



## Utilization of Artificial Intelligence for Recruitment of the Best Educational Talent

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### Abstract:

This research explores using artificial intelligence (AI) to support the recruitment process of the best talent in the education sector. Using a quantitative descriptive approach, data was collected through surveys of educational institutions and analysis of documents related to AI implementation. Data analysis techniques include descriptive statistical analysis to measure the acceptance of AI technology and its impact on selection efficiency, global search of candidates, and recruitment diversity. The results show that talent intelligence, including academic ability, creativity, problem-solving skills, and emotional intelligence, is an important factor in selecting prospective teachers. In addition, applying application tracking systems (ATS) and AI in recruitment management facilitates acquiring the right talent. These findings imply the importance of integrating AI technology in recruitment strategies to improve recruitment results quality and strengthen educational institutions' competitiveness in the digital era.

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Artificial Intelligence, Talent Recruitment, Selection Efficiency, Candidate Diversity

## INTRODUCTION

In human resource management theory, recruitment aims to find the best candidates who suit the organization's needs through systematic and measurable methods (Guest, 2024; Kanaf et al., 2023). However, in practice, the recruitment process in the education sector often faces significant challenges, such as subjective bias, long selection times, and limitations in comprehensively assessing candidate potential (Hofeditz et al., 2022; Hunkenschroer & Luetge, 2022). Artificial intelligence (AI) technology has been introduced as a potential solution to address this problem, but adoption rates remain low. A lack of understanding and trust in the technology and implementation cost constraints causes this. This gap indicates the need for a more strategic approach to leveraging AI to support more efficient, fair, and data-driven recruitment processes in the education sector (Ahmad et al., 2023; M. Johnson et al., 2021). Therefore, this research focuses on exploring the potential of AI in overcoming these obstacles.

Previous research shows that AI can improve accuracy in the candidate selection process. For example, a study by (Gagandeep et al., 2024) found that using AI algorithms in CV analysis reduced gender bias by 30%. Another survey by (Alvina Dwi Suwandita et al., 2023) shows that AI-based chatbots can improve the candidate experience during recruitment. However, most of this research has focused on the corporate sector, while education has received less attention (Heru & Bali, 2024). The position of this research is

to fill this gap by exploring how AI can be adapted to meet the specific needs of the education sector, such as assessing candidates' pedagogical competence and professional ethics. This research will provide new insights into the application of AI in a more specific and critical context.

This article aims to answer several key questions regarding the use of AI in recruiting top talent in the education sector: How can AI be used to increase efficiency and accuracy in the recruitment process in the education sector? By answering this question, this research is expected to provide a deeper understanding of the benefits and challenges associated with implementing AI in recruiting top talent in the education sector. Apart from that, it is also hoped that this research can explore the potential for developing an integrated AI-based recruitment model, which can be a reference for other educational institutions in developing similar approaches to support a selection process that is more effective, fair and oriented towards improving the quality of teaching staff. The use of AI in the recruitment process in the education sector has the potential to increase efficiency, fairness, and accuracy in assessing candidates. This technology enables in-depth and objective analysis of candidate data, which is difficult to achieve through traditional methods. AI can also reduce biases often occurring in manual selection processes, such as gender bias, age, or the candidate's educational institution.

AI can use specially designed algorithms to evaluate pedagogical competence and professional ethics more measurably. The success of AI implementation depends on user acceptance, the quality of the data used, and the transparent and ethical design of algorithms. Unlike previous studies focusing on technical and operational aspects of AI-driven recruitment, this research introduces a novel framework that integrates AI-based predictive modeling with institutional accreditation metrics. This study contributes original insights into how AI-driven recruitment can align with long-term institutional goals by examining the interplay between AI's predictive capabilities and educational quality assurance. This hypothesis will be tested through case studies, interviews, and data analysis from educational organizations that have or are currently adopting AI technology in their recruitment processes.

## RESEARCH METHOD

The units of analysis in this research are activities, programs, artifacts, and events related to the recruitment process at Madrasah Tsanawiyah (MTs) Darul Lughoh Wal Karomah, Probolinggo, Indonesia. The main focus is how the recruitment process is carried out, including technology and manual procedures. This research also analyzes the social and institutional dynamics influencing recruitment successes or challenges. Data collected includes program documentation, recruitment policies, and candidate selection results.

