AN EMPIRICAL STUDY ON ARTIFICIAL INTELLIGENCE (AI'S) ROLE IN SIMPLIFYING THE INTERVIEW PROCESS: TRANSFORMING COMPLEX CANDIDATE SELECTION INTO A STREAMLINED PROCEDURE

Vaddi Siva Sai Kumar[1], Archana Srinivas[2], Swathi Kantharaju[3], Ziyad Mohammad M K[4], Perugu Sai Manoj[5]

[1,2,4,5]Department of MBA, BIMA College, Bangalore

[3]Department of Science and Engineering, Macquarie University, Sydney, Australia

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ABSTRACT

The integration of Artificial Intelligence (AI) in recruitment processes has revolutionized the traditional methods of candidate selection, transforming it into a more efficient and streamlined approach. AI-powered tools and machine learning models are increasingly being used to automate various aspects of the interview process, from initial resume screening to final candidate assessment. This paper explores how AI simplifies the complex procedures involved in identifying and selecting the best candidates for job roles. Key areas of focus include the reduction of human bias, enhancement of decision-making accuracy, and the improvement of overall hiring efficiency. By examining case studies and industry practices, the research sheds light on the benefits and challenges of adopting AI in recruitment. It also discusses the impact on HR management and the strategic adjustments required to leverage AI

technologies effectively. The findings emphasize the importance of integrating AI-driven solutions with traditional human oversight to ensure a balanced and fair candidate selection process. In the end, this research offers insights into how companies can enhance their hiring strategies by embracing AI, fostering innovation, and staying competitive in a rapidly evolving job market.

Keywords: Artificial Intelligence, Recruitment, Candidate Selection, Interview Process, Hiring Efficiency.

INTRODUCTION

Recruitment has traditionally been a labour-intensive and time-consuming aspect of human resource management, often burdened by inefficiencies and unconscious biases (Lee, B. C., & Kim, B. Y. (2021)[8] The integration of Artificial Intelligence (AI) has brought a transformative shift, enabling a more streamlined and data-driven approach to hiring (Ochmann, J., & Laumer, S., 2019)[10] AI tools are increasingly applied across various stages of recruitment, such as resume screening, candidate sourcing, and interview scheduling (Bodde, M., 2024)[3] These advancements improve operational efficiency, reduce human bias, and enhance the precision of candidate selection, allowing recruiters to focus on more strategic decision-making (Lee et. al.,2021)[7] Moreover, AI-driven systems contribute to objective and consistent evaluation processes, leading to improved hiring outcomes. This paper explores how AI simplifies the interview process and examines its impact on both employers and candidates. By analyzing case studies and industry practices, the research demonstrates how AI tools refine traditional hiring methods and promote a fairer, more effective recruitment process. Beyond the benefits, the paper also discusses the challenges of integrating AI into recruitment systems and emphasizes the need for human oversight to ensure ethical and balanced decision-making. Real-world applications further highlight AI's transformative potential in recruitment. For example, **Unilever's AI-powered hiring process** achieved a 75% reduction in hiring time and improved workforce diversity by integrating machine learning into resume screening and video interviews. Similarly, **IBM's Watson Recruitment** utilizes data-driven insights to automate resume analysis and rank candidates, significantly reducing time-to-hire and enabling HR professionals to focus on strategic engagement. These case studies serve as practical evidence of AI's growing role in reshaping recruitment dynamics.

LITERATURE REVIEW

Paramita, D., Okwir, S., & Nuur, C. (2024)[11] emphasize the balance between transactional efficiency and relational engagement, drawing on algorithmic

