

THE IMPACT OF ARTIFICIAL INTELLIGENCE IN THE FUTURE RECRUITMENT PROCESS OF BRAC INTERNATIONAL

BRAC

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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



17th December, 2023

Internship/Project Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

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☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

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Signature _____

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Letter of Transmittal

December, 2023

Abdul Baten, Assistant Professor & Director

ULAB School of Business (USB)

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Satmasjid Road, Dhanmondi, Dhaka-1209

Subject: Submission of Internship report on “The Impact of Artificial Intelligence in the Future Recruitment Process of BRAC International”

Dear Sir,

With due respect, I would like to inform you that I have completed my internship report on The Impact of Artificial Intelligence in the Future Recruitment Process of BRAC International. The internship report paper titled “The Impact of Artificial Intelligence in the Future Recruitment Process of BRAC International” has been prepared for the fulfillment of my internship according to the prerequisites of my undergraduate program Bachelor of Business Administration (BBA) in University of Liberal Arts Bangladesh (ULAB). In this report, I have tried my best to compile the concepts which I have learned in my Bachelor of Business Administration along with some experience gathered from the internet for taking relevant information regarding the report. I hope that it will find your acknowledgment. I am looking forward to your valuable feedback.

Sincerely,

Anika Tasnim Urmi

ID: 201011215

Bachelor of Business Administration (BBA)

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Acknowledgement

I begin by expressing my gratitude to Allah for everything. With the support of Allah SWT, I successfully prepared my internship report. I am thankful to my family for their unwavering support and financial assistance without which obtaining this degree would have been impossible.

I also like to extend my gratitude to my supervisor, School of Business, for her invaluable help and guidance in completing my Internship Report.

I am grateful to Nasima Akter for being a supportive apu and mentor During my tenure at BRAC. My appreciation also goes to my colleagues for their assistance with my tasks and for being helpful.

Lastly, I want to extend my gratitude to my friends for providing constant support.

Their collective assistance enabled me to successfully complete my paper.

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PART A

Chapter 1: Internship Preparation

1.1 My motivation to do the internship

My motivation to pursue this internship at BRAC International is rooted in my passion as I always wanted to serve in the development sector and contribute to social impacts. I consider myself lucky enough as I got the opportunity to work in the Human Resource Division at BRAC International which perfectly aligns with me as I took my major Human Resource Management and minor Sustainable Development. This internship not only motivates me but also makes me excited as I can work closely with HR functions and tasks on an international scale and have hands-on experience. The diverse team at BRAC International provides me an ideal opportunity to learn from different viewpoints and improve my adaptability and problem-solving skills. Furthermore, I see this internship as an opportunity to network with experienced professionals in the development industry in search of mentorship to help guide my career forward.

1.2 My process of applying and managing an internship at BRAC

This internship search process will always be one of the most memorable learning experiences of my life. During my 11th semester, after midterm, I started searching for internships at multinational companies and NGO's. I started to look into LinkedIn and company career websites to look for internship opportunities to drop my CV. I used to give multiple tests, like aptitude tests, personality tests, focus group discussions, etc., as the companies required multiple stages to be selected. I clearly remember that it was my last final exam of the 11th semester. I got a call for an interview from the Dhaka Tribune, and I went to give their interview; however, they selected me and told me to join them within two days. As I did not receive any other emails or calls from other companies, I decided to start my internship at the Dhaka Tribune. Interestingly, the day I joined Dhaka Tribune, I started receiving interview calls and emails from BKash's second round, which is a focus group discussion, and an interview call from BRAC Centre on the same day I joined Dhaka Tribune. Then I went to give both of the interviews. I was selected for both BKash and the BRAC Center. Meanwhile, the day I went for the interview at BRAC Center, I also had an aptitude test at Aarong Centre. So, I took the aptitude test in the middle of the journey to Brac Center for my interview. Luckily, I also passed the Aarong Center aptitude test. But in the end, I chose to stay at BRAC International in the HR Division. After joining BRAC International, I also got an interview call from British American Tobacco, but it didn't lead to an offer. The difficult part was choosing a company to do my internship because I got selected by my desired companies, but then I chose to pursue my internship at BRAC International, as I have already

mentioned that it aligns with my study background and I will have the experience to relate my theories to the real work environment. Also, it will help me enhance my CV experience.

1.3 My Internship Interview Experience

As I got the chance to give interviews at many companies, I learned a lot by attending each and every interview. My interview experience at the BRAC Center amazed me. Because when I went to give the interview, I was not expecting the BRAC Center to be this organized and decorated in a beautiful manner. I was selected for BRAC International HR Division, which is on the 14th floor, and the whole office is decorated with international showpieces from different countries. The main thing that amazed me is that when I entered the room to give my interview, I thought they were going to ask me to introduce myself, but instead of this, they introduced each other first, then asked me to say something about me. Then they asked me about the causes I had as my HR major. Also, what type of research did I do, and what was my sample in that research? It went well, and they also asked me if I could join within two days or not. So far, my interview has been smooth, and I gave all the answers confidently. My co-curricular activities that I did at ULAB made quite a good impression on them.

1.4 Relevant information about the organization

BRAC is an international organization from Bangladesh that began in 1972. They team up with over 100 million people facing inequality and poverty to help them succeed. They're known for their approach that involves the whole community and brings about big, long-lasting changes. They work in tough-to-reach places, areas hit by disasters, and with groups like women and children, especially. BRAC isn't just one thing- it's a system of solutions. It runs social programs, businesses that help society, respond to emergencies, have a bank, and even a university.

