



Impact of AI based Recruitment Processes on Candidate Experience and Employer Brand Perception: A study on Prospective Employees

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Abstract

This study investigates the impact of Artificial Intelligence (AI)-based recruitment processes on candidate experience and employer brand perception among 145 prospective employees in Tamil Nadu. The research focuses on the influence of AI tools such as automated screening, chatbots, and virtual interviews on perceptions of fairness, transparency, and engagement during hiring. The findings indicate that AI improves efficiency and consistency in recruitment while reducing processing time, yet candidates continue to value personal interaction and feedback. Positive experiences with AI-driven systems were associated with stronger employer brand perception, especially when transparency and communication were emphasized. The study underscores the importance of maintaining a balance between technological advancement and human connection in modern recruitment practices.

Keywords: Artificial Intelligence, Recruitment, Candidate Experience, Employer Brand Perception, Tamil Nadu.

1. Introduction

The rapid advancement of Artificial Intelligence (AI) has significantly transformed human resource management, particularly in recruitment. Organizations are increasingly adopting AI-driven tools such as automated resume screening, chatbots, and virtual interview platforms to streamline hiring, reduce human bias, and enhance decision-making efficiency. These innovations have redefined how candidates interact with employers, influencing not only their experience during the recruitment process but also their overall perception of the employer's brand. AI is changing the way companies hire. These days, more HR teams turn to things like applicant tracking systems, chatbots, automated assessments, and predictive analytics to speed up recruitment, make the process smoother for candidates, and help employers stand out. This review digs into how these tools work, how they cut down on repetitive tasks, help spot good candidates faster, and even reduce bias in decision-making. There's a lot of research out now, and the evidence shows AI can really streamline hiring and shape how candidates feel about a company. In today's competitive business environment, employer branding has become a

strategic asset that shapes how potential employees view an organization. A positive candidate experience can strengthen this perception, while a lack of transparency or personalization in AI-based systems may create skepticism and reduce trust. As recruitment processes become more technology-driven, understanding how candidates perceive these systems becomes essential for maintaining fairness, engagement, and organizational reputation. This study focuses on examining the impact of AI-based recruitment processes on candidate experience and employer brand perception among prospective employees in Tamil Nadu. The research seeks to provide insights into how automation and human elements can be effectively balanced to create a recruitment process that is both efficient and empathetic.

2. Literature Review

Artificial Intelligence (AI) has emerged as a transformative force in human resource management, particularly within recruitment and selection processes. Early studies [1] highlighted that the application of AI in recruitment helps organizations improve efficiency, reduce manual effort, and



enhance decision accuracy. Further conceptual research [2] emphasized the potential of AI to elevate candidate experience, particularly in high-volume hiring scenarios, by ensuring faster communication and consistent feedback. The integration of AI in talent acquisition processes was also noted to streamline the sourcing and screening of candidates, improving overall recruitment outcomes [3]. Subsequent research explored both the opportunities and risks associated with AI adoption in recruitment [4], identifying ethical, privacy, and fairness concerns as key challenges. Recent discussions [5] further noted that while AI enhances speed and objectivity, it may also reduce the human touch in hiring, potentially affecting candidate satisfaction. Experimental findings [6] suggested that AI-assisted systems can influence human decision-making in personnel selection, revealing both efficiency gains and cognitive biases. More comprehensive reviews [7] have also raised ethical considerations, highlighting the importance of transparency, accountability, and fairness in AI-enabled recruitment. Studies focusing on the Indian context [8] have shown that organizations increasingly rely on AI for screening, shortlisting, and communication, which improves operational efficiency but may also lead to trust issues among candidates. Broader analyses [9] examined post-algorithmic hiring decisions and their implications for diversity and inclusion. These findings align with other research [10] [11] that questioned the fairness of algorithmic recruitment, noting that data-driven systems may unintentionally reproduce biases embedded in historical data. Experimental investigations [12] proposed debiasing methods and fair-AI frameworks to ensure equitable hiring outcomes. Case-based studies [13] demonstrated how multinational companies such as Unilever successfully use AI tools to enhance hiring and induction processes, promoting efficiency while maintaining fairness. Collaborative frameworks [14] suggested that combining human judgment with AI insights leads to more balanced recruitment outcomes, increasing both fairness and candidate trust. Finally, predictive analytics has been recognized as a key innovation in talent acquisition, strengthening employer branding and improving

candidate engagement in the digital hiring landscape [15]. Overall, the literature indicates that while AI-based recruitment systems significantly enhance efficiency and objectivity, they must be implemented with careful attention to ethical standards, transparency, and the preservation of human interaction to maintain a positive candidate experience and employer brand perception.

