systems. Improve morale with personalised rewards based on performance metrics.

Research Gap

Concerns about data privacy, ethical issues related to algorithmic bias, and the need for continuous training and validation of AI models to ensure accuracy and fairness are just a few of the hurdles that have been highlighted in the literature as barriers to the widespread use of AI in human resources. Artificial intelligence (AI) has the potential to improve HR procedures, decision-making, and the employee experience, as discussed in the literature on AI applications for talent acquisition and employee retention in HR. It also highlights the need to solve ethical and practical problems to fully realise the potential of AI in HR processes.

Objectives of the Study

- To quantitatively analyse artificial intelligence applications for talent acquisition in human resources.
- To explore artificial intelligence applications for employee retention in human resources.

Hypothesis of the Study

H_{01}: *There is no significant relationship among artificial intelligence applications and talent acquisition in human resources.*

H_{a1}: *There is significant relationship among artificial intelligence applications and talent acquisition in human resources.*

Citation Information: Vikas, S., Mathur, A., Jyothirmaye Reddy, S., Manohar, A., Kumar, A., & Vishwanath Dandage, R. (2024). Artificial intelligence applications for talent acquisition and employee retention in human resources. *Academy of Marketing Studies Journal, 28*(S3), 1-10.

H_{02}: *There is no significant relationship among artificial intelligence applications and employee retention in human resources.*

H_{a2}: *There is significant relationship among artificial intelligence applications and employee retention in human resources.*

RESEARCH METHODOLOGY

In the field of human resources, artificial intelligence (AI) has become a game-changer, altering approaches to both recruiting and retaining top personnel. This research explains how artificial intelligence (AI) helps with key HR processes. The existing study chooses employees of the companies as a subject to obtain responses designed on structured questionnaire and sample size is of 287. The variables understudy was as follows Tables 1 & 2:

Table 1
TALENT ACQUISITION

S.No.	Description of variables understudy	References
1.	Analysis of Resumes	(Soni, Sharma, Singh, & Kapoor, 2019)
2.	Compatible Job Seekers	(Soni, Sharma, Singh, & Kapoor, 2020)
3.	Conversational Robots and Digital Helpers	(Soni et al., 2020)
4.	Predictive Analytics	(Sadiku, Fagbohungbe, & Musa, 2020)
5.	Testing and Interviews using Videoconferencing	(Supriyanto., et.al., 2018)

Table 2
EMPLOYEE RETENTION

S.No.	Description of variables understudy	References
1.	Taking the Pulse of Employee Morale	(Roundy, 2022)
2.	Analysis of Attrition Predictability	(Enholm et al., 2022)
3.	Adaptive and Individualized Instruction	(Mishra & Tripathi, 2021)
4.	Management via Observation and Commentary	(Soni et al., 2020)
5.	Employee Appreciation and Benefits	(Sadiku et al., 2020)
6.	Strategy for the Future	(Obschonka & Audretsch, 2019)

RESULTS AND DISCUSSION

Table 3
DEMOGRAPHIC ANALYSIS

Demographic Analysis			
		Frequency	**Percent**
Gender	Female	187	65.15%
	Male	100	34.84%
Age	Less than 20	83	28.91%
	20-25	56	19.51%
	25-30	43	14.98%
	30-35	27	9.40%
	35 and above	78	27.17%
Marital Status	Married	98	34.14%
	Unmarried	189	65.85%
Education Level	Below Graduation	73	25.43%
	Graduation	96	33.44%
	Post-Graduation	47	16.37%
	Others	71	24.73%
Income Level	Less than Rs. 10000	56	19.51%

Citation Information: Vikas, S., Mathur, A., Jyothirmaye Reddy, S., Manohar, A., Kumar, A., & Vishwanath Dandage, R. (2024). Artificial intelligence applications for talent acquisition and employee retention in human resources. *Academy of Marketing Studies Journal, 28*(S3), 1-10.