BRAC being a global leader in making well designed programs which are also low cost is able to get positive outcomes. A media organization in Geneva has ranked BRAC as the number one development group in the world for several years running.

BRAC International is a big non-profit with a goal helping people and communities dealing with poverty, lack of education, illness, and unfairness. It was started by Sir Fazle Hasan Abed, it's now the biggest non-government organization worldwide, working in 15 countries in Asia and Africa. BRAC makes plans that have been shown to work and can be used on a large scale. They give people the tools and confidence they need to reach their goals. BRAC's expertise covers different areas like health, farming, small loans, education, and supporting young people. All this is touching the lives of more than 100 million people in countries in the Global South.

Mission:

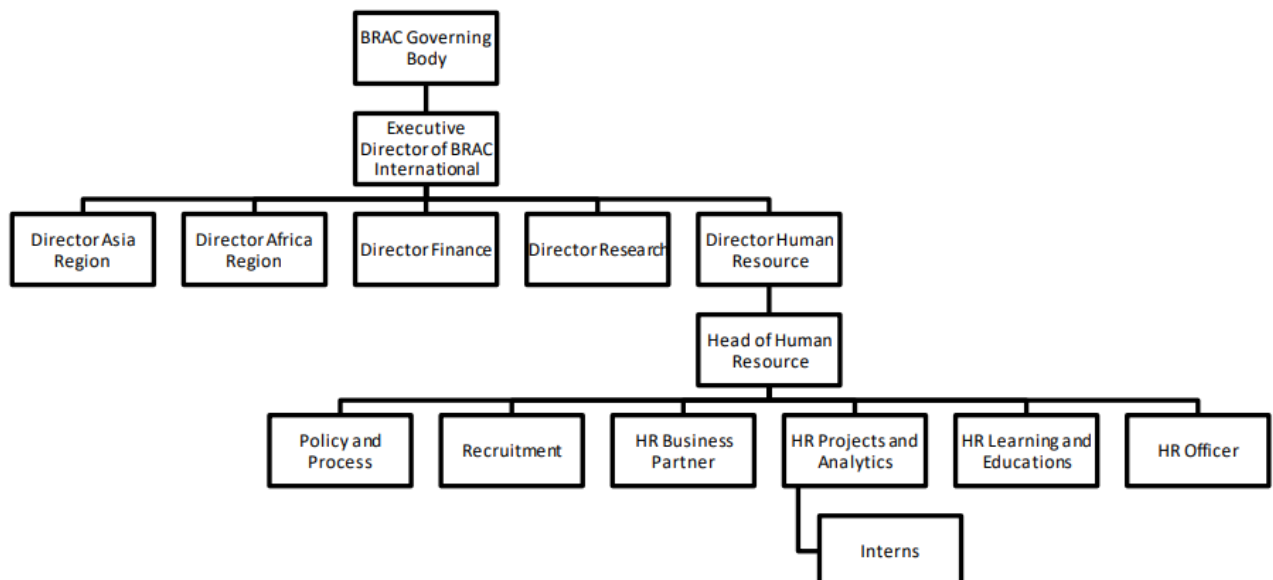
Mission is to empower people and communities in situations of poverty, illiteracy, disease and social injustice. Interventions aim to achieve large scale, positive changes through economic and social programmes that enable women and men to realize their potential.

Vision:

A world free from all forms of exploitation and discrimination where everyone has the opportunity to realize their potential.

Core Values:

- Integrity.
- Innovation.
- Inclusiveness.
- Effectiveness.

Organogram

Chapter Two: About The Internship

2.1 My Position/ Job Description

I joined BRAC International Human Resource Division as an intern on the recruitment team. In my three months as an intern, I have gained a lot of experience. My office is in a 20th-floor building, and I sit on the 14th floor, which is BRAC International. It is located in Mohakhali 75. BRAC International has its own departments, like the finance team, talent acquisition team, recruitment team, learning and development team, humanitarian team, and legal team. The office is well decorated with traditional things from the country where BRAC operates. For example, they have Ugandan traditional music instruments. The office has a tea corner where every employee can get tea or coffee whenever they want.

2.2 Work Culture

The work culture at BRAC also amazed me a lot. Women are mostly respected and prioritized in every way. Not only that, their logo color is magenta, which is a feminine color used to convey their women-focused programs. In BRAC, every employee calls each other apu or bhaiya, including all the supporting staff. The office starts at 8:30 a.m. in the morning and ends at 5:00 p.m. in the afternoon. But there is flexible time, so employees can come to the office between 8:30 a.m. and 10 a.m. Every week for five days in the office, we need to work, and any one day in every week, employees can work from home. So, there are two days off. Moreover, every Thursday, they have a discussion session in the morning with tea and snacks. Every employee shares their innovative ideas, their field visits to abroad experiences, or any announcement if there is any. After the discussion in the office, we have a short cultural session as well, with employees playing guitar and singing. It lasts for an hour every week. Also, the new employees give their introductions in this Thursday session. All over, the work environment is very friendly, and employees cannot force or order other employees; they can only request if he or she could do it. So, everyone asks in a polite manner. BRAC International uses Skype for better communication, so every employee needs to have their own Skype account. They have two restaurants on the 4th floor named “Shuruchi and Shutripti.” All the employees, including staff, sit together and have their lunch together.

