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EVOLUTION OF ARTIFICIAL INTELLIGENCE ON RECRUITMENT AND SELECTION OF INFORMATION TECHNOLOGY COMPANIES WITH SPECIAL REFERENCE IN BANGALORE

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Keywords

Artificial Intelligence (AI), Recruitment and Selection, IT Sector, Unconventional Talent, Ethical Recruitment, Fairness and Inclusivity, AI-Driven Hiring, Talent Marginalization

Abstract

This paper critically examines the growing dependency on Artificial Intelligence (AI) in recruitment and selection processes within Bangalore's Information Technology (IT) sector. Rather than merely enhancing hiring efficiency, AI is increasingly shaping organizational hiring philosophies, often prioritizing algorithmic logic over personalized assessment. The study explores the implications of this shift, including reduced human interaction, potential bias embedded in AI algorithms, and the marginalization of unconventional talent. By analyzing current trends and company practices, the research underscores the need for cautious adoption and stronger regulatory oversight to ensure fairness, inclusivity, and accountability in AI-driven recruitment frameworks.

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1. INTRODUCTION

The integration of Artificial Intelligence (AI) in recruitment has transformed the hiring landscape, especially in the Information Technology (IT) industry, where the need for efficiency and accuracy is crucial. In Bangalore, a key technology hub in India, AI is playing a pivotal role in reshaping recruitment strategies across both large multinational corporations and fast-growing startups. Traditional recruitment methods, such as manual screening of resumes and face-to-face interviews, are being replaced by AI-powered systems that automate and optimize these processes. Tools like AI-driven applicant tracking systems, predictive analytics, and chatbots are streamlining candidate selection, reducing time-to-hire, and minimizing biases that often occur with human involvement. This shift not only enhances the quality of hiring decisions but also improves the overall experience for candidates by providing quicker, more responsive interactions. Additionally, AI helps companies manage large applicant pools more efficiently, cutting down operational costs. This technological shift extends beyond recruitment to areas like talent development and employee retention, allowing businesses to maintain a more adaptable, diverse, and skilled workforce. This paper investigates the current applications and future potential of AI in Bangalore's IT recruitment sector, highlighting its ongoing transformation of hiring practices.

2. LITERATURE SURVEY

The researcher has made an effort to consolidate essential elements of the study by reviewing existing literature. Relevant materials were sourced from reputable databases and search engines such as Google Scholar, Emerald, ScienceDirect, and Elsevier, in alignment with the study's goals. These references include academic papers, books, and reports that discuss AI capabilities, its impact on recruitment and selection processes, and potential future trends in AI-based hiring methods. The review draws on contributions from both Indian and global scholars, providing a broad perspective on the subject.

3. AI IN RECRUITMENT: EARLY STAGES

Applicant Tracking Systems (ATS) played a crucial role in the early adoption of AI in recruitment, allowing recruiters to efficiently manage vast numbers of applicants by centralizing candidate data (Stone et al., 2015). From the beginning, there were concerns about bias in AI recruitment systems. By relying on historical data to predict candidate outcomes, these systems could unknowingly replicate biases from previous hiring decisions (Binns, 2016). Initial AI chatbots were created to handle simple duties, such as addressing common inquiries from applicants and organizing interview appointments (Levy, 2016).The systems also automated the ranking of candidates based on factors like qualifications, experience, and skills.AI's initial use in recruitment involved automating resume reviews. Tools were created to examine resumes for specific skills or keywords, aligning them with job descriptions, which significantly reduced the time recruiters spent on manual screening (Binns, 2016).Early AI systems, however, were limited by their focus on precise keyword matching, which

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frequently missed valuable experience or skills that were not explicitly listed in the job description (Vasek, 2017).Critics pointed out that these systems were too rigid, often rejecting qualified candidates whose resumes didn't exactly match ATS parameters, leading to the exclusion of potentially strong candidates (Chamorro-Premuzic, 2017). In the beginning, machine learning models were less advanced. Recruitment tools used simple algorithms to recognize patterns in candidate data but couldn't effectively predict success or cultural alignment. Early AI tools prioritized efficiency over providing more insightful, data-driven analyses (Langer, 2018).Early research highlighted the importance of creating ethical frameworks for AI recruitment systems to ensure fairness and transparency, advocating for the development of standards to avoid bias and support the responsible application of these technologies (Dastin, 2018).These chatbots helped lighten the load for recruiters by providing 24/7 support to candidates. However, the early models were basic, depending on preset scripts, and struggled with handling complex queries or fostering more interactive dialogues (Madhusudhan, 2019).