	Rs. 10000- Rs.15000	92	32.05%
	Rs. 15000- Rs. 20000	86	29.96%
	Rs. 20000 and above	53	18.46%

Table 3 analysed the demographic statistics and stated that majority of respondents are female having age of less than 20 years, having unmarried status, having graduation qualification and earning Rs.10000-Rs.15000.

Talent Acquisition:

Table 4
RELIABILITY STATISTICS

Reliability Statistics	
Cronbach's Alpha	**N of Items**
0.886	5

Table 4 depicted the analysis of reliability statistics and documented that findings of Cronbach Alpha test is 0.886 (N=5) which is greater than the acceptable threshold limit of 0.60. Therefore, internal consistency among the variables under study significantly exist and further statistical test can be performend to conduct indepth analysis.

Table 5
DESCRIPTIVE STATISTICS

	N	Minimum	Maximum	Mean	Std. Deviation
Analysis of Resumes	287	1	5	4.36	0.797
Compatible Job Seekers	287	1	5	4.41	0.658
Conversational Robots and Digital Helpers	287	1	5	4.45	0.756
Predictive Analytics	287	1	5	4.46	0.661
Testing and Interviews using Videoconferencing	287	1	5	4.10	0.973

Table 5 analysed the descriptive statistics and analysed the artificial intelligence applications towards talent acquisition in human resource industry and stated that "Predictive Analytics" (Mean=4.46 and Standard deviation=.661) used the most by respondents followed by "Conversational Robots and Digital Helpers" (Mean=4.45 and Standard deviation=.756). "Testing and Interviews using Videoconferencing" (Mean=4.10 and Standard deviation=.973) least used Artificial Intelligence application by the respondents.

Table 6
CORRELATION ANALYSIS

		Analysis of Resumes	Compatible Job Seekers	Conversational Robots and Digital Helpers	Predictive Analytics	Testing and Interviews using Videoconferencing
Analysis of Resumes	Pearson Correlation	1	0.468**	0.395**	0.422**	0.501**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	287	287	287	287	287
Compatible Job Seekers	Pearson Correlation	0.468**	1	0.664**	0.568**	0.480**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	287	287	287	287	287

Citation Information: Vikas, S., Mathur, A., Jyothirmaye Reddy, S., Manohar, A., Kumar, A., & Vishwanath Dandage, R. (2024). Artificial intelligence applications for talent acquisition and employee retention in human resources. *Academy of Marketing Studies Journal, 28*(S3), 1-10.

Conversational Robots and Digital Helpers	Pearson Correlation	.395**	.664**	1	.531**	.540**
	Sig.(2-tailed)	0.000	0.000		0.000	0.000
	N	287	287	287	287	287
Predictive Analytics	Pearson Correlation	0.422**	0.568**	0.531**	1	.287**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	287	287	287	287	287
Testing and Interviews using Videoconferencing	Pearson Correlation	.501**	.480**	.540**	.287**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	287	287	287	287	287
**.Correlation is significant at the 0.01 level (2-tailed).						

Table 6 analysed the correlation analysis and documented that in all the variables the estimated value of significance is .000 which is less than the acceptable threshold limit of 0.005. Therefore, the variables are having positive correlations with each other.

Table 7
MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.595[a]	0.354	0.342	0.648	0.354	29.548	9	485	0.000

a. Predictors: (Constant), Analysis of Resumes, Compatible Job Seekers, Conversational Robots and Digital Helpers, Predictive Analytics, Testing and Interviews using Videoconferencing

Table 7 analysed the Regression analysis and documented that r square and adjusted r square value is close to each other and also significance F value is .000. Moreover, r square value is greater than 30%. Hence dependent variable "Talent Acquisition" is impacting the independent variables, namely, Analysis of Resumes, Compatible Job Seekers, Conversational Robots and Digital Helpers, Predictive Analytics, Testing and Interviews using Videoconferencing.

Table 8
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.496	9	12.388	29.548	.000[b]
	Residual	203.341	485	.419		
	Total	314.836	494			

a. Dependent Variable: Talent Acquisition

b. Predictors: (Constant), Analysis of Resumes, Compatible Job Seekers, Conversational Robots and Digital Helpers, Predictive Analytics, Testing and Interviews using Videoconferencing

Citation Information: Vikas, S., Mathur, A., Jyothirmaye Reddy, S., Manohar, A., Kumar, A., & Vishwanath Dandage, R. (2024). Artificial intelligence applications for talent acquisition and employee retention in human resources. *Academy of Marketing Studies Journal, 28*(S3), 1-10.