Job duties and Responsibilities:

As an intern, my duties and job responsibilities in the recruitment team were mainly recruitment-related tasks.

1. Sorting CVs for various positions, both international and national. To sort CVs, I had to download CVs from LinkedIn through the BRAC official recruit email and internal mail. For a position, I used to download around 50 to 80 CVs, and I needed to sort them into three lists: confused, longlist, and not selected within the deadline they used to provide me.
2. Making interview documents such as a candidate summary, interview outcome, and note of declaration—these three documents I used to make for the near-date interview session and make separate files for each board member.
3. Making job descriptions and job advertisements. I need to look at the information provided in the job description and then make a job advertisement according to that.
4. Sending emails to candidates who are selected for an interview round to fill out disclosure forms and pre-questionnaire.
5. Editing the policies of different countries where BRAC operates. I edited the report of finance limited BRAC Tanzania and compared it with another report by BRAC Maendeleo.
6. Assisting and supporting in conducting interview sessions

New skills I learned:

I have learned a comprehensive understanding of HR tasks, including recruitment processes, maintaining privacy policies, handling employee records (both digital and hard copies), communication with international candidates, managing interviews, fostering corporate culture, and participating in meetings. I have significantly improved my Excel skills and typing speed through continuous practice. Regular email communication has provided me with formal experience, and using email for official documentation ensures proper authorization and record-keeping.

Sourcing and Screening Candidates: I learned all the steps that are needed in the recruitment process. There are a total of 11 steps before recruiting an employee. I got to know all the steps and had hands-on experience with some of the recruitment steps. I learned what types of forms were needed to prepare for hiring an employee.

2.3 Resonating my educational learning with my internship roles and responsibilities:

The knowledge and abilities I gained over the course of four years have been extremely useful in my internship journey. Moreover, with a major in human resource management and a minor in sustainable development, I was able to relate my studies to my roles and responsibilities. My core course, BUS 301 (Human Resource Management), and all five major courses helped me a lot to connect with work-life experiences.

I would like to mention one project that I did in my 11th semester in the course BUS 471/4153 (Human Resource Planning). I did a poster presentation on employee benefit by implementing sustainability, where I planned to have programs like mental health assessments of employees every day through playing a game. I noticed that at BRAC International, they also practice employee benefits programs. In the office, we have a basket that is filled with various snack items, such as biscuits, cookies, chips, etc. The rule is that everyone can pick an item, but whenever someone picks an item, they have to replace it with another snack later on. Also, there is a gratitude book where they can share their gratitude. The basket's name is "Food for Thought."

Chapter 3: Self Reflection

3.1 Things I liked and disliked about my internship

I really enjoyed and loved the work environment at BRAC Center. I had an on-boarding session as well, where I got to make connections with other interns like me. The on-boarding session was very insightful, and I got to know what BRAC actually is and the root of the story. I was amazed by watching videos of Fazle Hasan Abed Sir, the founder of BRAC. It truly inspired and motivated me to keep up the good work for people. As my office is on the 14th floor, sometimes I use the stairs because I personally do not like to use the lift, so while using the stairs, I noticed that on every floor there is a quotation by Sir Fazle Hasan Abed. I still remember one of them, which is “small is beautiful, but scale is necessary.” Another interesting part is that whenever someone goes on a field visit to a country in which BRAC operates, they bring imported chocolates. Also, when the other employees from foreign countries visit our office, they bring cookies or chocolates. That is why I most often used to get imported chocolates. There are a lot of things I loved about BRAC Center. There is no discrimination between gender and class, which I loved the most. Everyone uses the same lift, even if it is from someone in top management or supporting staff. Also, everyone sits together on the 4th floor for lunch.

If I have to mention that something needs to be improved, it is the communication department that manages all the interns. They need to provide interns with onboarding sessions right after they join, so that would be more efficient and helpful as well. I got my on-boarding session after my one-month was completed. So that is why I feel like if I had the onboarding session on time, it would be much more efficient.

3.2 What could I have done better or how could the organisation have utilised me better

I could have done better if they also got me involved with other teams in HR, like the learning and development team and the communication team. I believe I have skills in making good slides and in providing impactful presentations. As the work pressure was a lot, I think they could have taught me more, as they have a lot of vast areas of HR, but instead of this, they only restricted my work in the recruitment team.

3.3 Things I would like to continue in my new position

I would definitely love to continue working at BRAC International for my next position as officer of the talent acquisition team. As I mentioned earlier, the internship program can be improved by giving the intern more experience in other HR aspects, as they have a vast area. Interns can attend their

meetings by taking meeting minutes so that they can get experience conducting meetings as well. In addition, the onboarding session can also be done immediately when an intern joins. Also, they can provide some more sessions or lectures online that will add more value to their internship program. For marketing purposes, they can post pictures of interns with their gratitude so that people will be more attracted to their internship program.

Chapter 4: Personal Development Plan

4.1 My next course of action and career plan

I will actively pursue a manager position in any multinational company or BRAC center as an HR. Then, after gaining experience, I plan to apply for my master's degree in any country in Europe. But if I fail to get my desired job in Bangladesh, I will start as soon as possible to prepare myself for getting a Master's degree with a scholarship in Europe. I am interested in doing my masters in psychology or MBA. While studying HR major subjects, especially the course BUS 301 (Managerial Skills Development), I found my interest in psychology, as our faculty used to give assignments based on psychology tests and personality tests as well. From the very beginning of my university in my first year, I was very inspired by some of my faculties, and I decided back then to pursue my Master's degree abroad, which I believe will help me build my career more strongly.

