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Impact of Artificial Intelligence on Recruitment Process

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Abstract

The recruitment process has experienced substantial alterations with the introduction of artificial intelligence (AI). This study looks into the use of AI in recruitment, with an emphasis on resume screening, predictive analytics, and video interviews. A thorough assessment of the existing research, as well as an empirical analysis of real-world recruitment data, reveal both the advantages and disadvantages of AI-powered recruitment tools. The questionnaire was the primary source of data for the study. The researcher focused on descriptive statistics of percentages and Spearman rank correlation coefficient analysis. The bio-data was analyzed using percentages, and hypotheses were tested using Spearman rank correlation coefficient. The findings imply that using AI to screen resumes can increase candidate selection efficiency and accuracy. Predictive analytics can assist discover excellent prospects and forecast recruitment results. Video interviews powered by AI chatbots can improve candidate experiences while shortening the hiring process.

Keywords: Artificial Intelligence, Recruitment, Resume Screening, Predictive Analytics, Video Interviews, Chatbots, Candidate Experience, Recruitment Outcomes.

Introduction

Organizations look for talented personnel with multi-skill qualifications to compete in the global market (FraiJ & László, 2021). AI technology can now automate the hiring process, transforming the function of human resources professionals (Horodyski, 2023). AI recruiting is the use of artificial intelligence technologies to perform

various recruiting duties. This can be as simple as using AI to communicate with forecasters or constantly monitoring, assessing, and changing the selection process to discover potential high achievers (Koch-Bayram & Kaibel, 2023). After HRM was introduced to E-Recruitment, AI is now available to target potential employment prospects. AI can also assist in computerized job analysis in a variety of ways. First, artificial intelligence can assist job analysts in creating job descriptions and specifications. For example, AI can analyze prior position descriptions and compare them to job descriptions for external positions or from the system. AI can be employed in the first step of recruitment. Thus, the usage of AI can assist recruiters in gathering data about personas and whether they match what they are seeking for or not, which increases organizational performance and efficiency by allowing them to readily select talents from a large pool of candidates (FraiJ & László, 2021).

Artificial intelligence (AI) has altered various industries, including recruitment. The traditional recruitment process, which is frequently criticized for being time-consuming and prone to human bias, is rapidly being streamlined using AI-powered solutions. These tools help with talent finding, screening, engagement, and even interviewing. As firms aim to increase efficiency and make more data-driven hiring decisions, AI's involvement in recruitment grows (Mehta, 2021).AI improves talent sourcing by automating the search for candidates across many platforms (such as LinkedIn, job boards, and databases) with algorithms that match resumes to job descriptions. The primary areas of IA influence on recruiting are candidate sourcing and attraction, resume screening and short listing, chatbots and candidate engagement, and video interview analysis. This study analyzed the impact of artificial intelligence on resume screening, predictive analytics, and video interviews on the recruitment process.

Statement of the problem

The growing use of artificial intelligence (AI) in the recruitment process has changed how businesses attract, select, and hire people. However, the influence of AI on the recruitment process is still not well understood, notably in terms of candidate experience, diversity and inclusion, and hiring results. Despite the potential benefits of AI in recruiting, such as enhanced efficiency and accuracy, concerns have been raised concerning the biases and limitations of AI-powered recruitment tools. Furthermore, the lack of openness and accountability in AI decision-making procedures calls into question the justice and equity of AI-powered recruitment methods.

Other areas of artificial intelligence in the recruitment process, such as resume screening, predictive analytics, and video interviews, have received little attention in research.

However, these domains of artificial intelligence have limitations in recent research studies.As a result, the purpose of this study is to look into the impact of artificial intelligence on the recruitment process, namely resume screening, predictive analytics, and video interviews

Objectives of the study

The main objective of this study is to examine the relationship between artificial intelligence and recruitment process. The specific objectives are to;

1. Ascertain the nexus between resume screening and recruitment process.
2. Determine the relationship between and recruitment process.
3. Examine the association between video interviews and recruitment process.

Research questions

1. What is the nexus between resume screening and recruitment process?
2. What is the relationship between predictive analytics and recruitment process?
3. To what extent is the association between video interviews and recruitment process?

Hypotheses

Ho1: There is no significant nexus between resume screening and recruitment process.