management and ambidexterity theory to analyze how AI transforms organizational and operational dimensions in recruitment. The paper highlights the trade-offs between automation-driven operational performance and the importance of human-to-human interactions in maintaining fairness and candidate experience. Bhalgat, K. H. (2019)[2] examines the recruitment and selection, emphasizing its impact on efficiency, candidate screening, and strategic hiring. The study reviews various AI-based recruitment technologies, highlighting their benefits in automating repetitive tasks and improving hiring decisions. However, it also critically examines concerns related to biases, ethical risks, and the potential impact on human recruiters. Yadav et. al (2023)[16] emphasize AI's role in optimizing traditional recruitment processes. The paper reviews existing research on AI's applications, benefits, and challenges in recruitment, including automation, bias reduction, and efficiency improvements. However, it also highlights concerns regarding technological adaptability, ethical implications, and the need for human oversight in AI-driven recruitment. Kaur, R., Gabrijelčič, D., & Klobučar, T. (2023)[6] explores the ways in which Artificial Intelligence (AI) is transforming the processes of recruitment and selection by automating tasks and enhancing decision-making. It builds upon theories such as Affordance-Actualization and Strategic Human Resource Management to analyze AI's impact on efficiency and bias reduction. Prior research highlights AI's role in optimizing hiring decisions, but gaps remain in understanding its practical implementation and long-term effectiveness across diverse organizational contexts. Radonjić, A., Duarte, H., & Pereira, N. (2024)[13] reviews AI applications in talent acquisition, including automated screening, chatbots, and predictive analytics. It highlights AI's advantages in improving efficiency, reducing human bias, and enhancing the candidate experience while also addressing challenges related to adaptability and fairness. Balasundaram, S., Venkatagiri, S., & Sathiyaseelan, A. (2022)[1] explores how Artificial Intelligence (AI) improves candidate experience in high-volume hiring by automating tasks like resume screening, scheduling, and communication. A case study of a Canadian bookstore chain demonstrated reduced hiring time, lower costs, and enhanced candidate engagement. While AI offers significant efficiency gains, the paper also addresses ethical concerns, algorithmic bias, and the need for careful implementation. Park, J. Y., & Ko, C. B. (2022)[12] this study proposes an AI-based video interview system that integrates image data analysis, biometric signals, and HR analytics to enhance non-face-to-face recruitment. Using technologies like WebRTC, multimodal image processing, and deep learning, the system evaluates gaze, posture, voice, and emotion. It aims to provide objective and data-driven assessments on a single screen for HR managers. The system addresses limitations of conventional AI interviews by improving fairness, reducing bias, and supporting effective talent acquisition. Saurabh, A. (2025)[15] explores the ethical challenges of AI systems and argues that if AI

develops consciousness, it should be managed like humans. It reviews value-sensitive design, participatory design, and algorithmic auditing as current methods to align AI with human values. The paper highlights existing issues such as bias in healthcare and social media algorithms. Ultimately, it proposes that conscious AI would require legal, educational, and social structures similar to those used to govern human behavior. O'Brien, T. (2024)[9] provides an in-depth review of how artificial intelligence (AI) techniques are being applied to identify and reduce algorithmic bias in hiring practices. It identifies common bias types—such as measurement, representation, and aggregation bias—and reviews solutions like vector space correction and data augmentation. The study also highlights real-world tools and case studies, including IBM's AI Fairness 360 and Accenture's fairness tools. While AI offers promise, the paper stresses the need for human collaboration, high-quality data, and ethical oversight to ensure fair and unbiased recruitment.

Sl. No	Author	Methodology	Advantages	Shortcomings
1	Paramita, D., Okwir, S., & Nuur, C. (2024)	The study uses an inductive qualitative approach with semi-structured interviews and grounded theory for data analysis.	AI enhances talent acquisition by improving operational efficiency, ensuring objective hiring decisions, and balancing transactional automation with human relational engagement.	The study is limited by its small and geographically constrained sample size, potential bias in qualitative data, and the rapid evolution of AI, which may render findings outdated.
2	Bhalgat, K. H. (2019)	The study employs a quantitative research approach using surveys/questionnaires distributed online to recruitment professionals to evaluate how AI impacts the hiring process.	The study effectively highlights the transformative impact of AI in recruitment, demonstrating its potential to optimize hiring efficiency, reduce recruiter workload, and improve candidate screening accuracy.	The research is constrained by a limited sample size, potential biases in survey responses, and the rapid evolution of AI, which may outdate its findings.
3	Yadav, K., Seemendra, A.,	The study employs a qualitative	The research offers key insights into how AI is	The study is limited by the early-stage

	Singhania, A., Bora, S., Dubey, P., & Aggarwal, V. (2023).	research approach using semi-structured interviews conducted with HR professionals from international companies, analyzed through thematic coding to explore AI's influence on the recruitment process.	applied in HRM, highlighting its potential to improve the efficiency of recruitment, reduce biases, and streamline administrative tasks.	adoption of AI in recruitment, potential biases in AI-driven decision-making, and the challenge of balancing automation with the human touch in HRM.
4	Kaur, R., Gabrijelčič, D., & Klobučar, T. (2023).	The study employs a grounded theory-based qualitative research approach, conducting semi-structured interviews across seven Scandinavian HR companies to analyze AI capabilities in the recruitment and selection process.	The study demonstrates how AI-driven recruitment enhances efficiency, reduces hiring biases, and optimizes candidate selection, contributing to fairer and more strategic HR practices.	The study is constrained by a limited number of case studies, potential bias in qualitative data collection, and the evolving nature of AI, which may impact the long-term applicability of findings.
5	Radonjić, A., Duarte, H., & Pereira, N. (2024).	The study employs a literature review approach, analysing existing AI-based recruitment models, case studies, and industry practices to assess AI's impact on human resource management.	The study showcases AI's role in optimizing HR recruitment by reducing biases, automating tasks, and improving efficiency.	The study is limited by reliance on literature, potential biases in AI adoption, and the rapid evolution of AI in HR recruitment.