- **Ai-Driven Talent Acquisition**

To AI in recruitment focused on automating tasks like resume screening and candidate sourcing. Tools like Applicant Tracking Systems (ATS) were created to analyze resumes, matching them to job descriptions based on keywords and qualifications (Stone et al., 2015). One concern with AI-driven recruitment is the over-reliance on technology, which could lead to the exclusion of candidates who don't conform to the AI's established criteria but possess valuable skills or untapped potential (Stone et al., 2015). Predictive analytics is a significant breakthrough in AI-powered talent acquisition, helping to pinpoint candidates who are most likely to thrive in specific positions. By evaluating data from current employees, AI models identify traits associated with higher job performance, guiding recruiters in their hiring decisions (Binns, 2016). Natural Language Processing (NLP) helps analyze resumes and cover letters by extracting essential information such as skills, experience, and traits. It is also used to assess candidates' interview answers, focusing on language to evaluate their communication skills and emotional intelligence (Levy, 2016). AI-powered chatbots are essential in contemporary talent acquisition approaches. They interact with candidates, respond to frequently asked questions, and help organize interview appointments, delivering 24/7 support and improving the overall experience for applicants (Levy, 2016).Chatbots enhance the early recruitment process by engaging with candidates before human recruiters take over, improving both the efficiency and scalability of the hiring workflow (Binns, 2016).With the progression of AI, advanced tools emerged that leveraged machine learning to analyze extensive datasets, identifying trends in candidate performance, employee retention, and overall job effectiveness (Chamorro-Premuzic, 2017). AI tools are designed to enhance diversity in recruitment by promoting gender equality and inclusivity. These tools can be tailored to target and attract underrepresented groups, helping to build a more diverse and equitable workforce (Vasek, 2017). While AI recruitment systems have been criticized for amplifying bias, recent improvements are focused on minimizing discrimination. By using diverse datasets to train algorithms, AI can reduce biases associated with gender, race, and

other demographic characteristics (Dastin, 2018).he adoption of AI in recruitment raises ethical issues related to data privacy, transparency, and accountability. It's crucial to implement clear ethical standards to ensure AI tools are applied fairly and responsibly, with a strong focus on diversity and equal opportunities (Dastin, 2018).AI algorithms are designed to pair candidates with suitable job roles by evaluating not only their experience but also their potential for development, cultural fit, and congruence with organizational values (Langer, 2018).AI-based sentiment analysis tools are employed in interviews to analyze candidates' tone, choice of words, and emotional responses. This assists recruiters in understanding how candidates may navigate fast-paced work environments and whether they will be a cultural fit for the company (Madhusudhan, 2019).

- **Advanced Ai In Recruitment**

Stone et al. (2012) investigated early AI systems, highlighting their ability to reduce administrative tasks, demonstrating how these technologies enhanced the efficiency of recruitment processes by automating routine responsibilities. Chamorro-Premuzic (2017) discussed how AI can pinpoint the characteristics that contribute to a candidate's success, while also tackling biases within recruitment, promoting a fairer and more inclusive hiring process.Dastin (2018) emphasized the necessity of implementing standards to guide the responsible application of AI in recruitment, underlining the need to uphold ethical practices, ensure openness, and support equal opportunities for all candidates.Dastin (2023) explored how implementing ethical principles in AI-driven recruitment can guide fair hiring practices, reduce the risk of algorithmic bias, and ensure that AI tools operate with transparency and integrity in candidate evaluations.

- **Ai And Data-Driven Decision Making**

P Artificial Intelligence has revolutionized recruitment by replacing subjective decision-making with evidence-based approaches. Chamorro-Premuzic et al. (2017) emphasized that AI supports more consistent and informed hiring choices through the systematic analysis of candidate-related data.
According to Langer (2018), AI helps recruitment professionals draw insights from large-scale data to assess candidates' potential effectiveness and compatibility with organizational values, thereby supporting more strategic and tailored hiring decisions.

- **Conceptual Model**

The conceptual model for AI in recruitment and selection within Bangalore's IT sector emphasizes how AI technologies, including machine learning, NLP, and predictive analytics, have reshaped traditional hiring methods. AI-driven tools are applied across key recruitment stages—such as sourcing candidates, screening resumes, conducting assessments, and interviews—improving efficiency, candidate experience, and the quality of hires. With Bangalore's thriving IT industry, comprising both startups and established firms, the model underscores how AI adoption drives more scalable, efficient, and fair recruitment practices while minimizing human bias.