Ho2: There is no significant relationship between predictive analytics and recruitment process.

Ho3: There is no significant association between video interviews and recruitment process.

Scope of the study

This article analyzed the scope in terms of content, geography, and unit scope.

This study's content scope included artificial intelligence and recruitment, with AI parameters such as resume screening, predictive analytics, and video interviews. The geographic scope is Lagos, Nigeria. The unit's scope includes the employees of a selected oil and gas firm in Lagos.

Review of Related Literature

This section reviewed the related literature on the concept under study. The literature reviewed are based on conceptual, theoretical and empirical. However, the conceptual framework is given below to portray the relationship between the independent and dependent variables.

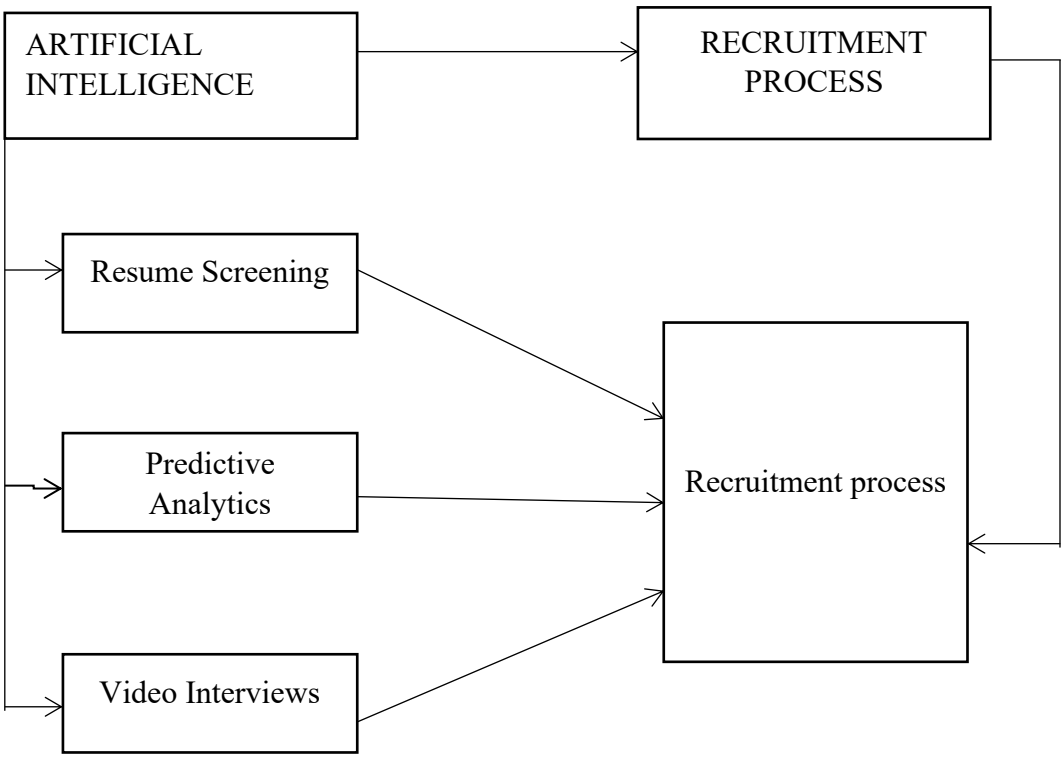


Fig 1: Operational conceptual framework.
Source: Researchers desk (2025)

Conceptual Review

The Concept of Artificial Intelligence

Artificial intelligence (AI) is the creation of computer systems capable of doing tasks that would normally require human intelligence, such as learning, problem solving, decision-making, and perception (Kurzweil, 2005; Russell & Norvig, 2010). Some major types of AI include;

a) Narrow or Weak AI: Intended to do a single task, such as facial recognition, language translation, or chess (Bostrom, 2014).
b) General or Strong AI: A hypothetical AI system capable of understanding, learning, and applying knowledge across a wide range of tasks, comparable to human intelligence (Hawkins & Blakeslee, 2004).
c) Super intelligence: A hypothetical AI system that outperforms human intelligence, perhaps resulting in exponential technological progress (Bostrom, 2014).