OBJECTIVES OF THE STUDY

1. To assess the role of Artificial Intelligence (AI) in streamlining the interview process and enhancing hiring efficiency.
2. To evaluate the impact of AI-driven tools on improving decision-making accuracy and reducing unconscious bias in recruitment.

3. To examine the key challenges associated with AI automation in recruitment and explore strategies for ensuring effective human-AI collaboration and oversight.

RESEARCH METHODOLOGY

This research utilizes a secondary data research approach, reviewing existing literature, case studies, and industry reports to examine AI's role in simplifying the interview process. The research is based on a structured analysis of previous studies, focusing on AI-driven hiring processes and how they influence recruitment efficiency, bias reduction, and decision-making accuracy.

Data Collection: Secondary data from peer-reviewed research papers, industry reports.

FINDINGS

1. Impacts of AI-Driven Tools on Decision-Making Accuracy and Bias Reduction

- Improved Candidate Experience: The *Figure 1* notes that transparent feedback and flexibility enhance candidate experience. AI-driven platforms automate feedback delivery, ensuring consistency and fairness.
- Bias Mitigation: The *Graph 1* highlights that 58% of respondents associate AI with increased quality in hiring. Unilever's case study corroborates this, showing improved diversity due to AI's elimination of unconscious bias in video interviews.
- Data-Driven Insights: AI tools like predictive analysis in Figure 1enhance decision-making accuracy by correlating candidate data with job performance metrics. IBM's Watson leverages historical hiring data to rank applicants objectively, reducing human subjectivity.

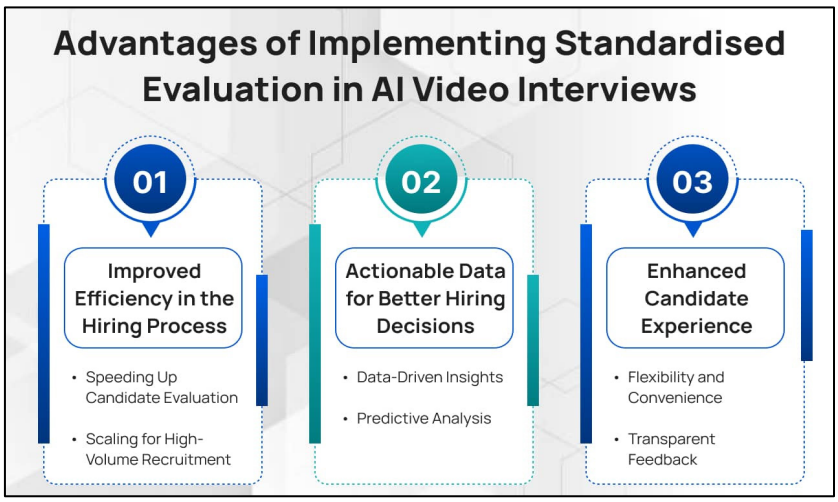
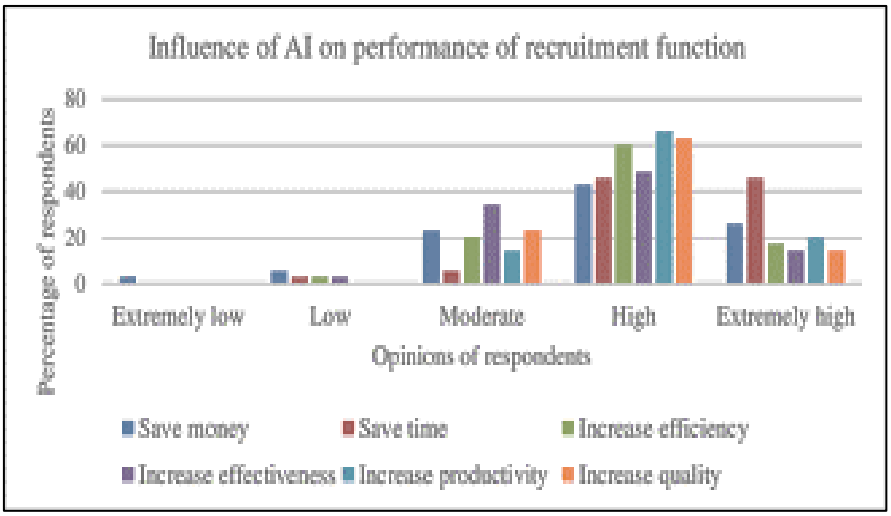