3. Objectives

- To study the impact of AI-based recruitment on candidate experience.
- To examine how AI recruitment affects employer brand perception.
- To identify the benefits and challenges of AI use in hiring.
- To suggest ways to improve candidate experience through AI tools.

4. Research Methodology

The study adopts a descriptive research design to understand the impact of AI-based recruitment processes on candidate experience and employer brand perception. The research is quantitative in nature, using a structured questionnaire as the primary data collection tool. The sample consists of 145 prospective employees from Tamil Nadu, selected through convenience sampling. Respondents include students and job seekers who have prior exposure to or awareness of AI-driven recruitment methods such as online screening, chatbots, and digital interviews. Data were collected through an online survey, and responses were analyzed using descriptive statistics such as percentages and frequency distribution to interpret patterns and insights. Secondary data were obtained from journals, research articles, and online sources related to AI and recruitment. The methodology aims to provide a clear understanding of how candidates perceive AI-enabled recruitment systems and how these perceptions influence their view of an organization's employer brand.

5. Data Analysis and Interpretation

The data collected from 145 prospective employees in Tamil Nadu provides valuable insights into the influence of AI-based recruitment processes on candidate experience and employer brand perception. The demographic analysis shows that most

respondents belonged to the 21–25 age group, representing young professionals and final-year students actively seeking employment opportunities. Both male and female participants were well represented, ensuring balanced perspectives on AI usage in recruitment. Most respondents were students or job seekers, indicating that the sample consisted primarily of individuals with limited yet recent exposure to the recruitment process. The awareness section revealed that a significant proportion of respondents had either applied through AI-enabled platforms or were aware of Applicant Tracking Systems (ATS). Many had encountered AI at various stages such as resume screening, online assessments, chatbot interactions, and video interviews, suggesting the widespread integration of AI in recruitment workflows. When asked about their experience, a large share of respondents described it as positive or neutral, indicating general acceptance of AI-driven hiring. Many agreed that AI made the recruitment process faster and more convenient, though a few raised concerns about fairness and lack of transparency in algorithmic decision-making.