4.2 Technical and interpersonal skills I want to develop at present for securing career

In the long run, I would prefer to switch from the corporate field to the education field. In order to be a lecturer in the future, I would need a PHD degree from many reputed universities. So, I am mentally prepared to travel to another country to pursue the PHD degree, which will help me fulfill my dream of being a university professor.

In order to fulfill my career dreams, undoubtedly, I would have to enhance my skills as much as possible. Some are soft skills, and some are hard skills that I would like to improve. I want to develop my technical skills, such as getting used to standard HRM software that is widely used across the world.

I also need to improve my interpersonal skills, such as the ability to effectively communicate with people from different backgrounds. Additionally, I need to gain a better understanding of the job market and the current trends in the industry.

PART B

Executive Summary

Implementing AI in the recruitment process captivates attention due to its potential to transform how organizations like BRAC International discover top talent. The prospect of AI-driven efficiency and fairness represents a significant shift in traditional hiring practices, sparking immense interest in its impact on future recruitment strategies. However, the research objective is to find out how efficient and effective AI will be in implementing AI in the recruitment process of BRAC International in the future. For this purpose, secondary data is used to gain an in-depth understanding of the effectiveness of implementing AI in the future recruitment process of BRAC International. The data analysis was collected through previous research studies that showed the effectiveness of implementing AI in the recruitment process and also the pros and cons of using AI-driven tools. The findings reveal that there should be a balance between AI technology and human intervention in the recruitment process. AI should be used to automate the recruitment process, but not to replace the human element in the process. AI should also be used to optimize the hiring process and make it more efficient. By doing this research, it tried to show that implementing AI in the future recruitment process of BRAC International. This will help BRAC International save time and resources while still maintaining the quality of the recruitment process. AI can also be used to identify potential candidates more accurately than humans, as well as to reduce bias in the hiring process. Although there is a need for a balance between AI-driven tools and human intelligence.

Chapter One: Introduction

The Impact of Artificial Intelligence in the Future Recruitment Process of BRAC International

Background of the Study

In today's job market, it is very crucial to find the right candidates for the job position to make any organization or company successful. In a globalized world where technology is changing day by day, and to survive in such a job market, everyone needs to adapt to technology. Because new technology affects the globe, companies have to constantly compete on a global level (Johansson and Herranen, 2019). It indicates that accepting new developments in technology is essential for an organization to stay updated and keep a competitive advantage. Because of technology, the way companies hire employees is changing. One of the big changes in the recruitment process is the use of artificial intelligence (AI). In the early 1990s, digitization had already started in human resource management when the first electronic database was created. In an organization's HR function, artificial intelligence and automation are mostly used (Rankila, 2020).

Traditional recruitment methods include advertising in magazines, newspapers, journals, hiring executive search firms, recruiting student forms of college students and hiring agencies (Kaharuddin, Pangemanan, Rumokoy, 2018). However, a traditional recruitment process involves some steps including making job descriptions, job posting, resume reviewing, interviewing, selecting and onboarding the right candidate for the position. It is also the responsibility of HR to search for appropriate staff who will be able to cop up with the support function. It is quite troublesome to describe human resource briefly because it is interrelated with organization, humans in the organization and human judgements.

BRAC is the biggest non-governmental organization, operates projects across Asia and Africa to improve education, healthcare, and nutrition, with a special focus on empowering women. BRAC International is finding new ways to help people in the areas where they need it most. For running successful projects BRAC International needs suitable and efficient candidates or employees to operate the programs. Thus, the recruitment process or team plays a crucial part in the human resource division. By focusing on their expertise, they make sure their projects are successful. The Human Resources department plays a key role in selecting these capable individuals and placing them in the right positions. BRAC International is running projects in 11 countries: Philippines, Uganda, Pakistan, Myanmar, Tanzania, Sri Lanka, Sierra Leone, South Sudan, Afghanistan, Liberia, and the Haiti. These countries host various projects focusing on disaster response, food security, community empowerment,

education, health, agriculture, human rights, gender equality, migration, integrated development, water, sanitation, hygiene, social enterprises and microfinance.

Each country where BRAC operates has its own organizational structure. These structures include different positions that are recruited and chosen by the HR team at BRAC International's head office. Recruiting and selecting employees for both head and field offices are major responsibilities of this HR team. The recruitment process involves multiple stages to ensure efficiency and effectiveness. These steps are crucial to measure and identify the main reasons behind selecting a candidate. Also, all the steps which are followed to recruit an employee in BRAC International are manually done. It does not use any sort of artificial intelligence in their recruitment process. (Mahbub, 2015)

By applying AI to the recruitment process, it makes the traditional process easier to find the right candidate and more efficient.

This study is to understand implementing artificial intelligence into BRACs recruitment process. By investigating the effectiveness, impact and benefit in BRAC. The aim of the study is to present an in-depth understanding of how AI will impact BRAC's talent acquisition strategy going forward.

Implementing artificial intelligence in the recruitment process is making the process more data-driven and faster. Also, the process of finding the right talent is less tiresome and efficient. But there are still people who do not know much about AI.