Some of the Basic Concepts in AI are;

1. Machine Learning (ML): A subset of artificial intelligence that allows systems to learn from data without explicit programming (Alpaydin, 2016).

2. Deep Learning (DL): A subset of machine learning that analyzes difficult data using neural networks with numerous layers (LeCun et al. 2015).
3. Natural Language Processing (NLP): A subset of AI concerned with the interplay of computers and human language (Jurafsky & Martin, 2019).

The major applications of AI covered;

- Virtual Assistants: AI-powered virtual assistants, such as Siri, Alexa, and Google Assistant, can perform tasks, provide information, and answer questions (Luger & Stubblefield, 2009).
- Image Recognition: AI-powered image recognition systems can identify objects, people, and patterns in images (Krizhevsky et al., 2012).
- Autonomous Vehicles: AI-powered autonomous vehicles can navigate roads, avoid obstacles, and make decisions in real-time (Thrun, 2010).

Indicators of Artificial Intelligence

Resume screening: Resume screening is the process of evaluating and filtering resumes to identify the most qualified candidates for a job opening. AI-powered resume screening tools use machine learning algorithms to analyze resumes and identify relevant skills, experience, and qualifications (Davenport & Dyché, 2013).

How AI-powered Resume Screening Works:

1. Resume Parsing: AI algorithms extract relevant information from resumes, such as work experience, education, and skills (Faliagka et al., 2012).
2. Keyword Extraction: AI algorithms identify keywords and phrases relevant to the job opening (Li et al., 2015).
3. Matching Algorithm: AI algorithms match the extracted information and keywords to the job requirements and qualifications (Sinha et al., 2017).
4. Ranking and Filtering: AI algorithms rank and filter resumes based on relevance, qualifications, and fit (Davenport & Dyché, 2013).

Benefits of AI-powered Resume Screening:

1. Increased Efficiency: AI-powered resume screening can process large volumes of resumes quickly and accurately (Faliagka et al., 2012).
2. Improved Accuracy: AI algorithms can lessen the danger of human bias and inaccuracy in the screening process (Li et al., 2015).
3. Enhanced Candidate Experience: AI-powered resume screening can provide candidates with faster and more tailored feedback (Sinha et al., 2017).

Challenges and Limitations

- AI Bias: AI algorithms have the potential to perpetuate existing biases and discriminate against specific groups of candidates (Dastin, 2018).
- Lack of Transparency: Candidates may struggle to understand the decision-making process when using AI-powered resume screening (Faliagka et al., 2012).
- Over-Reliance on Technology: Over-reliance on AI-powered resume screening might lead to missed possibilities for human judgment and nuance (Li et al., 2015).

Predictive analytics

Predictive analytics is a sort of advanced analytics in which statistical models, machine learning algorithms, and data mining techniques are used to evaluate historical data and forecast future occurrences or outcomes (Deloitte, 2019).

1. Data Collection: Collecting useful information from multiple sources, including databases, sensors, and social media.
2. Data Analysis: Using statistical models and machine learning algorithms to detect patterns and relationships in data.
3. Model Development: Developing predictive models based on examined data to foresee future occurrences or outcomes.
4. Model Deployment: Implementing the predictive models in real-world applications, such as decision-making systems or recommendation engines.

Applications of Predictive Analytics:

- Customer Churn Prediction: Predicting which customers are likely to leave a company or service.
- Credit Risk Assessment: Predicting the likelihood of a borrower defaulting on a loan.
- Demand Forecasting: Predicting future demand for products or services (Deloitte, 2019).
- Healthcare Outcomes Prediction: Predicting patient outcomes, such as disease diagnosis or treatment response.

Video interviews:

Video interviews are a type of digital interview that uses video conferencing technology to conduct remote interviews. AI-powered video interviews use machine learning algorithms to analyze candidate responses, behavior, and personality traits (Guo et al., 2019).

How AI-Powered Video Interviews Work

1. Pre-Interview Preparation: AI algorithms analyze the job description and requirements to generate relevant interview questions (Chowdhury et al., 2020).

2. Video Interview: Candidates participate in a video interview, responding to questions and engaging with the AI system (Guo et al., 2019).
3. AI Analysis: Machine learning algorithms analyze candidate responses, behavior, and personality traits, such as tone, language, and facial expressions (Chowdhury et al., 2020).
4. Candidate Scoring: AI algorithms generate a scorecard for each candidate, evaluating their fit for the job based on their responses and behavior (Guo et al., 2019).