This research uses a qualitative approach with a case study design (Assyakurrohim et al., 2022). Case studies are chosen because they allow in-depth exploration of a particular phenomenon in an authentic context. MTs Darul Lughoh Wal Karomah is a specific case analyzed to understand how AI technology can be applied in recruitment. This design allows for holistic data collection from multiple sources to obtain a comprehensive picture.

Sources of information used include respondents, informants, and texts (Shoaib et al., 2023). Respondents, such as the selection committee and candidates, are directly involved in the recruitment process. Informants include education experts and AI

technology developers. Additionally, texts such as policy manuscripts, relevant books, and online news about AI technology in recruitment were analyzed to provide additional context. Data was collected through desk reviews, observations, and interviews (Erma Nurdaningsih et al., 2023). Desk review includes analysis of relevant documents and literature. Observations were conducted to see the recruitment process at MTs Darul Lugho Wal Karomah. Interviews involved questionnaires, semi-structured interview guides, and in-depth discussions with respondents and key informants.

Data analysis was carried out through three main stages: reduction, display, and verification. Data reduction includes selecting and simplifying raw data. Data display is done by arranging information in a matrix or narrative format. Data verification was carried out to ensure the validity and reliability of the findings. The analytical methods used include content analysis, discourse analysis, and interpretation analysis to explore meaning and patterns in the data collected.

## RESULT AND DISCUSSION

The study highlights AI's role in improving recruitment in educational institutions, particularly in identifying intelligence talent, managing employees, and optimizing talent acquisition. AI aids in analyzing candidates' academic ability, creativity, problem-solving skills, and emotional intelligence, reducing bias and enhancing selection accuracy. However, human judgment remains crucial to ensure fairness. Innovative employee management benefits from AI-driven performance analysis and recruitment optimization, fostering an efficient workforce. Integrating AI and human expertise creates a balanced and effective recruitment process, strengthening workforce quality in the education sector.

### Result

#### Intelligence Talent

Intelligence talent is essential when recruiting the best talent in the education sector. Intelligence talent refers to a person's ability to understand, analyze, and solve problems in various complex situations. In recruitment, this intelligence can include academic ability, creativity, emotional intelligence, and personal development potential.

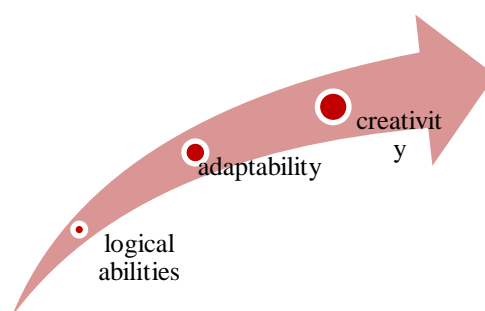


Figure 1. Intelligence Talent

Artificial intelligence (AI) technology can identify this talent by analyzing candidate data, such as cognitive test results, behavioral patterns, and professional track records. By utilizing AI, madrasas or schools can reduce subjective bias and ensure that the selection process focuses on the key competencies required. This increases efficiency and helps find talent that truly fits the vision and needs of the madrasa or school. Thus, intelligence talent is the key to creating qualified and highly competitive teaching staff.

The following is a strengthening of the findings of intelligence talent based on the results of interviews with two respondents,

“Intelligence talent is significant for us when recruiting teachers. Teacher intelligence is seen in academic abilities and includes creativity, problem-solving, and emotional management. Teachers with this ability can inspire and motivate students more and create a pleasant learning environment". (Mz\_24)

"The recruitment process at our institution has enormous potential to help with this process. This function of AI can be used as a tool to correct answers filled in by candidates in tests so that they can measure their abilities more deeply. However, we also need to ensure direct answers from the candidates so that AI does not completely replace human judgment." (Ab\_24)

Intelligence talent, including academic ability, creativity, problem-solving skills, and emotional intelligence, is crucial to recruiting teachers in madrasas. Teachers with this ability can inspire and motivate students and create a positive and enjoyable learning atmosphere. AI technology has excellent potential in scanning, inspiring, motivating students, and supporting this process, especially in in-depth analysis of candidates' test answers. However, the role of AI is still complemented by direct human assessment to ensure accuracy and fairness in selection.

The teacher recruitment process assesses intelligence from academic achievement, creativity, problem-solving ability, and emotional intelligence. Teachers with these abilities are expected to inspire and motivate students and create a positive learning environment. In addition, this process also uses artificial intelligence (AI) to correct candidates' answers in tests, providing a more in-depth assessment of their abilities. However, it is essential to still rely on human judgment to ensure accuracy and more precise context so that technology and human judgment can complement each other.

