Recruitment SMART



Drilling into the Current Hiring Trends & Advancements In the Global Oil & Gas Industry

Companies are now seeking innovative ways to increase productivity and boost the bottom line at a time when disruption from new materials, the push toward greener energy, volatility pricing, and greater market consolidation are poised to generate upheaval in the oil and gas industry. Modern innovative technologies are proving to be effective in staying ahead of the competition by unlocking greater productivity and efficiency in the value chain.

Artificial intelligence (AI) technology application is one such innovation that is making processes go beyond "better" or "faster". It could increase efficiency throughout the entire value chain of the oil and gas industry. New methods of tackling exploration, development, production, transportation, refining, and sales are being inspired, from the first exploration operations all the way to the final consumer.

According to Ernst & Young Global Limited research, 50% of oil and gas companies say they have already begun using AI to help solve challenges in their organizations. Recent developments in the oil and gas industry have made artificial intelligence one of the important topics. Businesses are hiring for more positions, closing more agreements, registering more patents, and bringing up the topic more frequently in corporate filings.

Further on, as per an analysis by GlobalData Saudi Arabian Oil Co and Royal Dutch Shell Plc are leading the way for artificial intelligence investment among top oil & gas companies followed by companies like Total SE, China Petroleum & Chemical Corp, Suncor Energy Inc, Petroleo Brasileiro SA, Exxon Mobil Corp Exonn Mobil Corp. With this, it is clear that AI adoption in the industry is happening across the world.

AI has proven to be significant in key internal processes like the Human Resources of oil and gas companies across the world.

Employment & Retention of Workforce in the Oil & Gas Industry

If we look at the core of the workforce in the oil and gas industry, it comprises core operations like field staff, technicians, mechanics and supervisors, business support domain that includes HR business development and marketing, finance, regulatory and compliance, and supply chain, research and development and digital and analytics that includes drilling, process and control, reservoir, petroleum, geology, and design and quality.

The industry is witnessing a major transformation as there are some skills that were critical in the last few decades are becoming almost obsolete due to technological innovations and increased demand for renewable energy. On the other hand, job positions like renewable energy engineers and candidates with experience in biofuels are seeing huge demand and competition as it is considered a skill for today with a high growth potential and upskilling opportunities tomorrow.

The upheaval caused by the increasing demand for renewable energy can either make or break an oil and gas company today. Companies must proactively adapt to the changing industry dynamics and demands and stay on top by focusing on leading innovation, hiring for potential and building a nurturing culture for their workforce.

Employing for Artificial Intelligence- Royal Dutch Shell Plc is leading the battle to fill 316 new positions in artificial intelligence between January 2020 and June 2021. When it posted 63 new AI-related job listings in January 2020, the company achieved its peak hiring period.

With 101 new job postings, Total SE was the second-most proactive artificial intelligence employer after Royal Dutch Shell Plc. Third place went to Exxon Mobil Corp with 63 new job postings.

How can Artificial Intelligence in Recruitment Help?

Numerous positions in the oil and gas sector have been stable for many years. Core engineering and operations roles are still steady today, with the exception of some areas where they are gradually declining in demand.

The hiring process is typically cyclical in the oil and gas sector globally. When an energy source has to be developed, new workers are hired. When that source is depleted, they are fired, and when a new source is discovered, they are encouraged to reapply. Oil and gas businesses were able to temporarily reduce hiring costs thanks to this tendency. Long-term, it has caused reputational harm in addition to the steady, sluggish erosion of industrial capabilities.

For businesses to continue hiring the same way they have in the past or to calibrate jobs based on their traditional methods, skills demands must change to address current industry demands. With talent intelligence, companies can not only optimize their hiring costs and time that spike due to high turnover, it is even possible to identify opportunities to reskill employees, upskill existing employees, calibrate jobs for future capabilities, hire for potential, and always be at the forefront of the energy industry's development.



Oil and gas companies need access to insights developed on deep data access to hire for skills and build career trajectories. Oil and gas firms can achieve growth, nurture and retain employees at once by utilising talent intelligence, which can further provide detailed insights into the competencies necessary for success in various sector roles.

The Bottom Line

It is obvious that the usage of new technology and AI will expand in the sector, bringing with it more efficient and new employment prospects. Companies must be prepared to invest in new technology, personnel development, and future-proofing.

Investment in training and analysis will be essential for businesses to successfully use artificial intelligence in the future. Employees need to be trained in both the use of new technologies and how to look for further opportunities.

SniperAI- a leading talent intelligence platform by Recruitment Smart has delivered exceptional results in transforming and automating the recruitment functions of globally leading oil and gas companies like PTTEP.

We are revolutionizing the complete hiring cycle of companies from screening, shortlisting, interacting with candidates, and diversity hiring, to offering deeper insight into the current talent pool through skill mapping and talent analytics. Our talent intelligence platform is improving recruitment productivity by more than **53%** and reducing sourcing costs by **37%**, increasing the conversion ratio by 3x, improving the diversity and inclusion index by **12%** and bettering candidate engagement and outreach by **60%**.