Applications of AI-Powered Video Interviews

i. Recruitment: AI-powered video interviews can help recruiters and hiring managers identify top candidates more efficiently (Chowdhury et al., 2020).
ii. Talent Acquisition: AI-powered video interviews can help organizations streamline their talent acquisition processes, reducing time-to-hire and improving candidate experience (Guo et al., 2019).

Benefits of AI-Powered Video Interviews

a) Increased Efficiency: AI-powered video interviews can automate many aspects of the recruitment process, freeing up time for more strategic activities (Chowdhury et al., 2020).
b) Improved Accuracy: AI algorithms can analyze candidate responses and behavior more accurately than human recruiters, reducing the risk of bias and discrimination (Guo et al., 2019).
c) Enhanced Candidate Experience: AI-powered video interviews can provide candidates with a more personalized and engaging experience, improving their overall perception of the organization (Chowdhury et al., 2020).

Recruitment Process

Recruitment is the process of finding, attracting, and selecting qualified candidates to fill job openings within an organization.

Steps in the Recruitment Process

1. Job Analysis: Identify the job requirements, responsibilities, and skills needed for the position (Kot, Hussain, Bilan, Haseeb, & Mihardjo, 2021).
2. Job Description: Create a job description that outlines the job requirements, responsibilities, and skills needed.
3. Job Advertising: Advertise the job opening through various channels, such as job boards, social media, and employee referrals.
4. Application Collection: Collect applications from candidates, either online or in-person.

5. Application Screening: Screen applications to ensure candidates meet the minimum qualifications.
6. Interviews: Conduct interviews with selected candidates to assess their skills, experience, and fit for the job.
7. Assessment and Testing: Use various assessment tools, such as skills tests or personality assessments, to evaluate candidates.
8. Reference Checks: Verify candidates' previous work experience and check professional references.
9. Job Offer: Extend a job offer to the selected candidate.

Best Practices in Recruitment

1. Use a Structured Interview Process: Use a standardized interview process to ensure fairness and consistency.
2. Use Assessment Tools: Use assessment tools, such as skills tests or personality assessments, to evaluate candidates.
3. Check References: Verify candidates' previous work experience and check professional references (Kot, Hussain, Bilan, Haseeb, & Mihardjo, 2021).

Theoretical review

This seminar is anchored on the following theories;

Social Cognitive Theory (SCT) holds that people learn and adopt actions by seeing and copying others (Bandura, 1986). In terms of AI in recruiting, SCT can help explain how AI-powered chatbots and virtual assistants can influence candidate behaviour and perceptions.

The Technology Acceptance Model (TAM) proposes that the adoption of new technology is determined by two factors: perceived usefulness and perceived ease of use (Davis, 1989). In terms of AI in recruiting, TAM can assist explain how recruiters and candidates adopt and use AI-powered recruitment solutions.

Job qualities Theory (JCT) states that job qualities such as autonomy, feedback, and task relevance influence job satisfaction and motivation (Hackman & Oldham, 1976). In terms of AI in recruitment, JCT can demonstrate how AI-powered recruiting tools might affect candidate experiences and job satisfaction.

According to the Theory of Planned Behavior (TPB), attitudes, subjective standards, and perceived behavioral control all have an impact on behavior. TPB can assist explain how recruiters and candidates develop attitudes and intentions toward AI-powered recruitment tools.

Empirical Review

Kumar et al. (2020) investigated the effect of AI-powered chatbots on candidate experiences during the recruitment process in Kenya. The study used regression analysis.

The findings revealed that candidates who interacted with AI-powered chatbots expressed higher levels of happiness and engagement than those who did not.

Bhattacharya et al. (2019) studied how AI-powered recruitment tools improved recruitment outcomes in Tunisia. The study employed correlation analysis. The findings revealed that AI-powered recruitment tools can improve recruitment outcomes by shortening time-to-hire, increasing candidate quality, and improving the entire recruitment experience.

Davenport et al. (2019) evaluated the effect of artificial intelligence on recruitment outcomes in the context of talent acquisition in Porto Novo. The study used mean deviation. The findings revealed that AI can improve recruitment outcomes by allowing recruiters to focus on high-value tasks like developing connections with prospects and making strategic hiring decisions.