In the teacher recruitment process, both speakers emphasized the importance of intelligence, which is not only limited to academic abilities but also includes creativity, problem-solving abilities, and emotional intelligence. Teachers with these abilities can inspire and motivate students and create a pleasant learning environment. On the other hand, the second statement described how his institution uses artificial intelligence (AI) to correct tests completed by candidates to dig deeper into their abilities. While AI contributes to this process, it still prioritizes human judgment to ensure candidate answers' accuracy and deeper context. Technology and human judgment complement each other in creating a more effective recruitment process.

### **Smart Employee Management**

Smart Employee Management is a human resource management approach that prioritizes using data and technology to increase work efficiency and effectiveness. This includes utilizing analytical tools to understand employee performance, potential, and needs and implementing strategies that support the development of their skills, creativity, and well-being. The main focus of this management is to create an adaptive and productive work environment by utilizing artificial intelligence (AI) and other technologies to speed up the employee recruitment, assessment, and career development process in a more objective and targeted manner. The results of the interview strengthen this finding,

“AI technology plays a vital role in our institution, especially in recruiting teachers and employees to find the best talent. AI helps us to analyze candidate data in depth, both in terms of academic ability, creativity, and intelligence in managing emotions. However, AI makes the recruitment process easier for us; our institution still prioritizes human capabilities so that the candidate truly deserves acceptance. (Kh\_24)

“AI at our institution is used to correct answers given by prospective teachers and employees in recruitment tests using this technology. We can process test results more quickly and precisely. (Ps\_24)

AI technology is important in finding the best talent in our institutions, especially in the teacher and employee recruitment process. AI allows us to analyze candidate data in depth, including their academic abilities, creativity, and emotional intelligence. Even though this technology makes the recruitment process easier and faster, we still prioritize human assessment to ensure that the accepted candidates meet the criteria and are worthy of joining our institution. AI is also used to correct the answers of prospective teachers and employees in recruitment tests, allowing us to process test results more quickly and accurately while still prioritizing human evaluation to ensure informed decisions.

**Table 1. Smart Employee Management**

Aspect	Description
Recruitment and Selection	Select employees who have high potential and suit the company's needs.
Training and Development	Opportunities for employees to develop skills.
Performance Improvement	Assess and improve employee performance objectively.
Employee welfare	Ensure employees feel valued and are provided with work-life balance.
Motivation and Rewards	Reward employee contributions and maintain their enthusiasm.
Effective Communication	Build open communication between management and employees.
Inspirational Leadership	Lead by example, provide clear direction, and support the team.
Flexibility and Adaptability	Maintain the ability to adapt to changes and new challenges.
Conflict Management	Resolve differences of opinion constructively.

Table 1 show the use of AI technology in the recruitment process in educational institutions plays a vital role in increasing efficiency and accuracy in selecting the best talent. AI helps analyze various aspects of candidates, such as academic abilities, creativity, and emotional intelligence, providing a more comprehensive picture of prospective teachers and employees. However, while this technology provides convenience and speed, institutions still prioritize human judgment to ensure that the final decision reflects the quality and fit of the candidate to the institution's values and needs. Thus, AI and human judgment complement each other in creating a more effective and targeted recruitment process.

In the recruitment process in educational institutions, AI technology is used to increase efficiency and accuracy in selecting the best talent. AI helps analyze various aspects of candidates, such as academic abilities, creativity, and emotional intelligence, providing a deeper picture of potential teachers and employees. While this technology speeds up the process and simplifies analysis, institutions still prioritize human judgment to ensure that accepted candidates genuinely align with the institution's values and needs. In this way, AI serves as a tool to support more objective hiring decisions, while

human judgment ensures that each decision remains based on a more holistic context and quality.

