

Recruitment Trend & AI in Hiring

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TIỀN PHONG ỨNG DỤNG

AI

TỐI ƯU HÓA
HIỆU QUẢ TUYỂN DỤNG



TẠI SAO CHỌN

careerviet

20.000+
DOANH NGHIỆP HÀNG ĐẦU

30.000+
VIỆC LÀM MỚI HÀNG THÁNG

1.000.000+
HỒ SƠ ỨNG VIÊN

300+
KHÁCH HÀNG SỬ DỤNG
GIẢI PHÁP TALENT SOLUTION

RECRUITMENT MARKET OVERVIEW 2022-2023-2024

Talent acquisition is challenging as job demand rises more rapidly than candidate availability

GDP Growth YOY

- 2023: 5.05%
- 2024: 7.09%

Demand Index – DI

- 2023: 11.9%
- 2024: 7.2%

Supply Index – SI

- 2023: 29.5%
- 2024: -10.3%

→ 2024 Candidate Competitiveness Index – CCI: -19.8%

RECRUITMENT MARKET OVERVIEW 2022-2023-2024

Talent acquisition is challenging as job demand rises more rapidly than candidate availability

Location	Demand Index DI	Supply Index SI
Ho Chi Minh	0%	-10%
Ha Noi	16%	-18%

Industry	Demand Index DI	Supply Index SI
Accounting / Auditing / Tax	6%	-17%
Administrative / Clerical	14%	-15%
Banking	19%	-24%
Civil / Construction	27%	-23%
Customer Service	23%	-16%
Electrical / Electronics	22%	-18%
Finance / Investment	2%	-26%
Freight / Logistics / Warehouse	19%	-6%
Human Resources	10%	-12%
IT - Software	-4%	-10%
Manufacturing / Process	38%	1%
Marketing	-5%	-7%
Mechanical / Auto / Automotive	26%	-9%
Online Marketing	74%	-5%
Retail / Wholesale	14%	-6%
Sales / Business Development	12%	-10%

RECRUITMENT MARKET OVERVIEW 2022-2023-2024

All generations show similar levels of job satisfaction (4.3/5)



BB/ GEN X: 4.3

GEN Y: 4.5

GEN Z: 4.2

RECRUITMENT MARKET OVERVIEW 2022-2023-2024

All generations show similar levels of job satisfaction (4.3/5)