Figure 1: Evaluation of AI video interview courtesy of (Incrutier)

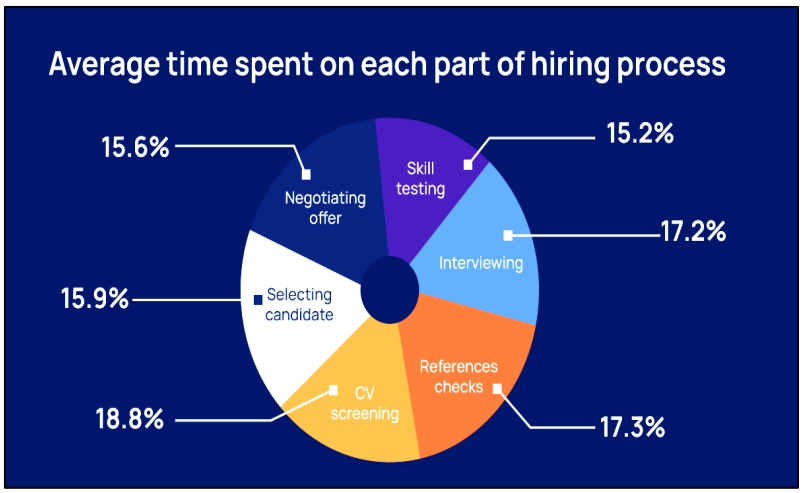


Graph 1: AI on Performance of Recruitment Function Courtesy of (Research Gate)

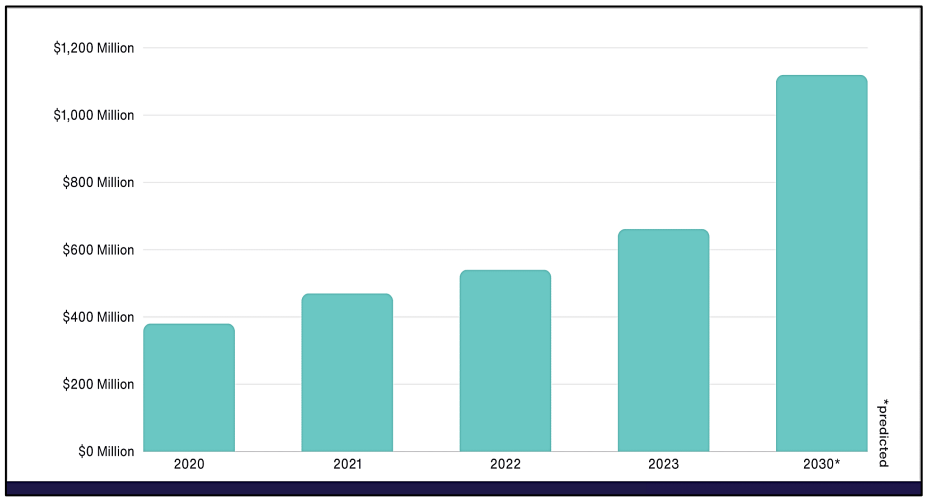
2. AI's Role in Streamlining the Interview Process for Improved Hiring Efficiency

- Enhanced Scalability: The *Figure 1* emphasizes AI's ability to scale recruitment efforts, particularly for large organizations. Automated tools enable simultaneous evaluation of thousands of candidates, addressing inefficiencies in high-volume hiring.
- Time Reduction: The *Graph 2* reveals that traditional hiring processes allocate significant time to CV screening (18.8%) and interviewing (17.2%). Case studies like Unilever's AI-driven hiring process demonstrate a 75% reduction in hiring time by automating these stages. IBM's Watson Recruitment further reduced time-to-hire by automating resume screening.
- Market Growth and Adoption: The AI recruitment industry's market size *Graph 3* is projected to grow from