### **Application Tracking System**

The Application Tracking System (ATS), in the context of using AI to recruit the best talent in the education sector, is software designed to assist educational institutions in managing the teacher and employee selection process. Using AI, this system can automatically screen and analyze incoming applications, assessing various aspects of candidates, such as academic ability, creativity, and emotional intelligence. ATS allows institutions to process many applications quickly and efficiently and ensure that selected candidates meet the required criteria. While AI accelerates this process, agencies prioritize human judgment to ensure more holistic and informed decisions. The results of this statement discuss the use of artificial intelligence (AI) technology in the process of recruiting the best talent in the education sector,

"Having an Application Tracking System in our madrasah helps us facilitate the process of recruiting teachers and staff. With the help of the Application Tracking System, we can process incoming applications quickly and efficiently and filter candidates based on the criteria our Institution desires. However, we still use manual evaluation to ensure that every decision remains by the madrasah's wishes and needs." (Mh\_24)

"At our madrasah, the application tracking system makes it very easy for us to process recruitment. SPA at our institution functions to automatically filter CVs and application letters based on keywords, making it easier to find the candidates we need. However, we still ensure that the decision remains with direct review from the madrasa" (Kh\_24)

Using the Application Tracking System (SPA) in our madrasahs helps expedite teacher and staff recruitment. This system allows us to process applications quickly and efficiently and filter candidates based on our criteria. SPA also allows us to automatically filter CVs and cover letters using keywords, making it easier to find suitable candidates. Even though this technology makes things very easy, we still conduct manual evaluations to ensure that every recruitment decision aligns with the madrasah's needs and desires.

The two speakers explained the benefits of using the Application Tracking System (SPA) in the recruitment process at madrasahs. This technology makes it easier to automatically filter applications and CVs based on keywords, making the candidate selection process faster and more efficient. Even though this technology is invaluable, madrasahs still prioritize manual evaluation to ensure that every recruitment decision aligns with the institution's needs and vision. This shows that although SPA provides efficiency, human judgment is still needed to ensure the quality and suitability of candidates to the madrasah culture and goals.

### **Talent Acquisition**

Talent Acquisition, in the context of utilizing AI to recruit the best talent in education, refers to searching, assessing, and recruiting candidates with the best potential to fill positions in educational institutions. Using technologies such as Application Tracking Systems (SPA) and artificial intelligence (AI), institutions can efficiently screen and assess applicants based on academic ability, creativity, and

emotional intelligence criteria. AI helps speed up this process, but the final decision involves human judgment to ensure the candidate fits the educational institution's needs and vision. In this section, we explore how the application of technology, specifically artificial intelligence (AI) and Application Tracking Systems (SPA), impacts educational institutions' talent acquisition process.

“SPA in our institution makes it easier for us to acquire talent. By using this technology, we can automatically filter applications based on criteria determined by the institution”. (Mj\_24)

“AI technology in our institution assesses candidates' abilities, from academic abilities to controlling emotions without spending too much time. However, even though AI can make the recruitment process easier, our institution still ensures that the institution takes the final decision manually to make the results more accurate and in line with the institution's needs.” (Sk\_24)

Our institute uses the Application Tracking System (SPA) and AI technology to simplify talent acquisition significantly. With SPA, we can automatically screen applications based on predetermined criteria, speeding up candidate selection. Meanwhile, AI technology helps us assess various aspects of a candidate's abilities, from academic ability to emotional control, without wasting too much time. However, our institution still ensures that the final decision in the recruitment process is made manually to ensure more accurate results in line with the institution's needs.

The application of Application Tracking Systems (SPA) and AI technology in the talent acquisition process in educational institutions brings significant benefits in improving the efficiency and accuracy of candidate selection. SPA enables automatic screening of applications according to predetermined criteria, while AI helps assess various aspects of candidates' abilities, such as academics and emotional intelligence. Although this technology speeds up the recruitment process, institutions still prioritize manual assessment to ensure the final decision is more accurate and meets the institution's needs, demonstrating a combination of technological sophistication and complementary human judgment.

Implementing application tracking systems (SPA) and AI technology in educational institutions is beneficial to the talent acquisition process. SPA enables automatic screening of applications based on predetermined criteria, while AI helps assess various aspects of candidates' abilities, such as academic ability and emotional control, more quickly and efficiently. Even though this technology speeds up and simplifies the recruitment process, institutions still prioritize manual assessment to ensure final decisions that are more precise and in line with the institution's needs. In this way, technology and human judgment work together to produce a more effective recruitment process.

## Discussion

Intelligence talent refers to individuals' natural abilities or skills in various fields, such as academics, creativity, problem-solving, and emotional intelligence (Durnali et al., 2023; Ferdowsi & Razmi, 2022). In education and recruitment, intelligence talent is the main factor in selecting candidates who can contribute significantly (Allal-Chérif et al., 2021). An individual with good intelligence has high academic abilities and can adapt to new situations, think creatively, and manage emotions well (Durnali et al., 2023).