...and with a notable decrease in job change desire

2024



4.3

BB/ GEN X: 4.3

GEN Y: 4.5

GEN Z: 4.2



THE WAR

FOR

TALENT

▼ 10%

vs 2023

BB/ GEN X: 10%

GEN Y: 7%

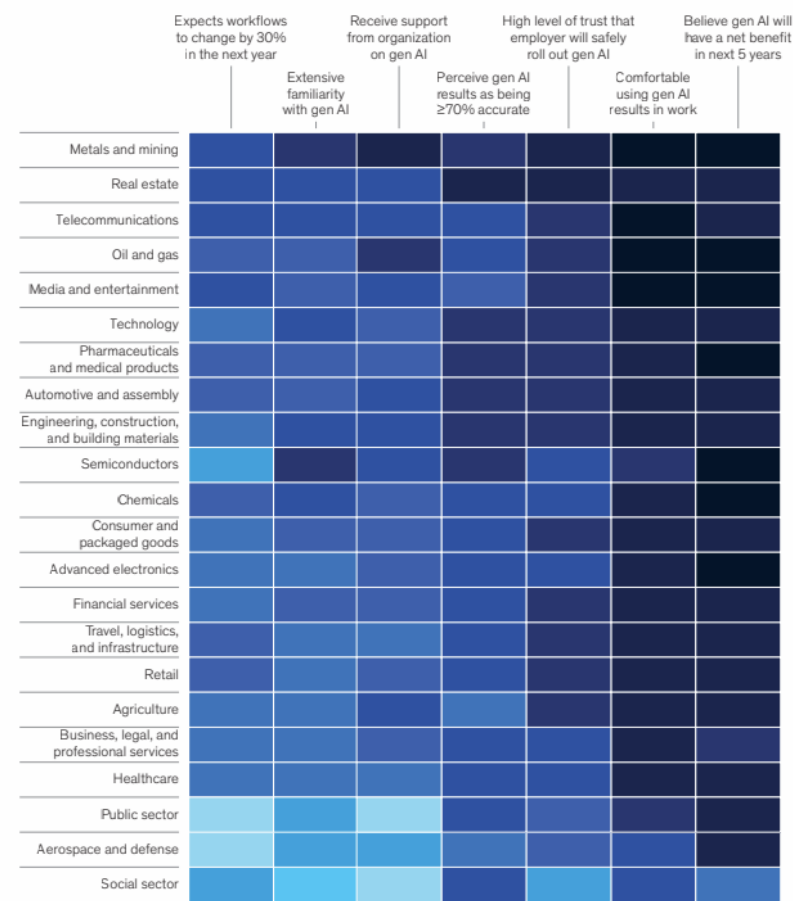
GEN Z: 13%

AI APPLICATION BY INDUSTRY

Most of employees believe gen AI will have a net benefit in next 5 years

Employees in the social sector, aerospace and defense, and public sector are least optimistic about gen AI.

US employee sentiment on gen AI, by sector, % of respondents



Note: Level of familiarity is defined as those who have "extensive experience (use several tools for complex tasks)" and "experts." High trust is "Level 4" and "Level 5" on a scale of 1 to 5. Perceived accuracy is based on past gen AI usage in a workplace setting.
 Source: McKinsey US employee survey, Oct–Nov 2024 (n = 3,002); *The economic potential of generative AI: The next productivity frontier*, McKinsey, June 14, 2023

APPLICATIONS OF AI IN HR

Transforming Efficiency, Reducing Costs & Enhancing Decision-Making



OUTSTANDING HIGHLIGHT

Connecting Talents and Employers for personal success

Employer

+ Job Posting

+ Manage Candidates

- Autosuggestion of match scores between applicants and job postings.
- 2 modes of view (List view / Progress view)

+ Resume Database

- #Opentonejob – Easy to find candidates find a job urgently
- Matching candidate

+ Talent Solution – International version

- ATS for talent management – AI application & 7 days to implement
- Exclusivity to job postings from Employer of Choice Award winners.

CareerViet Rewards

Autosuggestion Job description & requirement based on Job title

X5 faster process

Assessment based on 7 criteria

Parsing 2 languages (VNE, ENG)
Speed extraction: ~0.1s/CV
Supports multiple formats

Data mining analysis based on 650,000 samples from job postings

Auto-fill and structure CVs from uploaded files
2 languages (VNE, ENG)
Speed extraction: ~0.1s/CV

Assessment based on 7 criteria



+ AI-powered feature

Jobseeker

CVHay.vn - Grasp your success

CV creation in 3 steps

+ **VietnamSalary.vn** - Know your worth

- Market salary measurement tool
- Biggest sample: 135,000 qualified data from 650,000 job posting from 20,000 clients

Careermap.vn - Roadway to success

- Career path suggestions

VieclamIT.vn - Top Jobs for IT

+ **Quick upload CV**

- One-Click Profile Builder

+ **Job Match Score**

- Measurement of relevance between CV and job description

Employer of Choice Job Hub

Find job near you – CareerViet app

PARSING RESUME

CareerViet AI extracts resume information in both English and Vietnamese, supporting various file formats with a speed of ~0.1s per resume.

The screenshot displays the 'talentsolution' web application interface. On the left, a sidebar menu includes options like 'HomePage', 'Job Requisitions', 'Candidates', 'Import Candidates', 'Report', 'Account Tools', 'FAQs', 'HR Central', 'Member Search', and 'Calendar'. The 'Import Candidates' menu is expanded, showing sub-options: 'Import from Excel file', 'Import manual', 'Import from Email', and 'Import Multi File'. The main content area is currently blank. On the right side, there is a 'Contact Information' form with the following fields:

- Folder Name (dropdown menu)
- Source (dropdown menu)
- Send Mail Register Account (radio buttons for Yes/No, with 'No' selected)
- First Name * (text input)
- Last Name * (text input)
- Date of Birth (dropdown menu with calendar icon)
- Gender (radio buttons for Male/Female)
- Phone Number * (text input)
- Email * (text input)
- Address (text input)
- Current Address (text input)
- Country (dropdown menu)
- Province/City (dropdown menu)
- District (text input)
- Identity Card (text input)

At the bottom of the page, there is a footer with 'Contact us' and 'What new's' on the left, and 'Talent Solution By CareerViet' on the right.