The knowledge gap of this study lies in understanding the implementation of artificial intelligence in the recruitment process will be effective or not. Understanding the gap will help BRAC have a more efficient recruitment process and have the right candidate in their talent pool.

Research Objective

To evaluate the effectiveness of AI-driven recruitment processes improving the quality and efficiency of recruitment.

Research Questions

1. How effectively can an AI drive the recruitment process?
2. To what extent AI-driven recruitment can remove biases and keep fairness?
3. How can organizations adapt to the AI-driven recruitment process?

Chapter Two: Methodology

Type of Research

Among three primary types of research Narrative research is the type which deals with experiences of individuals while revealing the insights related to the topic. This type of research provides the solutions of existing issues. On the other hand, Descriptive research simply presents the existing information, in detail without much alteration. Here the topic is described in depth with the mentioning of data analysis as well as survey if needed. Another type of research is Explorative, in this type new possibilities and point of views are explored. Here literature review is mostly prioritized to support the new explored idea.

As this report is simply presenting the impact of AI implementation in the recruitment process of BRAC International, this falls under the descriptive research. In this report the existing benefits of using AI in the recruitment procedure is mentioned as well as what difficulty BRAC International is facing while not using AI in the hiring process is also discussed.

Research design

Between primary and secondary research design this is designed to be a secondary report. The sources of this report are secondary. Several data have been collected from the organizational annual report, organizational internal record, official website of BRAC International., annual report of other INGOs, companies using AI for recruitment as well as from the official website of those organizations. In order to define multiple terms research papers and reports have been chosen. Among the reports several internship reports on BRAC International have been chosen as well. The collected data has been processed in google spreadsheet chart and Microsoft word SmartArt to create a visual representation of the unorganized data while making it into properly understandable information. In this case the sources were both secondary and primary works.

Data Analysis:

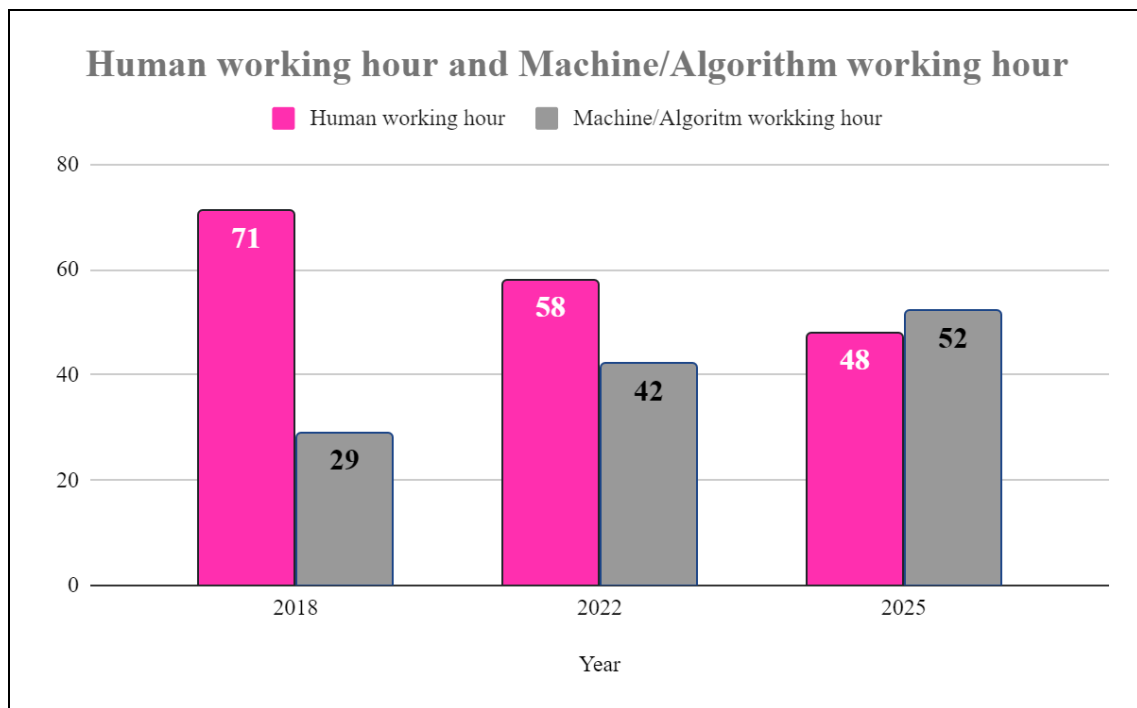


Figure: 01

In the above chart, the way work is shared between people, machines, and computer programs is changing fast. According to the World Economic Forum's report "The Future of Labor" (2018), in 2018, people did about 71% of the work hours in industries, while machines or computer programs did 29%. But by 2025, it's predicted that people will do around 48% of the work hours, and machines or programs will do about 52%. (Balderson, 2023)