Table 8 analysed the ANOVA analysis and documented that significance value is 0.000. Hence dependent variable "Talent Acquisition" is impacting the independent variables, namely, Analysis of Resumes, Compatible Job Seekers, Conversational Robots and Digital Helpers, Predictive Analytics, Testing and Interviews using Videoconferencing.

Employee Retention

Table 9
RELIABILITY STATISTICS

Cronbach's Alpha	N of Items
0.873	6

Table 9 depicted the analysis of reliability statistics and documented that findings of Cronbach Alpha test is 0.873 (N=6) which is greater than the acceptable threshold limit of 0.60. Therefore, internal consistency among the variables under study significantly exist and further statistical test can be performend to conduct indepth analysis.

Table 10
DESCRIPTIVE STATISTICS

	N	Minimum	Maximum	Mean	Std. Deviation
Taking the Pulse of Employee Morale	287	1	5	4.42	.639
Analysis of Attrition Predictability	287	1	5	4.37	.787
Adaptive and Individualized Instruction	287	1	5	4.38	.813
Management via Observation and Commentary	287	1	5	4.45	.661
Employee Appreciation and Benefits	287	1	5	4.15	.937
Strategy for the Future	287	1	5	4.38	.762

Table 10 analysed the descriptive statistics and analysed the artificial intelligence applications towards employee retention in human resource industry and stated that "Management via Observation and Commentary" (Mean=4.45 and Standard deviation=.661) used the most by respondents followed by "Taking the Pulse of Employee Morale" (Mean=4.42 and Standard deviation=.639). "Employee Appreciation and Benefits" (Mean=4.15 and Standard deviation=.937) least used Artificial Intelligence application by the respondents.

Table 11
CORRELATION ANALYSIS

		Taking the Pulse of Employee Morale	**Analysis of Attrition Predictability**	**Adaptive and Individualized Instruction**	**Management via Observation and Commentary**	**Employee Appreciation and Benefits**	**Strategy for the Future**
Taking the Pulse of Employee Morale	Pearson Correlation	1	.454**	.422**	.534**	.392**	.397**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N	287	287	287	287	287	287

Citation Information: Vikas, S., Mathur, A., Jyothirmaye Reddy, S., Manohar, A., Kumar, A., & Vishwanath Dandage, R. (2024). Artificial intelligence applications for talent acquisition and employee retention in human resources. *Academy of Marketing Studies Journal, 28*(S3), 1-10.

Analysis of Attrition Predictability	Pearson Correlation	.454**	1	.504**	.421**	.463**	.349**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
	N	287	287	287	287	287	287
Adaptive and Individualized Instruction	Pearson Correlation	.422**	.504**	1	.461**	.530**	.405**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
	N	287	287	287	287	287	287
Management via Observation and Commentary	Pearson Correlation	.534**	.421**	.461**	1	.449**	.413**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
	N	287	287	287	287	287	287
Employee Appreciation and Benefits	Pearson Correlation	.392**	.463**	.530**	.449**	1	.463**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
	N	287	287	287	287	287	287
Strategy for the Future	Pearson Correlation	.397**	.349**	.405**	.413**	.463**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	287	287	287	287	287	287
****. Correlation is significant at the 0.01 level (2-tailed).**							

Table 11 analysed the correlation analysis and documented that in all the variables the estimated value of significance is .000 which is less than the acceptable threshold limit of .005. Therefore, the variables are having positive correlations with each other.