PARSING MULTI-RESUME

CareerViet AI extracts resume information in both English and Vietnamese, supporting various file formats with a speed of ~0.1s per resume.

The image shows a Windows File Explorer window on the left, displaying a folder named 'Nhan - Kariera C'. The folder contains several files with names like 'Do_Thi_Huong_3723354F', 'Le_Danh_Dat_371A7457', 'Nguyen_Huyen_3724CF39', 'Nhan_6174640', 'Pham_Truyen_372548EA', 'Tram_Anh_372355F2', 'Tran_Duong_Tuyet_Nghi_37239060', and 'TRAN_PHUOC_NHAT_TIEN_3722C1D7'. The 'Date modified' column shows various dates, mostly from 26/11/2024. Below the file list, the 'File name' field contains a list of these file names, and the 'File type' is set to 'Custom Files'. The 'Open' button is highlighted.

On the right, a web application interface is visible. It features a 'Send Mail Register Account' section with a dropdown menu and radio buttons for 'Yes' and 'No'. Below this, there is a large empty text input field. The interface also includes a navigation menu on the left with items like 'FAQs', 'HR Central', 'Member Search', and 'Calendar'. At the bottom, there are links for 'Contact us' and 'What new's', and the text 'Talent Solution By CareerViet'.

Data Preparation

Data Visualization

Recommendation

VIETNAM\$ALARY.VN

Online salary reference source with most samples (+135.000 samples)

The screenshot shows the Vietnam\$Salary website interface. At the top, there is a navigation bar with links for Home, Blogs, Testimonial, Compound Interest, Saving plan, Sign In, Register, and EN. The main content area features a large green callout box on the left that says "YOUR CURRENT SALARY IS ADEQUATE?". To the right, it states "Salary survey from 135.000+ jobs" and "Sample moderated by market research firm InsightAsia from 650.000+ Jobs & 20.000+ Employers". Below this is a search bar with fields for "Sales Executive", "All location", "10,000,000", and "Number of years of experience". A search icon is visible on the right. At the bottom, there is a section titled "Trending Searches with Top Paying Salaries" with several buttons for different job roles: Salary Nhân Viên Kinh Doanh, Salary Kế Toán Tổng Hợp, Salary Accountant, Salary Giám Sát Bán Hàng, Salary Kế Toán Trưởng, Salary Sales Executive, Salary Trưởng Phòng Kinh Doanh, Salary Nhân Viên Kỹ Thuật, Salary Sales Admin, Salary Chuyên Viên Kinh Doanh, Salary Chuyên Viên Tuyển Dụng, and Salary Nhân Viên Bán Hàng.