Emotional intelligence, for example, is critical for social interactions and self-management in the work environment (Putri, 2023). Therefore, in the recruitment and selection process, intelligence talent is seen in academic grades and the ability to work in a team, solve problems, and communicate effectively (Hunkenschroer & Luetge, 2022). A person's intelligence talents greatly influence their success at work and leadership roles (Gómez-Leal et al., 2022).

Innovative employee management involves implementing effective strategies and techniques to manage, develop, and retain the best talent in the organization (Chowdhury et al., 2023). This includes understanding each employee's strengths and weaknesses and providing appropriate support to ensure they perform well and thrive (Munawwaroh, 2024). Competent managers focus not only on results but also on the processes that support those achievements, such as clear communication, providing constructive feedback, and developing skills (Selvik et al., 2021). In addition, innovative employee management also leverages technology and data to make better decisions, such as using Application Tracking Systems to manage recruitment or performance management tools to monitor employee progress (B. A. M. Johnson et al., 2022). With a thoughtful and data-driven approach, intelligent employee management can create a productive and harmonious work environment, and organizations can increase employee retention and satisfaction (Conte & Siano, 2023).

An Application Tracking System (ATS) is software organizations use to manage and process job applications (Koman et al., 2024; Lookadoo & Moore, 2024). ATS allows companies or institutions to filter and group applications based on specific criteria, such as education, experience, or relevant skills (Kshetri, 2021). The recruitment process becomes more efficient using ATS because it can automate many steps, such as filtering CVs, setting interview schedules, and sending notifications to applicants (Svahn, 2024). In addition, ATS also makes it easier for recruitment teams to track the status of each application, speeding up the candidate selection process and reducing the risk of human error in assessment (Hunkenschroer & Luetge, 2022; Lakshmi et al., 2022). Although ATS is very effective in screening candidates who meet essential criteria, many organizations still involve human judgment to assess other aspects, such as cultural fit and long-term potential of candidates, so that selection results are more precise and high quality (Cai, 2023; Hardy III et al., 2022).

Talent acquisition refers to seeking, attracting, and recruiting individuals with the skills, experience, and potential to contribute to the success of an organization (Fayoumi & Loucopoulos, 2023; Yu et al., 2022). In an educational or corporate context, talent acquisition is significant because the quality of the talent selected will influence long-term performance and growth (Kwok, 2022; Mukul & Saini, 2021). This process involves several stages, from identifying the organization's need for specific skills and searching for candidates through various channels to selection and job offers (Orupabo & Mangset, 2022). Technology, such as Application Tracking Systems (SPA) and artificial intelligence (AI), is often used in talent acquisition to automatically screen candidates based on predefined criteria, speeding up the recruitment process and reducing bias (Sain, 2025). However, even though technology makes this process easier, human evaluation remains important to ensure that the selected candidate meets technical requirements and fits the organization's culture and values (Herlina, 2024).

This study provides significant implications for developing recruitment systems in the education sector, especially in the context of increasing efficiency and objectivity.

Technology such as application tracking systems (ATS) allows for more structured and faster recruitment management to minimize the time needed to select the best teaching candidates. The findings of this study open up opportunities for other educational institutions to adopt a similar approach to improve the quality of teaching staff and ultimately improve the quality of education as a whole.

## CONCLUSION

This research highlights the importance of utilizing artificial intelligence (AI) in recruiting the best talent in the education sector. The main finding of this research is that AI can speed up and simplify the candidate selection process by analyzing data automatically and objectively. In addition, AI can also help screen candidates based on more diverse criteria, such as technical ability, emotional intelligence, and long-term potential. However, the biggest lesson learned is that although technology is invaluable, the role of humans in decision-making remains essential. Manual evaluation is still needed to ensure the selected candidates are technically suitable and fit the educational institution's culture and values. This research teaches us that technology and human decisions must complement each other in an effective recruiting process.

This research makes an important contribution to our understanding of how AI technology can be used to recruit top talent in the education sector. This research has limitations related to scope and location because it was only carried out at a few educational institutions that have utilized AI technology in the recruitment process. The differences in policies and resources available across institutions may limit the generalizability of research findings to the entire education sector. Therefore, further research is urgently needed to comprehensively explore the potential and challenges of using AI in recruitment. This further research will likely produce more applicable findings and provide a more appropriate policy basis for talent management in the education sector.

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## DISCLOSURE STATEMENT

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