Table 12
MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.658[a]	0.433	0.423	0.486	0.433	41.166	9	485	0.000

a. Predictors: (Constant), Taking the Pulse of Employee Morale, Analysis of Attrition Predictability, Adaptive and Individualized Instruction, Management via Observation and Commentary, Employee Appreciation and Benefits, Strategy for the Future

Table 12 analysed the Regression analysis and documented that r square and adjusted r square value is close to each other and also significance F value is .000. Moreover, r square value is greater than 30%. Hence dependent variable "Employee Retention" is impacting the independent variables namely, Taking the Pulse of Employee Morale, Analysis of Attrition Predictability, Adaptive and Individualized Instruction, Management via Observation and Commentary, Employee Appreciation and Benefits, Strategy for the Future.

Citation Information: Vikas, S., Mathur, A., Jyothirmaye Reddy, S., Manohar, A., Kumar, A., & Vishwanath Dandage, R. (2024). Artificial intelligence applications for talent acquisition and employee retention in human resources. *Academy of Marketing Studies Journal, 28*(S3), 1-10.

Table 13
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.599	9	9.733	41.166	.000[b]
	Residual	114.672	485	.236		
	Total	202.271	494			

a. Dependent Variable: Employee Retention

b. Predictors: (Constant), Taking the Pulse of Employee Morale, Analysis of Attrition Predictability, Adaptive and Individualized Instruction, Management via Observation and Commentary, Employee Appreciation and Benefits, Strategy for the Future

Table 13 analysed the ANOVA analysis and documented that significance value is 0.000. Hence dependent variable "Employee Retention" is impacting the independent variables namely, "Taking the Pulse of Employee Morale, Analysis of Attrition Predictability, Adaptive and Individualized Instruction, Management via Observation and Commentary, Employee Appreciation and Benefits, Strategy for the Future.

Hypothesis Testing

After application of statistical tools, namely, correlation analysis and regression analysis the findings of the study stated that null hypothesis (There is no significant relationship among artificial intelligence applications and talent acquisition in human resources and there is no significant relationship among artificial intelligence applications and employee retention in human resources) are rejected and alternative hypothesis (There is significant relationship among artificial intelligence applications and talent acquisition in human resources and there is significant relationship among artificial intelligence applications and employee retention in human resources) are accepted.

CONCLUSION

Finally, the literature on AI's use in talent acquisition and employee retention in HR demonstrates AI's potential to significantly alter the HR industry. The following conclusions and patterns have been highlighted by this review:

Talent Acquisition

1. The first phases of the hiring process benefit greatly from the use of AI for things like resume screening and applicant matching.
2. Candidates have a better experience with chatbots and virtual assistants since they get prompt replies and help at every step of the application process.
3. Data-driven decisions made possible by predictive analytics contribute to improved hiring results.

Employee Retention

1. By providing constructive criticism, learning opportunities, and public acknowledgment, AI systems can boost employee enthusiasm.
2. Using data from predictive attrition analyses, HR can better anticipate who could be departing and take preventative measures to keep them.
3. Job satisfaction and skill acquisition both benefit from personalised learning and development strategies.
4. Improvements may be made in real time thanks to technologies that provide constant feedback and monitor performance.

Citation Information: Vikas, S., Mathur, A., Jyothirmaye Reddy, S., Manohar, A., Kumar, A., & Vishwanath Dandage, R. (2024). Artificial intelligence applications for talent acquisition and employee retention in human resources. *Academy of Marketing Studies Journal, 28*(S3), 1-10.

5. Programs that use AI to recognise and reward employees improve morale and foster productive cultures in the workplace.
6. However, issues like data privacy, algorithmic bias, and the requirement for continuous model validation must be resolved before the HR industry can fully take use of AI's potential. As a whole, the research shows that AI can improve HR operations, help managers make better choices, and make work better for employees. With the right approach, firms may gain a competitive edge in the war for talent in today's competitive business environment by adopting AI technology. Human resources experts and academics need to be on the lookout for novel approaches to maximising AI's benefits while minimising its dangers and biases as the technology develops.

REFERENCES

Afework, Y., Chekole, A., & Saxena, N. (2020). The Effect of Supply Chain Management Practices on Organizational Performance with the Mediating Role of Inventory Management: The Case of Ethiopian Pharmaceutical Supply Agency. Kaav *International Journal of Economics, Commerce & Business Management, 7*(1), 21-26.