- 0 million in 2020 to 1,200 million by 2030, reflecting rapid adoption of AI tools. This growth aligns with the demand for efficiency in high-volume recruitment, as highlighted in *Graph 3.*



Graph 2: Time Spent on each part of hiring process courtesy of (Index. Dev)



Graph 3: Market Size of AI Recruitment Industry courtesy of (demandsage)

3. Challenges and Strategies for Balancing AI Automation with Human Oversight

- Persistent Biases: Despite AI's potential, biases in training data can perpetuate discrimination. For instance, facial analysis tools might favour specific demographics when improperly calibrated.
- Human-AI Collaboration: Case studies emphasize hybrid models. Unilever combines AI screening with human-led final interviews to maintain relational engagement. The *Graph 1* underscores the need for human oversight, as 32% of respondents caution against over-reliance on AI for nuanced decisions.
- Ethical and Adaptability Challenges: The rapid evolution of AI (as noted in literature) risks leading to outdated systems. Organizations must invest in

continuous training and ethical audits to ensure compliance with fairness standards.

Overall, the integration of AI-driven tools in recruitment has significantly transformed the hiring landscape by improving decision-making accuracy, reducing biases, and enhancing operational efficiency. AI tools like HireVue, Pymetrics, and IBM Watson are not only revolutionizing candidate evaluation and selection but also ensuring that recruitment processes are scalable and time-efficient.

However, challenges remain, particularly in mitigating biases within AI systems and balancing automation with human oversight. As the AI recruitment industry continues to grow, organizations must adopt hybrid models that combine the power of AI with human judgment to create a fair, ethical, and efficient hiring process. Moving forward, continuous innovation and investment in AI ethics will be critical to ensuring the long-term success of AI-driven recruitment strategies.

SUGGESTIONS:

1. Adopt Hybrid Recruitment Models

Integrate AI tools for repetitive tasks (e.g., resume screening, scheduling) while reserving human judgment for nuanced decisions like cultural fit and soft skills.

2. Implement Ethical Audits and Bias Mitigation

Regularly audit AI systems using tools like IBM's AI Fairness 360 to detect and correct biases in training data. Partner with third-party auditors to ensure fairness and diversify datasets to reflect global candidate demographics.

3. Enhance Transparency in AI Decision-Making

Provide candidates and recruiters with clear explanations for AI-driven decisions (e.g., why a candidate was shortlisted). Use interpretable AI models and publish transparency reports to build trust and comply with regulatory standards like GDPR.

4. Invest in Continuous HR Training

Develop certification programs and workshops to upskill HR teams in AI ethics, bias detection, and hybrid workflow management. Foster collaboration between HR and data science teams to bridge technical and operational gaps.

5. Establish Candidate-Centric Feedback Loops

Solicit feedback from candidates about their AI interaction experiences. Use insights to refine algorithms, adjust communication styles, and reduce depersonalization risks. Publish annual reports detailing AI improvements.

6. Develop Adaptive Governance Frameworks

Create cross-functional ethics committees to align AI policies with global standards (e.g., OECD AI Principles). Pilot AI tools in low-stakes scenarios and update governance frameworks to address emerging ethical challenges.

7. Support SME Access to AI Tools

Democratize AI adoption for SMEs through affordable cloud-based platforms (e.g., Greenhouse, Lever) and open-source frameworks. Advocate for public-private partnerships to subsidize training and infrastructure costs.

8. Offer Tiered Cybersecurity Solutions

Design customizable cybersecurity packages for recruitment platforms, prioritizing data encryption and breach prevention. Market these features as value-added services to justify tiered pricing and enhance customer trust.

9. Strengthen Legal Compliance

Collaborate with policymakers to establish certifications and third-party audits for AI recruitment tools. Ensure compliance with evolving regulations (e.g., EU's AI Act) to protect candidate rights and improve public confidence.

10. Promote AI Awareness Campaigns

Launch workshops and social media campaigns to educate candidates and employers about AI's role in recruitment, addressing benefits (e.g., bias reduction) and risks (e.g., data privacy). Partner with educational institutions to foster digital literacy.

CONCLUSION

AI streamlines the interview process by automating repetitive tasks, improving decision-making accuracy, and scaling hiring processes. Tools such as predictive analytics and video interview analysis enhance efficiency and diversity, as shown in case studies from Unilever and IBM. However, successful implementation depends on balancing automation with human oversight to mitigate ethical risks and sustain candidate engagement. Organizations must develop adaptive frameworks that combine AI's analytical capabilities with human empathy to achieve balanced hiring outcomes.

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