

How AI redefines recruiting excellence



GAI is redefining recruiting in the Middle East and North Africa (MENA)

Generative AI (GAI) is accelerating the hiring process, allowing recruiters to spend more time building relationships, improving candidate experience, and advising hiring managers. LinkedIn's [2025 MENA Future of Recruiting Report](#) reveals how AI is driving efficiency by ensuring quality of hire and facilitating a skills-based hiring approach.

[Get the full report](#)

AI IN RECRUITING

The appetite for GAI is stronger than adoption rates

There is great appetite from recruiting professionals to integrate GAI into their processes, with 64% of HR and talent acquisition (TA) professionals in MENA agreeing that AI will make the hiring process easier. But smaller percentages of recruiters feel their organisations are adopting AI into everyday processes.

Variations in GAI adoption in the recruiting process, according to global TA pros:

11%**actively integrating**

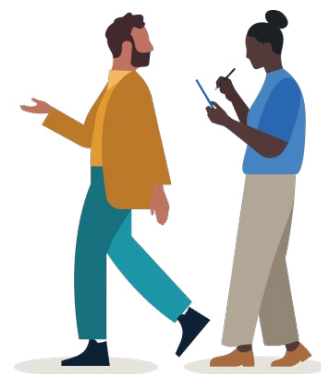
Gen AI tools into parts of hiring process

31%**exploring**

Gen AI use cases for hiring process, but haven't experimented yet

32%**not currently using or exploring**

Gen AI in hiring process

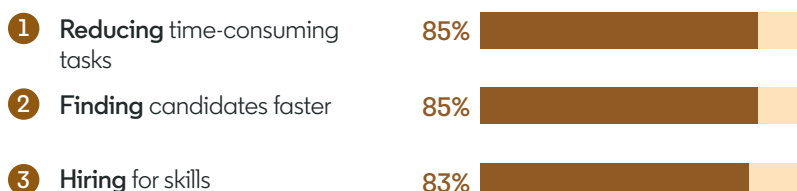
**TIP: Help recruiters get comfortable using AI**

Discover the [AI-powered features](#) within LinkedIn products and learn best practices and strategies to get the most out of them.

Benefits of integrating GAI into the hiring process

The average amount of time saved by using GAI in hiring is 20% of the work week—that's a full workday saved weekly. But it's not just about saving time. GAI is also helping organisations expand their talent pools and effectively respond to a higher volume of applicants.

Top 3 benefits in hiring seen by those integrating or experimenting with GAI in the MENA region:



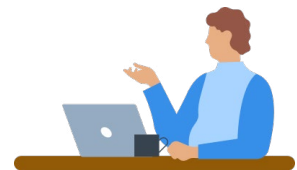
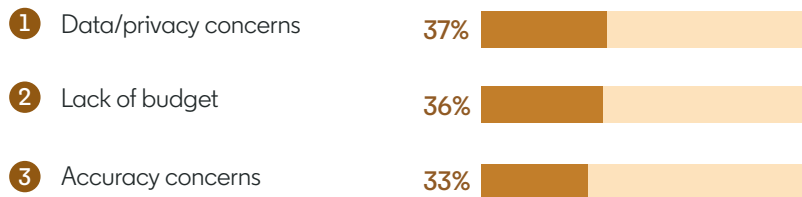
TIP: Offer targeted GAI training

From providing a better understanding of the role of GAI in hiring to boosting your productivity with AI tools, a good first step is to offer [courses on implementing AI in the hiring process](#).

Barriers to GAI in hiring

As with any new technology, it's imperative that GAI is used ethically and responsibly. Understandably, some organisations are concerned about the capabilities, challenges, and limitations of using GAI in the recruitment process, particularly in terms of privacy protection and potential data inaccuracies.