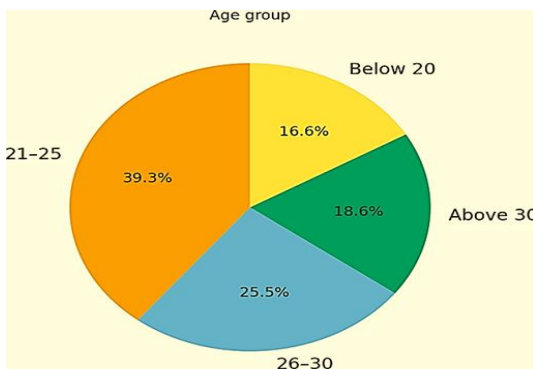


Figure 1 Age Group Distribution

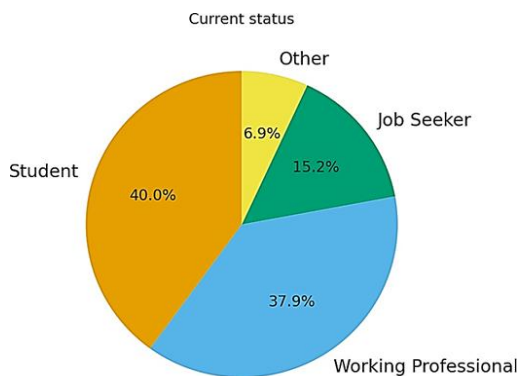


Figure 2 Employment Status of the Respondents

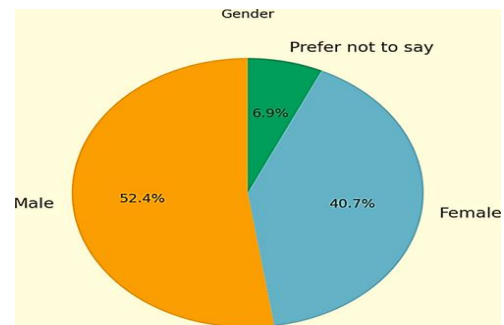


Figure 3 Gender of the Respondents

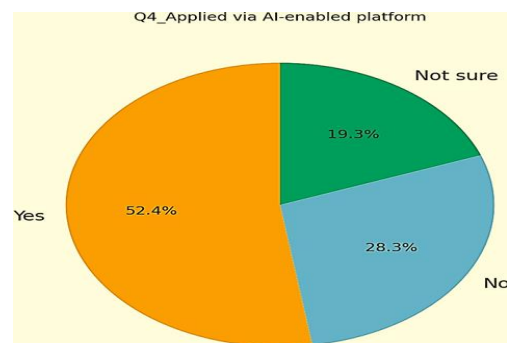


Figure 4 Applied for a Job Through an Online Platform that Used AI

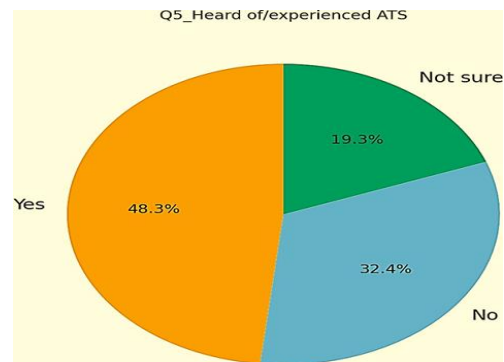


Figure 5 Heard of or Experienced an Applicant Tracking System (ATS) During Job Application

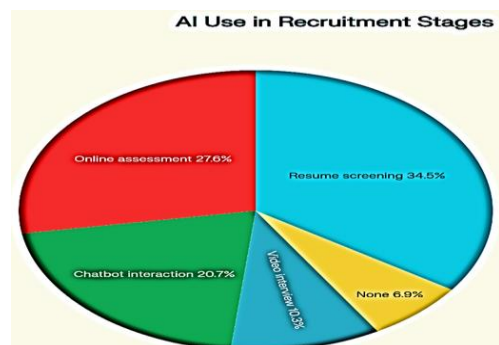


Figure 6 Experienced AI Use in the Recruitment Stages

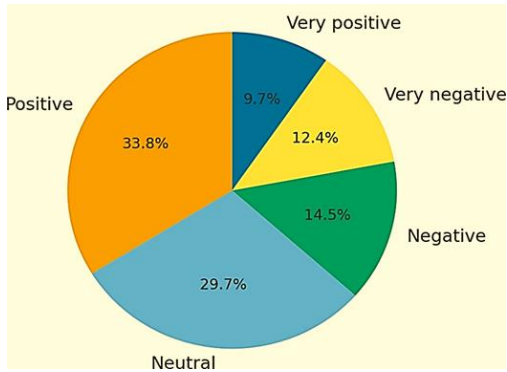


Figure 7 Overall Experience with AI-Based Recruitment

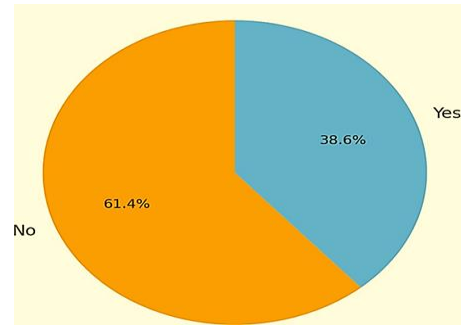


Figure 11 Received Any Communication or Feedback After the AI-Based Selection Process