Gap in Literature

The study addressed both the content and spatial gaps. The majority of the empirical evidence focused on areas of AI other than those addressed in this paper. This study addressed the gap by incorporating new parts of AI such as predictive analytics, video interviews, and resume screening. Furthermore, the current study is conducted employing oil servicing enterprises in Lagos, which is not typical of most empirical investigations.

METHODOLOGY

Research Design

The study used the survey research approaches. The survey approach was used to describe the characteristics of the sample population and the key variables used in the study. It was also used to explain and validate the research findings.

Population of the Study

The study's population comprised of the staff of selected oil and gas firms in Lagos bringing population size to 210 staff.

Sample Size Determination

The sample size for the study was determined using the following formula.

Sample formula =

$$n = \frac{N}{1 + N\,(e)\,2}$$

Where

n = desired sample size

N= size of the population

e= Limit of error tolerance which was assured to be 5% (0.05); confidence limit.

Computing with the above formula, the number of questionnaires to be administered will be obtained

$$n = \frac{210}{1 + 210\,(0.05)^2}$$

$$= \frac{210}{1 + 210 \times 0.0025}$$

$$= \frac{210}{1 + 0.525}$$

$$= \frac{210}{1.525}$$

$$n = \textbf{138 respondents}$$

Method of Data Collection

This study used the primary data. Primary data refers to information that a researcher gathers from the field. Primary data was obtained from the original sources using questionnaires.

Research Instrument

A Comprehensive Questionnaire (close-ended) was developed and covered all aspect of the study.

Validity of the Instrument

In order to ensure content validity, the questionnaire was subjected to thorough examination seminar supervisor.

Reliability of the Instrument

The pre-testing or test–retest was conducted twice in the firms with a gap of two weeks. To ascertain its consistency, the instrument was subjected to a Cronbach alpha test and coefficient of reliability of above 0.70 was obtained, hence making the instrument to be considered reliable.

Data Analysis Techniques

The researcher committed data analysis to descriptive statistics of percentages and correlation analysis. Percentages were used to analyze the bio data while Spearman rank correlation coefficient was used to test hypotheses.

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

The data gathered by way of questionnaire administration were presented in tables, analyzed using percentages and the results were interpreted. The hypotheses for the research were also tested.

Questionnaire Analysis

Out of the 138 copies of the questionnaire distributed, only 131 questionnaire copies were properly filled and returned.

This means that 95% of the copies distributed were returned after being properly filled.

Section A: Personal Data

Table 1 – Sex Distribution of Respondents

Options	No of Responses	% of Responses
Male	91	**69**
Female	40	**31**
Total	131	100

Source: Field Survey (2025)

Table 1 shows that 69% of the respondents were males whereas 31% of the respondents were females.

Table 2: Level of Education Distribution

Options	No of Responses	% of Responses
Below B.Sc.	67	**51**
B.Sc.	53	**40**
Above B.Sc.	11	**9**
Total	131	100

Source: Field Survey (2025)

Table 2 indicates that 51% of the respondents held qualifications below B.Sc. whereas 40% of the respondents held qualifications equal to B.Sc. Also, 9% of the respondents held qualifications above B.Sc.

Table 3: Working Experience Distribution

Options	No of Responses	% of Responses
Below 1 year	73	**56**
1- 5 years	27	**21**
Above 5years	31	**23**
Total	131	100

Source: Field Survey (2025)

Table 3 indicates that 56% of the respondents have worked for a period below 1 year whereas 21% of the respondents have worked for a period below 1 to 5 years. Also, 23% of the respondents have worked for a period of 25 years.

Section B: Core Questionnaire

Analysis and Results of Hypotheses

Hypotheses One to three

In this section, the Spearman rank correlation coefficient was employed to address hypotheses respectively since the normality assumption of the error term was not all satisfied.

Testing of Hypothesis One

$H0_1$: There is no significant nexus between resume screening and recruitment process.