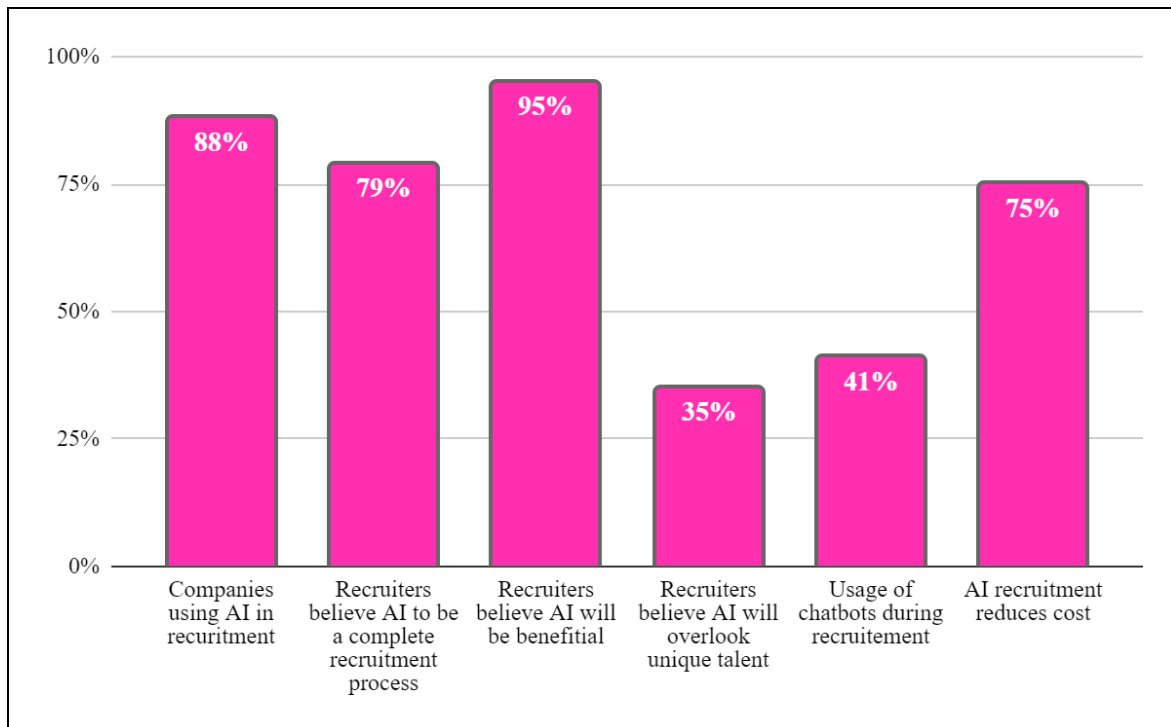


Figure: 02 AI usage age in recruitment (global context)

This chart includes the global percentage of the company around the world using AI one way or another, 88% of companies are using AI in the recruitment, 79% of recruiters believe AI to be a complete recruitment process, also 95% of recruiters believe AI will be beneficial, 35% of recruiters believe AI will overlook unique talent, 41% of the time chatbots are being used and 75% AI recruitment reduce cost. (Antonova, 2021)

Recruitment Technique	Suitability for Large Organizations	Suitability for Small Organizations	Suitability for Small Organizations
Resume Screening	High	High	For the kind of roles that have clear criteria as well as qualifications.
Candidate Matching	High	High	For the kind of roles which have high number of applicants and even data.
Video Interview	High	High	For the kind of roles that have strong interpersonal skills and good communication.
Chatbots	High	High	For the kind of roles which requires regular communication with the candidates.
Predictive Analytics	High	High	For the kind of roles that have specific KPIs and well explained metrics.
Gamification	Moderate	Moderate	For the kind of roles which have relatively more motivational and goal oriented.
Virtual reality	High	High	For the kind of roles that requires practical as well as technical skills assessment.
Social Media screening	Moderate	Moderate	For the kind of roles which possess strong organizational cultural value and organizational alignment.

Figure: 03

This table mentions the suitability of AI based recruitment techniques for both small and large organizations. A very brief suitability explanation is also given for each technique keeping align with organizational industry, size and job role. (Albassam, 2023)



Figure: 04

This diagram mentions three aspects of AI adaptation in HR those are the issues of using AI in HR by consultants, educating recruiters about how to use AI and planning how recruiters can make employees to adapt with using AI in their recruitment process. (Tuffaha, Perello-Marin, Suarez-Ruz, 2022)

Limitations for this study:

- Time limit- The time limit of conducting the research was only 3 months and in between other responsibilities of the internship work had to be performed. If the duration of the research period had been more, then it would have been a better and detailed report.
- Limitation of sources- During the research it was noticed that there is a lack of abundant information regarding this field. As usage of AI is a comparatively new process for organizations and specially for INGOs, there is a limitation of ideal resources regarding this topic.
- Scope of primary report- This report being a secondary report, there is undoubtedly a scope to create a primary report in this same topic. If real raw data is collected from different organizations using AI in recruitment, the report would have been more in depth and accurate results.

Chapter Three: Findings and Discussion

A recruitment process in an organization starts with analyzing the job requirements that are needed for that particular position by announcing the job, then screening and selecting the right candidate, and finally hiring and welcoming the candidates who match all the criteria with the job description and are welcomed within the organization. (Javed & Brishti, 2020)

The recruitment and selection process of BRAC International involves several stages, each essential for ensuring efficiency and effectiveness. These steps are crucial as they enable measurement of the entire process and identification of the key factors contributing to candidate selection. (Mahbub, 2015)

BRAC International follows the manual process to do their recruitment. It involves nine steps, such as planning and forecasting, staff requisitions, advertisements for jobs, shortlisting candidates via CV screening, approaching the shortlisted candidates, arranging the “first interview with the shortlisted candidates, arranging the “second interview with the first round of interviewed candidates, updating the recruitment database, and lastly, joining the Candidates. (Adrita, 2016)

Artificial Intelligence AI can be defined as an umbrella term, as it is the implicit intelligence of machines. Perhaps artificial intelligence (AI) was introduced so many years ago, but still, it is a blurry concept among people, and often they wonder what (AI) actually is. (Javed & Brishti, 2020) In Recent years, Artificial Intelligence (AI) has been an efficient way to recruit the right candidate in an organization or company. According to Johansson and Herranen (2019) using Artificial Intelligence in the recruitment process.