Bunod, R., Augstburger, E., Brasnu, E., Labbe, A., & Baudouin, C. (2022). Artificial intelligence and glaucoma: A literature review. *Journal Francais D'ophtalmologie*.

Chalmers, D., MacKenzie, N. G., & Carter, S. (2021). Artificial Intelligence and Entrepreneurship: Implications for Venture Creation in the Fourth Industrial Revolution. *Entrepreneurship: Theory and Practice, 45*(5), 1028–1053.

Geisel, A. (2018). The current and future impact of artificial intelligence on business. *International Journal of Scientific and Technology Research, 7*(5), 116–122.

Leitch, R. (2021). Artificial intelligence in engineering. *Computing and Control Engineering Journal, 3*(4), 152–157.

Madhavi. (2021). Role of AI in business development. *Open Journal of Social Sciences, 6*(6), 28–33.

Mishra, S., & Tripathi, A. R. (2021). AI business model: an integrative business approach. *Journal of Innovation and Entrepreneurship, 10*(1).

Obschonka, M., & Audretsch, D. B. (2019). Artificial intelligence and big data in entrepreneurship: a new era has begun. *Small Business Economics, 55*(3), 529–539.

Palanivelu, V. R., & Vasanthi, B. (2020). Role of artificial intelligence in business transformation. *International Journal of Advanced Science and Technology, 29*(4 Special Issue), 392–400.

Paliwal, M., Patel, M., Kandale, N., & Anute, N. (2021). Impact of artificial intelligence and machine learning on business operations. *Journal of Management Research and Analysis*, *8*(2), 70-75.

Prasad, R. S., & Agarwal, K. (2014). Talent Relationship Management- Effective Tool for Talent Acquisition and Retention. *Kaav International Journal of Economics, Commerce & Business Management, 1*(4), 70-83.

Roundy, P.T. (2022). Artificial intelligence and entrepreneurial ecosystems: understanding the implications of algorithmic decision-making for startup communities. *Journal of Ethics in Entrepreneurship and Technology,* 2(1), 23–38.

Sadiku, M. N. O., Fagbohungbe, O., & Musa, S. M. (2020). Artificial Intelligence in Business. *International Journal of Engineering Research and Advanced Technology, 06*(07), 62–70.

Sahoo, D. R., & Chauhan, M. (2023). Changing Landscape of Artificial Intelligence on Indian Corporate Sectors and Governance: Special Reference to SMEs. *Kaav International Journal of Law, Finance & Industrial Relations, 10*(1), 1-9.

Soni, N., Sharma, E. K., Singh, N., & Kapoor, A. (2019). Impact of Artificial Intelligence on Businesses: from Research, Innovation, Market Deployment to Future Shifts in Business Models. *Open Journal of Business and Management, 6(*2), 1–38.

Soni, N., Sharma, E. K., Singh, N., & Kapoor, A. (2020). Artificial Intelligence in Business: From Research and Innovation to Market Deployment. *Procedia Computer Science, 167*(2019), 2200–2210.

Supriyanto, A. S., S., K., Ekowati, V. M., Alim, S., & Waluyo, A. P. (2018). Transformational Leadership Role in Mediating the Effect of Emotional Intelligence on Manager Performance Moderated by Inovative Work Behavior. *Kaav International Journal of Economics, Commerce & Business Management, 5*(4), 100-106.

Received: 16-Sep-2023, Manuscript No. AMSJ-23-14016; **Editor assigned:** 18-Sep-2023, PreQC No. AMSJ-23-14016(PQ); **Reviewed:** 27-Oct-2023, QC No. AMSJ-23-14016; **Revised:** 03-Jan-2024, Manuscript No. AMSJ-23-14016(R); **Published:** 06-Feb-2024

Citation Information: Vikas, S., Mathur, A., Jyothirmaye Reddy, S., Manohar, A., Kumar, A., & Vishwanath Dandage, R. (2024). Artificial intelligence applications for talent acquisition and employee retention in human resources. *Academy of Marketing Studies Journal, 28*(S3), 1-10.