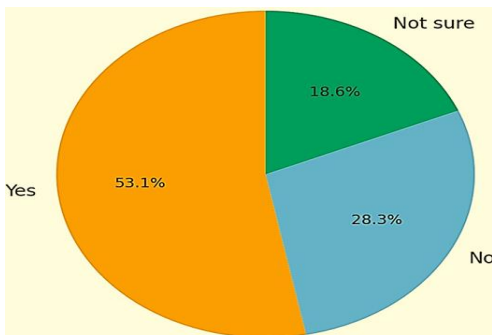


Figure 8 AI Made Recruitment Process Faster and More Convenient

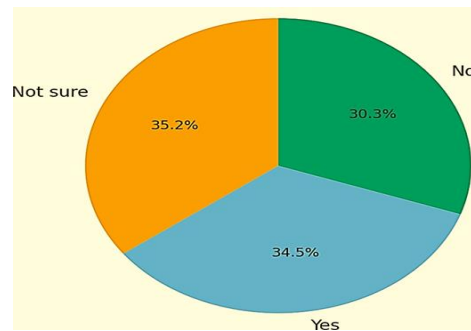


Figure 12 AI can Accurately Evaluate a Candidate's Skills and Potential

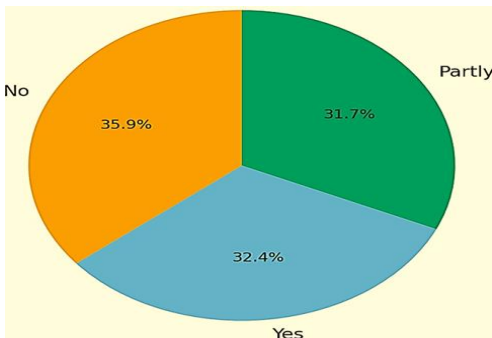


Figure 9 Process Was Fair and Unbiased



Figure 13 Effect on Company Perception

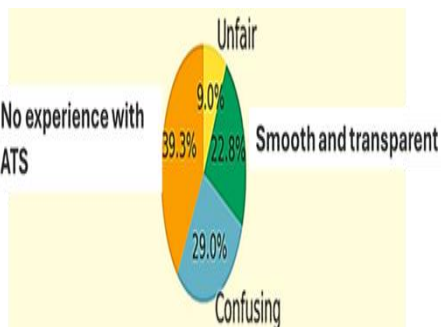


Figure 10 If Experienced ATS, how was Experience

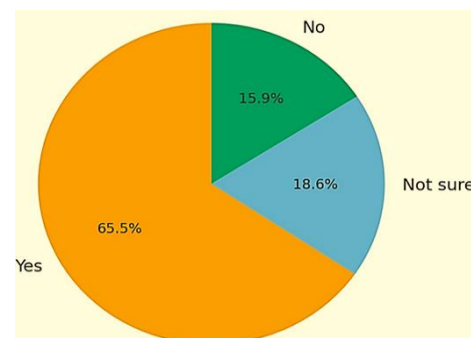


Figure 14 Ai-Based Recruitment Makes a Company Appear Modern and Technologically Advanced