They use AI-based talent recruitment programs, such as **WePow, HireVue, and SparkHire;** algorithmic biases are an issue. Using AI video programs, such as WePow, HireVue, and SparkHire, **candidates' emotions, eye movements, voice cadences, and ages** are analyzed and suggested as the most suitable candidates for the position. Apart from consent and data privacy issues, AI-based programs often misinterpret and miscode candidates' expressions, such as voice, inflection, and accents. (Ceia, Nothwehr, 2021) This use of AI based recruitment helps Oxfam to **identify the best candidate** for their organization. On the other hand, BRAC International does the recruitment manually. BRAC International does not use any sort of AI application in their recruitment process. A huge number of CVs are viewed to shortlist the candidates which might involve some human error. In BRAC International there is a search committee where basically the intern and one of the recruiters are

encouraged to review and evaluate all the CVs by ensuring and following the job description with required qualification (Tamanna, 2015). This could cause the organization to miss out on some excellent candidates. AI-based recruitment helps to reduce the chances of human error and ensures that the best candidate is selected for the job. Antonova (2021) came up with a system using a tree technique to look through loads of CVs more easily. Furthermore, new apps are in the works to make finding and hiring people quicker and fairer. These tools don't just get info from big databases, but they can also figure out important connections we might not even know about yet.

As BRAC International does not have these AI recruitment tools, they have to complete screening, reviewing, evaluating, and going through all the CVs, which might be included, in a more lengthy and time-consuming way. Not using AI recruitment tools might make it harder to find the perfect person for the job. These tools can swiftly pick out the top candidate based on their skills and background, saving BRAC International both time and money making it more efficient and effectively.

Pros of using artificial intelligence in the recruitment process:

- AI helps quickly and effectively go through lots of CVs, doing it faster and better than how humans traditionally do it in a recruitment process. It is very important to find the right candidate and not miss out the suitable candidates for the particular position.
- AI saves a lot of time in the recruitment process when there is an urgency to find the suitable candidates for a particular job or position.
- Recruiters find it easier by using AI tools to lookout for talent because all these profiles are online. It's too much for recruiters to review all these profiles by hand, but AI can help get it done.
- As AI has introduced chatbots, a new tech that's improving communications that lets recruiters engage with candidates in real-time. They work like virtual assistants such as Siri and Google and use language skills to understand and reply to messages.
- AI tools and software make recruiting faster and reduce the workload for the recruitment team. This gives them more time for other tasks, making work more efficient and boosting the organization's performance as well.

Cons of using artificial intelligence in the recruitment process:

- AI is not magic; it has some disadvantages as well. AI in the recruitment process matches jobs, screen applicants, and understand patterns, it needs a lot of data. Thus, If there isn't enough data, the results from AI tools might not be reliable. As a result, it might create uncertainty in decision-making because AI relies heavily on data rather than a human perspective."
- Another assumption in the near future is AI might start copying human biases as it learns. This happens because of 'machine learning' in AI, where it studies human decision patterns and might start making biased decisions similar to humans which is also a disadvantage.
- As people also have some doubts about the acceptance of AI technology. Especially in terms of the personal touch during face-to-face interviews, which isn't present in video interviews conducted by AI. It's difficult to explain, but seasoned interviewers often notice unique qualities in candidates that aren't evident in resumes or appearance. Right now, AI software can't replicate this kind of observation.

As BRAC International does not use AI in case of recruitment it takes comparatively a longer time to screen the CVs. A longer period of human workload might cause less work productivity. Not using AI in hiring the process reduces the work efficiency and effectiveness. This limitation of not using AI creates a barrier for sourcing and identifying ideal candidates because in the new world there should not be boundaries of time and place. Having a manual recruitment takes away a large amount of time which could have been allocated for other HR necessary tasks. BRAC International is directly missing out on achieving the mentioned advantages due to not using AI in their recruitment process. Moreover, several organizations mentioned earlier use AI and have found positive results in the recruitment process as well as in other organizational operations.

Chapter Four: Recommendations

From the findings of this research, it has been enlightened that the effectiveness of using artificial intelligence in the recruitment process has a lot of potential and benefits. Based on the analysis BRAC International is recommended to use AI in their recruitment process to identify potential candidates more accurately. Reduce the time and resources spent on recruitment. Improve the fairness and objectivity of the recruitment process. Moreover, BRAC International can implement in their future recruitment AI driven tools such as automated resume screening, predictive analyzing about candidates, and chatbots can really help find the best candidate more quickly and accurately.

However, there should be a balance between using human judgment and technology. As there are some cons, implementing artificial intelligence in the recruitment process. That is why there is a need for a balanced use of AI.

