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Digital HR Practices in an AI-First Technology Company

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ABSTRACT :

Human Resource Management plays an important role in helping a company find the right people, support employees and organise work fairly. In technology companies, recruitment can be challenging because many roles require specialised skills in areas such as artificial intelligence, data engineering, software development and product management. Digital platforms and AI tools can make parts of the process faster, but they still need to be used carefully. This article explains key recruitment activities, including understanding job requirements, sourcing candidates, screening resumes, arranging interviews and maintaining records through an HR management system. It also discusses how tools such as ChatGPT, Claude and Keka HRMS can support HR work, along with the importance of privacy, fairness and human judgement. The aim is to explain these practices in clear language and show how technology can support, rather than replace, the people who make HR decisions.

Keywords: Human Resource Management, Recruitment, Artificial Intelligence, Digital HR, Candidate Screening, HRMS, Performance Management.

1. Introduction

Human Resource Management is not limited to hiring employees. It includes activities that help an organisation attract suitable people, guide their work, review performance and create a positive working environment. Recruitment is one of the first steps because the quality of hiring can impact on team's performance, the pace of work and the organisation's ability to reach its goals.

Recruitment in a technology-focused company can be different from recruitment in many other industries. Some roles require knowledge of generative AI, large language models (LLMs), retrieval-augmented generation (RAG), AI agents, automation, software development or data tools. A candidate may have a strong academic background but still need to show practical skills that match the role. For this reason, recruiters need to understand the job requirement clearly before searching for candidates. Onelab Ventures is described in the information used for this article as a product-focused technology company working with AI-based solutions, GenAI, LLMs and automation. This article explains recruitment and selected digital HR practices in this type of work environment.

2. Understanding the Job Requirement

A successful hiring process commences with a clear understanding of the vacancy. Before searching for resumes, HR should discuss the role with the hiring manager and clarify what the new employee will be expected to do. This includes the main responsibilities, technical knowledge, level of experience, education requirements and any important communication or teamwork skills.

Different roles need different screening standards. For example, an AI Product Manager may need to understand product planning, user needs and AI-enabled workflows. A Data Engineer may need experience with data pipelines, databases and data processing. A Forward Deployed Engineer may need strong technical skills as well as the ability to work with customers and turn business problems into practical solutions.

It is helpful to divide requirements into three groups: essential skills, preferred skills and points that need clarification. Essential requirements are those that a person must meet to perform the job. Preferred skills can strengthen an application but may not be compulsory. This simple method helps recruiters review candidates more consistently and explain why a profile has moved forward or has not been shortlisted.

3. Finding Suitable Candidates

Candidate sourcing means finding people who may be suitable for a vacancy. Recruiters can use recruiting platforms, professional networks, technical communities and referrals to reach potential applicants. Platforms such as Naukri.com, LinkedIn and Indeed are useful for searching profiles and advertising vacancies. GitHub can also provide information about publicly shared technical projects, where relevant to the role.

Boolean search is one method that can make online sourcing more focused. It uses words such as AND, OR and NOT to combine job titles, skills and related terms. For example, a recruiter looking for an AI-related engineering profile can combine terms for the job title with relevant technical skills. The search should be adjusted according to the role, because using too many narrow terms may hide suitable candidates, while a very broad search can produce too many unrelated profiles.

No single platform is suitable for every vacancy. The choice depends on the kind of role, the experience level and where suitable candidates are likely to be active. A profile found online is only a starting point. Recruiters should read the complete resume, check the evidence for relevant skills and avoid assuming that a person is suitable just because certain keywords appear in the profile.

Keeping candidate records updated is equally important. A clear tracker should show where each candidate came from, whether the resume has been reviewed, the current stage, interview details and the next follow-up. Accurate records reduce confusion, help recruiters manage several vacancies and make it easier for hiring teams to understand the status of each applicant.

4. Using AI in Resume Screening

Artificial intelligence can support recruiters with tasks that involve reading, organising and comparing information. Tools such as ChatGPT and Claude can help summarise a resume, identify skills mentioned in it, compare the information with a job description and highlight areas that may need a closer review. This can be useful when a vacancy has several technical requirements or when many applications need to be reviewed.

For example, a recruiter can ask an AI tool to list the essential skills from a job description and then identify where the resume provides evidence of those skills. The output should be treated as an initial aid, not as a final assessment. The recruiter must check the original resume because AI may misunderstand a phrase, overlook relevant experience or present an uncertain point as if it were confirmed.

AI tools also have limits. They may reflect bias in the information they process, miss transferable skills or give different results depending on how a question is written. Therefore, recruiters should use clear instructions, apply the same job-related criteria to all candidates and verify important findings manually. An AI-generated summary should never be treated as proof that a person is suitable or unsuitable.