Top 3 barriers to GAI adoption in the recruiting process, according to TA pros across the globe:



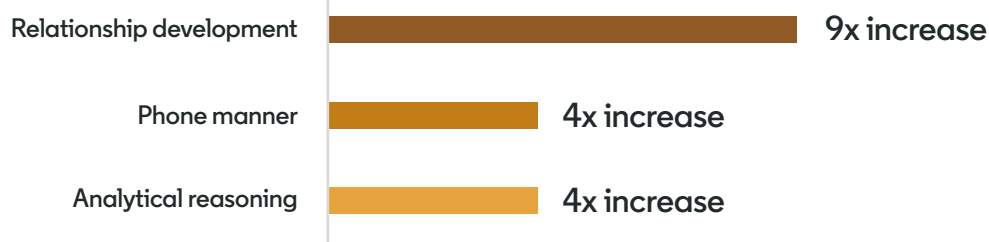
TIP: Establish guiding principles on the use of AI

Because of our [five principles for AI work](#), we're a trusted partner in the AI space. Check out how we ensure our AI work is focused on advancing economic opportunity, upholding trust, promoting fairness and inclusion, providing transparency, and embracing accountability.

Top skills increasingly required of TA pros in the MENA region

With GAI set to take over mundane tasks, employers are increasingly looking for recruiters who can take on more strategic roles. The skills required in these roles are slightly different, meaning TA pros refine certain skill sets in order to stay ahead of the curve.

Year over year change in skill requirements for paid recruiting positions on LinkedIn:



TIP: Since AI saves time and resources, invest more in soft skill development

As GAI tools increasingly take on routine processes, it's crucial that we attune our communication skills, emotional intelligence and critical thinking. These [soft skills](#) will enable us to effectively collaborate with GAI in a way that benefits our organisation as a whole.

“

“In a future where AI plays a central role, the recruiting profession will evolve toward more strategic and human functions.”



Geoffrey Baudeux,
Partner,
[Lincoln](#)



QUALITY OF HIRE

Hiring the best possible candidates—and measuring the results

Measuring **quality of hire** has never been more important. Since the hiring binges of 2021 and 2022 employers are adopting a ‘quality over quantity’ approach to recruitment. With the proliferation and rising improvements of AI, this task is becoming easier. More than half (61%) of global TA pros believe AI can improve how they measure quality of hire, reflecting optimism about its potential to solve longstanding challenges in recruitment.



of TA pros worldwide **believe AI can help improve the quality of hires.**



of TA pros worldwide **believe AI can improve how they measure quality of hire.**

GAI is poised to help enhance quality of hire

Adopting the correct GAI tools and practices lets your organisation streamline and enhance the measurement of quality of hire by:

- 1 Analysing employee performance data to identify which hiring strategies consistently yield top performers.
- 2 Predicting long-term success by uncovering patterns in candidate attributes and post-hire outcomes.
- 3 Standardising evaluations and eliminating unconscious biases that can skew perceptions of candidate quality.

TIP: Explore AI tools that can help improve quality of hire

LinkedIn has **experimented with AI tools** that record and analyse transcripts of interviews. This information can then determine the areas that need improvement and ultimately lead to better quality of hire.



SKILLS-BASED HIRING

Skills-based hiring is on the rise

Hiring based on skills rather than degrees or job history is essential to address skills gaps in the age of **GAI**. A striking 93% of global TA pros agree that accurately assessing skills is vital for enhancing hire quality. Plus, LinkedIn data reveals that companies utilising skills-based searches are 12% more likely to make quality hires.



of TA pros in MENA are struggling to find candidates who possess the right technical skills for their roles.

How GAI is improving skills-based hiring

The increased efficiency provided by AI tools speeding up basic recruitment tasks has allowed recruiters to allocate more time to candidate conversations and to act as strategic advisors to clients and candidates. For that reason, positive sentiment around AI use has increased with 83% of TA professionals in MENA agreeing that AI has made hiring for skills easier.

TIP: Standardise interviews for fairer evaluations

Standardise interviews with **structured protocols** that focus on evaluating skills rather than relying on intuition. This approach not only ensures consistency but also minimises bias.



“We take a consulting-first approach to talent acquisition, focusing on evaluating candidates beyond their resumes.”



Manjula Arkeri
Head of Recruitment,
TASC Group



Scan the QR to read the full report or visit:
<https://business.linkedin.com/en-us/talent-solutions/resources/future-of-recruiting/mena>