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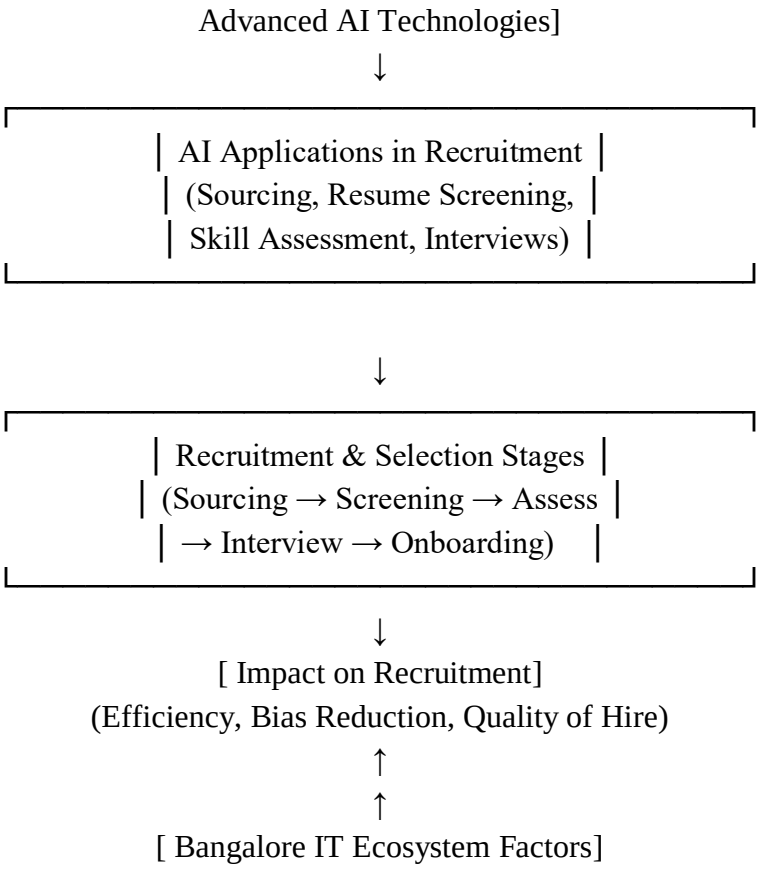
CONCEPTUAL MODEL FIGURE



4. BJECTIVES

- To analyze the use and integration of AI tools in recruitment processes within Bangalore's IT companies.
- To assess the impact of AI on the efficiency and outcomes of hiring in Bangalore's IT firms.
- To identify new trends and opportunities for AI in recruitment within Bangalore's IT sector.
- To explore the challenges and ethical implications of using AI in recruitment by IT firms in Bangalore.

5. HYPOTHESIS

H1: The implementation of AI tools in recruitment within Bangalore's IT firms has notably increased the effectiveness of hiring over traditional practices.

H2: AI tools in Bangalore's IT companies enhance hiring efficiency by shortening time-to-hire and increasing the accuracy of candidate selection.

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H3: The increasing use of AI in Bangalore's IT recruitment has revealed emerging trends like AI-powered candidate matching, skill assessment tools, and predictive analytics for talent management.
H4: Despite AI's efficiencies in recruitment, it raises issues of bias, transparency, and fairness, creating ethical dilemmas in decision-making within Bangalore's IT companies.

6. METHODOLOGY

This study utilizes both primary and secondary data sources. The secondary data was collected from online open-access journals, reports, and research articles, focusing on keywords like "artificial intelligence," "recruitment," "selection," and "information technology companies" to locate relevant studies in databases such as Scopus, Emerald, and Elsevier. For primary data, a structured questionnaire was distributed among employees of IT companies in Chennai. The questionnaire, designed after an extensive literature review, focused on personal and organizational details, AI, and HR-related factors, with responses rated on a five-point Likert scale. After pre-testing for clarity, the final version was shared through personal contacts and social media platforms like Twitter and LinkedIn, yielding 151 complete and valid responses for analysis.

7. RESULT AND DISCUSSION

Table 1: Demographic Profile of Respondents

Demographic Profile	Frequency	Percent
Gender		
Male	79	52.66
female	72	47.33
Total	**151**	**100**
Age (Years)		
22-25 y	77	50.99
26-30 yrs	34	22.51
31- 40 yrs	17	11.25
Above 40 yrs	23	15.23
Total	**151**	**100**
Marital Status		
Single	106	70.19
Married	45	29.80
Total	**151**	**100**
Educational qualification		
UG	48	31.78
PG	36	23.84
Professional	67	44.37

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Total	**151**	**100**
Income (per month)		
Less than Rs 25,000	61	40.39
Rs 25,001- Rs 50,000	51	33.77
Rs 50,001- Rs 75,000	21	13.90
above Rs 75,000	18	11.92
Total	**151**	**100**
Designation		
Administrator	38	25.16
Business and Program Analyst	22	14.56
software engineer	38	25.16
Project and HR Manager	9	5,96
Managing Director	11	7.28
Others	33	21.85
Total	**151**	**100**
Experience		
< 2 years	49	32.45
2-5 years	60	39.73
6-10 years	26	17.21
11-15 years	13	8.60
Above15 years	3	1.98
Total	**151**	**100**