Data Preparation

Data Visualization

Recommendation

JOB POSTING

Autosuggest JD & Salary based on Job title/ industry

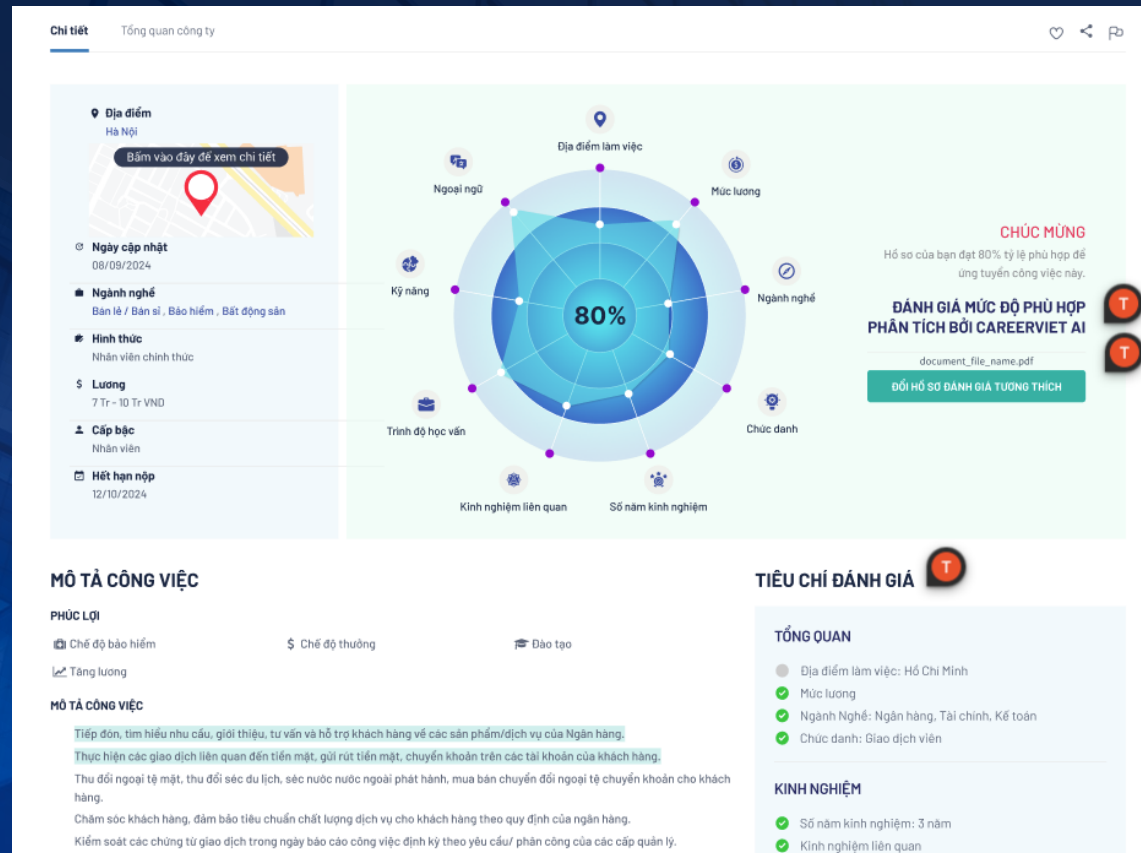
The screenshot displays the 'CREATE JOB' interface on the Careerviet website. The page title is 'CREATE JOB' and the main section is 'RECRUITMENT INFORMATION'. The form includes the following fields:

- Job Title***: A text input field containing 'Marketing Manager'.
- Job Code**: An empty text input field.
- Industry***: A dropdown menu currently showing 'Select'.
- Working location***: A dropdown menu showing 'Ho Chi Minh'.

Additional features include a 'View help' link, a 'Feedback' button on the right side, and a small robot icon in the bottom right corner. The top navigation bar includes links for 'Products & Services', 'HR Central', 'Hiring Site', 'Employer of Choice', and 'Contact us'. The user is logged in as 'Hi, HR Dept'.

JOB MATCHING

CareerViet AI uses LLM processing to assess the match between resumes and job requirements based on 9 criteria.



JOB MATCHING

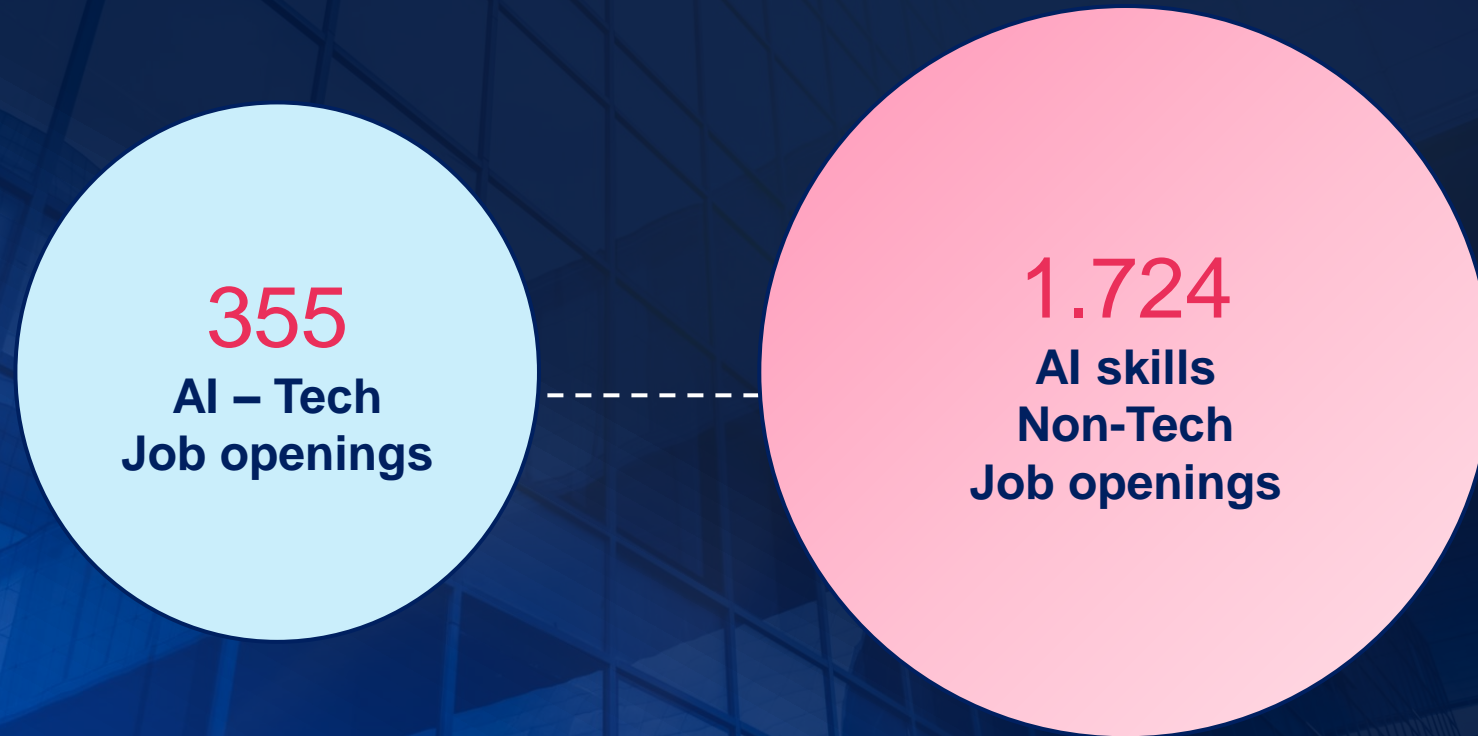
CareerViet AI uses LLM processing to assess the match between resumes and job requirements based on 9 criteria.