Table 4: Spearman's Rank Correlation Summary for resume screening and recruitment process

Variables	n	$\sum$	$\overline{X}$	SD	r
Recruitment process.	131	1268	9.679	4.052	
					0.584
Resume screening	131	1216	9.282	3.178	
Moderate Relationship					

Source: Extracted from SPSS Output

Table 4 shows the result obtained in respect of hypothesis one. The result reveals that the Spearman rank correlation coefficient is 0.584, which is moderate. This implies that there is a moderate relationship between resume screening and recruitment process.

Testing of Hypothesis Two

$H0_2$: There is no significant relationship between predictive analytics and recruitment process.

Table 5: Spearman's Rank Correlation Summary for between predictive analytics and recruitment process

Variables	N	∑	$\overline{X}$	SD	R
Recruitment process	131	1985	15.153	3.336	
					0.585
Predictive analytics	131	1216	9.282	3.178	
Moderate Relationship					

Source: Extracted from SPSS Output

Table 5 shows the result obtained in respect of hypothesis two. The result reveals that the Spearman rank correlation coefficient is 0.585, which is moderate. This implies that there is a moderate relationship between predictive analytics and recruitment process.

Testing of Hypothesis Three

$H0_3$: There is no significant association between video interviews and recruitment process.

Table 6: Spearman's Rank Correlation Summary for video interviews and recruitment process

Variables	n	∑	$\overline{X}$	SD	r
Recruitment process.	131	1409	10.756	4.074	
					0.635
Video interviews	131	1216	9.282	3.178	
High Relationship					

Source: Extracted from SPSS Output

Table 6 shows the result obtained in respect of hypothesis three. The result reveals that the Spearman rank correlation coefficient is 0.635, which is high. This implies that there is a high relationship between video interviews and recruitment process.

Discussion of Findings

The study has examined the relationship between artificial intelligence and recruitment process, the study was able to find out that on a general note, that there is a significant relationship between artificial intelligence and recruitment process. This discussion was generally accepted based on the analyses that were performed on the proposed hypotheses. The findings from the first hypotheses reveal that the Spearman rank correlation coefficient is 0.584, which is moderate. This implies that there is a moderate relationship between artificial intelligence and recruitment process. On whether there is a relationship between predictive analytics and recruitment process. The result reveals that the Spearman

rank correlation coefficient is 0.585, which is moderate. This implies that there is a moderate relationship between predictive analytics and recruitment process.

In furtherance with the test of hypothesis on the relationship between video interviews and recruitment process, the study was able to ascertain that there is a significant relationship between video interviews and recruitment process. The result reveals that the Spearman rank correlation coefficient is 0.635, which is high. This implies that there is a high relationship between video interviews and recruitment process. These findings are in agreement with the empirical studies by Kumar (2020) examined the impact of AI-powered chatbots on candidate experiences during the recruitment process in Kenya. The results showed that candidates who interacted with AI-powered chatbots reported higher levels of satisfaction and engagement compared to those who did not. Bhattacharya et al. (2019) investigated the effectiveness of AI-powered recruitment tools in improving recruitment outcomes in Tunisia. The results showed that AI-powered recruitment tools can improve recruitment outcomes by reducing time-to-hire, improving candidate quality, and enhancing the overall recruitment experience.

Summary of findings

1. There is a significant nexus between resume screening and recruitment process.
2. There is a significant relationship between predictive analytics and recruitment process.
3. There is a significant association between video interviews and recruitment process.

Conclusion

Artificial intelligence (AI) is transforming the recruitment process by improving efficiency, effectiveness, and fairness. AI-powered recruitment tools can automate routine tasks, such as resume screening and candidate sourcing, freeing up recruiters to focus on high-value tasks, such as building relationships with candidates and making strategic hiring decisions.

Recommendation

1. **Invest in AI-powered recruitment tools:** Oil servicing firms should Leverage AI-powered recruitment tools to automate routine tasks, improve efficiency, and enhance the candidate experience.
2. **Ensure data quality and accuracy:** Ensure that candidate data is accurate, complete, and up-to-date to support AI-powered recruitment tools.
3. **Implement transparent and explainable AI algorithms:** Implement AI algorithms that are transparent, explainable, and fair to reduce bias and ensure fairness in the recruitment process.

4. **Monitor and evaluate AI-powered recruitment tools:** Regularly monitor and evaluate the effectiveness of AI-powered recruitment tools and make adjustments as needed.

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