Privacy is another important consideration. Candidate resumes may contain personal information, so HR professionals should follow company policies and approved practices when using external AI tools. Only information needed for the task should be shared, and confidential details should be protected. The final decision should remain with the recruiter and hiring manager, who can consider context and ask follow-up questions.

5. Candidate Communication and Interview Coordination

Recruitment is also a communication process. Candidates need clear information about the role, the selection stages, interview timings and any preparation required. Recruiters may need to reply to applications, confirm availability, coordinate with hiring managers and send meeting invitations through tools such as Microsoft Teams.

Interview coordination may seem like a small administrative task, but it affects the experience of both candidates and interviewers. A missing link, incorrect time or late update can create confusion and delay the process. A simple checklist can help confirm the date, time, time zone where relevant, interview stage, participants and meeting link before an invitation is sent.

Timely and respectful communication helps candidates understand what is happening. If a decision takes longer than expected, a short update is more helpful than leaving the candidate without information. Even when a candidate is not selected, professional communication helps maintain a respectful relationship with the person and supports the organisation's reputation**.**

6. Digital HR Activities Beyond Recruitment

An HR Management System (HRMS) brings HR information and activities into a digital system. It can help organisations maintain records, track tasks, manage employee information and organise processes that might otherwise depend on separate spreadsheets or email messages. Keka HRMS is one example of a system that supports HR workflows, including recruitment-related records and performance management activities.

For recruitment, an HRMS or tracking system can help show a candidate's status and the next action required. The value of the system depends on the accuracy of the information entered. If a status is not updated or the wrong details are saved, other team members may rely on outdated information. HR professionals should therefore check records carefully and make changes only when they are authorised to do so.

Digital systems make information easier to organise, but they do not remove the need for human care. Employee and candidate records should be accessed only for genuine work purposes, and sensitive information should be handled according to company policy. Clear processes and accurate data help the system support the people using it.

7. Performance Management and Goal Setting

Performance management helps connect an employee's work with the goals of the organisation. It can include setting goals, reviewing progress, giving feedback and discussing areas for improvement. A well-organised review process gives employees a clearer idea of what is expected and gives managers a structured way to discuss performance.

Goal setting should be clear and practical. Employees need to understand what they are expected to achieve, how progress will be assessed and when the goal should be reviewed. Where possible, goals should be specific, realistic and linked to the employee's role. Goals should also be communicated clearly so that employees and managers share the same understanding.

When a review cycle is managed through an HRMS, the HR team should check that the correct employees are included, the review period and forms are set up properly, and goals are assigned to the right people. If a review does not appear for an employee, useful checks may include eligibility, cycle settings, employee inclusion, goal assignment and the current review status. The exact steps depend on how the organisation has configured its system.

Technology can make review tasks easier to track, but a performance review should not become only a form-filling exercise. Meaningful feedback, clear expectations and a fair discussion between the employee and manager remain important.

8. Onboarding and the Employee Lifecycle

The employee lifecycle includes the different stages of a person's relationship with an organisation, from attracting and hiring them to supporting their development and eventual departure. Recruitment is one stage of this wider process. After a candidate accepts an offer, onboarding helps the new employee understand the organisation, their role, the team and the basic processes they need to follow.

A good onboarding process usually includes clear communication before the joining date, guidance on required documents, introductions to colleagues, access to the tools needed for work and an explanation of role expectations. The exact steps vary by organisation, but the purpose is to help a new employee settle in and begin work with fewer avoidable difficulties.

HR also supports other parts of the employee lifecycle, such as learning and development, employee engagement, performance management, employee relations and HR administration. These activities are connected: recruitment brings people into the organisation, onboarding helps them settle in, learning supports growth and performance management helps keep expectations and progress clear

9. Conclusion

This shows that recruitment involves several connected tasks: understanding the role, finding candidates, reviewing resumes, communicating with applicants, arranging interviews and keeping records updated. Online sourcing platforms can widen the search, while AI tools can help recruiters organise and compare information. Keka HRMS can also support recruitment tracking and selected performance-management activities. Technology is most useful when it supports a clear process rather than replacing careful judgement. A resume-screening tool may miss context, and an HR system depends on accurate information. Recruiters and hiring managers therefore remain responsible for checking evidence, treating candidates fairly and making decisions. Clear requirements, timely communication, reliable records and responsible use of AI can help make recruitment more organised and professional.

Ethical Considerations

This article is intended for academic use. Candidate names, personal contact details and confidential employee information have not been included. AI is discussed as a support tool, and decisions about candidates should be checked by a person against relevant job requirements. Statements about the company are limited to the information and activities available for this project.

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