The screenshot displays the CareerViet AI job matching interface. The main heading is "Việc Làm Hết Hạn" (Expired Jobs) with a "Thông Báo Ứng Viên" (Candidate Notification) button. The search filters include "Từ khóa" (Keyword), "Tìm theo" (Search by), "Trạng thái tìm việc" (Job status), "Từ" (From), and "Đến" (To). The search results show a list of candidates with their resumes and a matching score of 80%.

<input type="checkbox"/>	CHỌN TẤT CẢ	NGÀY NỘP	CẬP NHẬT	TRANG THÁI	MỨC ĐỘ PHÙ HỢP	KINH NGHIỆM	MỨC LƯƠNG	THAO TÁC
<input type="checkbox"/>	Đoàn Quốc Tuấn ✉ Chức danh: Marketing Supervisor Địa điểm: Hồ Chí Minh Thư mục: Marketing Supervisor	25-08-2021	25-08-2021	Kiểm tra	80%	Chưa có kinh nghiệm	Thỏa thuận	
<input type="checkbox"/>	Đoàn Quốc Tuấn ✉ Chức danh: Marketing Supervisor Địa điểm: Hồ Chí Minh Thư mục: Marketing Supervisor	25-08-2021	25-08-2021	Kiểm tra	80%	Chưa có kinh nghiệm	Thỏa thuận	
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AI/ AI APPLICATIONS RECRUITMENT SINCE 2024

To stay competitive, businesses should implement **AI skills** into job description & hiring criteria



Leading AI-Powered Recruitment Optimization

careerviet
LEADING THE HUMAN RESOURCES INDUSTRY

WHY careerviet

CareerViet.vn matches the right talent with the right job and helps business build their winning team. CareerViet is a top choice of more than **20,000 employers in Vietnam**, thanks to the following competitive advantages

28,000,000+

Pageviews monthly

50,000+

New Jobseeker accounts monthly

30,000+

Jobs at CareerViet.vn monthly

300+

Clients use Talent Solution

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LEADING THE HUMAN RESOURCES INDUSTRY



CVHay.vn

Grasp your success

VietnamSalary.vn

Know your worth

Careermap.vn

Roadway to success

CareerStart.vn

Ecosystem for GenZ

VieclamIT.vn

Top Jobs for IT

Vieclam.tuoitre.vn

Job board in partnership with Tuoitre Online

TalentNetwork.vn

Directly connect with the top companies

Talent Community

Be Inspired Everyday

HRVietnam.com

Find Management and Executive Level Jobs

Employer of Choice Award

Recognize Outstanding Employer of the year