AI should be used in a way where the reduced workload does not increase unemployment. As some of the researches' mentioned AI does not always provide hundred percent accurate results, the organization must keep in mind to update and implement AOI tools which are most likely to provide accurate results.

Chapter Five: Conclusion

Finally, in this research I tried to evaluate the efficiency and effectiveness of artificial intelligence in the recruitment process. Moreover, it focuses on identifying how AI driven tools can remove biases and fairness and how an organization can adapt to an AI driven recruitment process. Through this research it will help readers understand the efficiency of AI in the recruitment process in the future of BRAC International recruitment process. As it is followed by secondary research by analyzing data from other companies and it was also compared with other INGO those who use AI in their recruitment process. Although in this research there is some limitation of time, resources and primary data, the available resources were used to present a good quality of the report. By doing data analysis mentioning human working hours vs machines / algorithm working hours, AI usage in recruitment, AI recruitment techniques for different organization size and implementation process of AI. Through the systematic literature review it has got an in-depth understanding. As implementing AI in the recruitment process has both pros and cons, that is why only implementing AI will not solve the problem solely; rather there should be a balance between human judgment and technology.

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Appendix

Internship Proposal Form (approved by the supervisor).

Name: Anika Tasnim Urmi

ID: 201011215

Semester (Spring/Summer/Fall): Fall 2023

Department: School of Business

Supervisor's Name (Faculty): Abdul Baten

Organization Name: BRAC

Internship Title: The Impact of Artificial Intelligence in the Future Recruitment Process of BRAC International.

Urmi
17.10.23

Student's signature & date

Supervisor's signature & date

Acceptance Letter



Volunteering / Internship Agreement

In consideration for an internship placement at BRAC, from (start date) 12.09.23 to (end date) 13.12.23, the undersigned (hereinafter referred to as "INTERN") agrees to the following:

1. The INTERN agrees that he/she is at least eighteen years old (18) and has provided emergency contact information to the Internship Unit of the BRAC Communications Department;
2. The INTERN agrees that he/she will be receiving BDT 8000 per month as stipend from BRAC for the duration of his /her internship
3. The Intern will be responsible for his/her own medical emergency and costs arising from accidents and/or illness, incurred during the internship
4. The Intern will be responsible for his/her personal safety and security outside BRAC premises;
5. The INTERN is personally responsible for obtaining necessary visas and arranging travel to and from Bangladesh. BRAC may, at its discretion, provide transportation to and from BRAC premises in-country;
6. The INTERN agrees to abide by the rules and regulations of BRAC and the direction of his/her supervisor and the Internship Unit regarding professional and personal conduct during the internship;
7. The Intern agrees to abide by the Code of Conduct and the following safeguarding policies and guidelines:
 - BRAC Safeguarding Policy
 - BRAC Prevention of Workplace Bullying and Violence Policy and Procedure
 - Child and Adolescent Protection Policy
 - BRAC Adults with Special Needs Policy
 - BRAC Sexual Harassment Elimination (SHE) Policy
 - BRAC Whistleblowing policy
 - BRAC Safeguarding Reporting and Response Mechanism
 - BRAC Guidelines when Communicating with Victim/Survivor
8. The INTERN agrees to abide by the controlled-substance laws of Bangladesh and not to use any illicit drugs or substances considered illegal there or any BRAC premises throughout the internship;
9. The INTERN understands that if he/she would like to change the internship area or focus, this change will have to be decided within the first week of the internship and with the consent of the supervisor and that such change may take up to four (4) weeks;
10. BRAC reserves the right to make changes to the internship programme or in the programme's proposed schedule and itinerary;
11. The INTERN understands that he/she will be serving in an "at will" capacity and that BRAC may terminate the internship if i) INTERN engages in action endangering his/her self or others; (ii) INTERN's attendance and participation is irregular or their performance does not satisfy the terms of agreement; (iii) INTERN's conduct is considered to be inappropriate, detrimental or incompatible

BRAC

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Bangladesh

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E: info@brac.net
W: www.brac.net

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with the best interest and welfare of the internship programme. BRAC will notify the sponsoring institution before or immediately upon such termination;

12. The INTERN agrees to keep confidential any and all unpublished information or other information he/she obtains through the course of the internship that he/she knows has not been made public, or should not be made public, except with explicit authorisation from BRAC and not to publish any reports or papers on the basis of information obtained during the internship, both during and after the internship without written approval of the internship supervisor and the BRAC Communications Department;
13. The INTERN recognises that any academic credit or arrangements for academic credit are solely his/her responsibility in his/her dealings with the sponsoring institution. The BRAC designated supervisor will provide the INTERN with reasonable documentation as necessary for these purposes;
14. The INTERN will complete an internship evaluation questionnaire at the end of the internship and submit it to his/her supervisor and the Internships Unit of the Communications Department.
15. The INTERN will return his/her temporary BRAC identification badge upon completion.
16. The INTERN agrees that any internship data including write-ups, reports, pictures, etc may be edited and/or used in BRAC communication materials, social networking websites and/or uploaded on BRAC's official website with credit and without compensation.

I have read and understood the conditions governing any participation in BRAC's internship programme. I further understand the possible actions that may be taken should I act in a manner inconsistent with these conditions.

Anika Tasnim Ummi

INTERN name

Ummi

Signature

17.09.23

Date

 Nasima Akter

BRAC representative



Signature

17.09.23

Date

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