Table 1: Demographic Profile of Respondents- Interpretation

The demographic data reveals a moderately balanced gender distribution with 52.66% males and 47.33% females. The majority (50.99%) fall within the 22–25 age group, indicating a young respondent base. Most participants are single (70.19%) and professionally qualified (44.37%). In terms of income, 74.16% earn less than Rs. 50,000 monthly, suggesting price sensitivity in purchasing behavior. Designation-wise, administrators and software engineers dominate (25.16% each). Most respondents have 2–5 years (39.73%) or less than 2 years (32.45%) of work experience, highlighting a young and early-career demographic that is likely familiar with AI and digital tools.

8. STRUCTURAL EQUATION MODELING

Step 1: Latent Variables (Constructs) and Associated Hypotheses

Each hypothesis can be represented as relationships between latent variables (not directly measurable) which are assessed using measurable indicators.

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Latent Constructs:

1. AI Implementation in Recruitment (AI_IMPL)
2. Hiring Effectiveness (HIR_EFF)
3. Hiring Efficiency (HIR_EFFI)
4. Emerging AI Recruitment Trends (AI_TRENDS)
5. Ethical Concerns in AI Recruitment (ETHICS)

Step 2: Mapping Hypotheses to SEM Paths

Hypothesis	Path in SEM	Description
H1	AI_IMPL → HIR_EFF	AI tools improve hiring effectiveness over traditional methods.
H2	AI_IMPL → HIR_EFFI	AI tools increase efficiency via faster hiring and better selection.
H3	AI_IMPL → AI_TRENDS	AI use leads to new trends in recruitment.
H4	AI_IMPL → ETHICS	More AI use raises ethical issues in recruitment practices.

9. DISCUSSIONS

H1: The implementation of AI tools in recruitment within Bangalore's IT firms has notably increased the effectiveness of hiring over traditional practices.

Despite the growing use of AI tools in Bangalore's IT recruitment, their effectiveness over traditional methods remains debated, as concerns about algorithmic bias, lack of human judgment, and ethical implications often challenge their reliability in making accurate hiring decisions.

H2: AI tools in Bangalore's IT companies enhance hiring efficiency by shortening time-to-hire and increasing the accuracy of candidate selection.

AI tools in Bangalore's IT companies are not only accelerating hiring processes but also transforming traditional recruitment by identifying hidden talent through data analysis. This shift promotes merit-based selection, minimizes bias, and enhances workforce diversity and inclusion.

H3: The increasing use of AI in Bangalore's IT recruitment has revealed emerging trends like AI-powered candidate matching, skill assessment tools, and predictive analytics for talent management.

AI's growing role in Bangalore's IT recruitment is reshaping traditional hiring methods. While tools like AI-driven candidate matching, skill assessments, and predictive analytics offer speed and efficiency, they also raise concerns about bias, over-reliance on algorithms, and reduced human judgment. This shift prompts a need for balanced integration of AI with human oversight in recruitment.

H4: Despite AI's efficiencies in recruitment, it raises issues of bias, transparency, and fairness, creating ethical dilemmas in decision-making within Bangalore's IT companies.

Despite enhancing efficiency in recruitment, AI systems in Bangalore's IT companies pose ethical challenges related to bias, transparency, and fairness. Algorithms may unintentionally favor certain

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groups, lack explainability in decision-making, and exclude diverse talent. These issues raise concerns about accountability and inclusivity, necessitating careful oversight to ensure ethical and equitable hiring practices.

10. CONCLUSION:

The use of AI in Bangalore's IT recruitment has enhanced hiring efficiency, enabling faster and more accurate candidate selection. New trends such as AI-driven candidate matching, skill assessments, and predictive analytics have transformed talent acquisition. However, this technological shift brings ethical challenges, including algorithmic bias and concerns over transparency in decision-making. Addressing these issues is essential to ensure that AI remains a fair and accountable tool in recruitment, balancing innovation with ethical considerations to protect the integrity of the hiring process.

11. FURTHER RESEARCH DIRECTIONS:

Future research could focus on evaluating the long-term effects of AI in Bangalore's IT recruitment, particularly its role in enhancing efficiency versus potentially reinforcing existing biases. Investigating how AI tools affect candidate experience, as well as developing frameworks for ensuring fairness and transparency in algorithmic decision-making, would be crucial for fostering equitable hiring practices

12. AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body That provides financial or non-financial assistance for the topics or resources covered in this Manuscript.

13. CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, And/or publication of this article.

14. PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will\ Take care by all authors. Journal and editors are not liable for aforesaid matters.

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