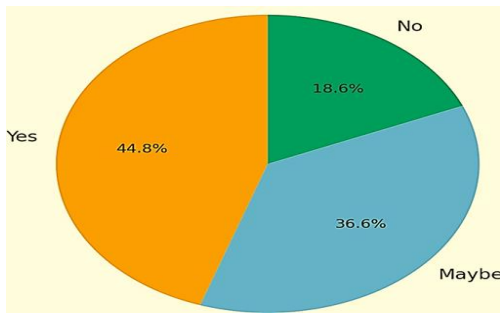


Figure 15 Prefer to Apply Again to a Company that Uses AI-Based Recruitment

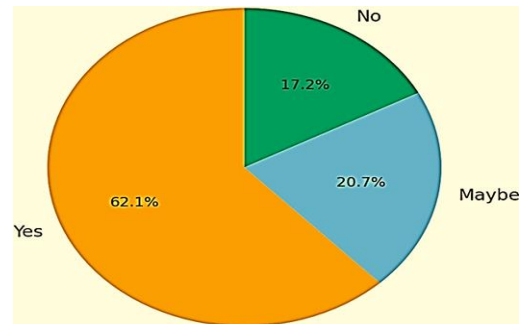


Figure 19 AI will Play a Major Role in Future Recruitment Processes

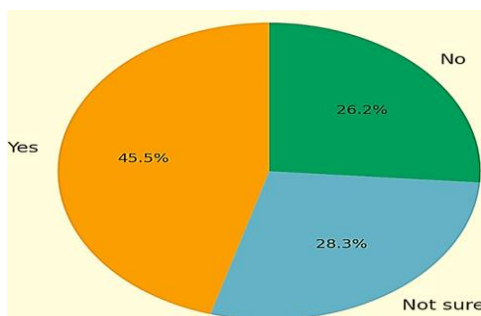


Figure 16 Companies Using AI in Recruitment Care About Fairness and Transparency

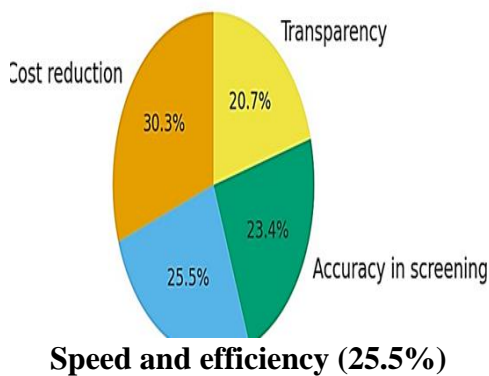


Figure 17 Biggest Advantage of AI-based Recruitment

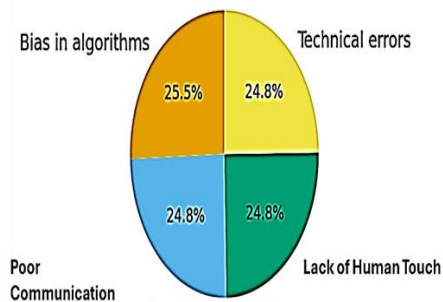


Figure 18 Biggest Drawback of AI-Based Recruitment

In terms of employer brand perception, the findings suggest that the use of AI in recruitment enhances a company's image by making it appear modern, efficient, and technologically advanced. Most respondents expressed willingness to apply again to organizations using AI-based recruitment systems, demonstrating that automation, when used effectively, contributes positively to brand appeal. However, a small portion of participants felt that too much reliance on AI could reduce the human connection and empathy expected during the hiring process. Regarding overall opinions, respondents identified speed and efficiency as the biggest advantages of AI-based recruitment, followed by accuracy in candidate screening. The most common drawback cited was the lack of human touch, along with occasional technical glitches and bias concerns. Most respondents believed that AI would play a major role in the future of recruitment, highlighting growing confidence in digital HR tools. Overall, the analysis indicates that AI-based recruitment is generally well received among prospective employees, if organizations maintain transparency, ensure fairness, and preserve a balance between technological efficiency and human interaction.

6. Findings and Discussion

The study analyzed the responses of 145 prospective employees from Tamil Nadu to understand how AI-based recruitment affects candidate experience and employer brand perception. The findings reveal that the adoption of Artificial Intelligence in recruitment has brought significant improvements in speed, efficiency, and accessibility of hiring processes. Most respondents indicated that AI-driven tools such as chatbots, automated screening, and online interviews



made job applications quicker and more convenient. This shows that technology has streamlined initial recruitment stages, reduced manual effort and saved time for both candidates and employers. However, the results also highlight certain areas of concern regarding fairness and transparency. While many participants found AI systems efficient, a considerable number expressed uncertainty about whether AI could evaluate candidates accurately or without bias. This aligns with recent literature emphasizing the importance of ethical AI practices and the need for clear communication during digital recruitment. Furthermore, only a limited percentage of respondents received feedback after the AI-based process, suggesting that automated systems may lack the personal interaction that candidates value. The findings further indicate that AI-based recruitment positively influences employer brand perception. Candidates generally viewed companies using AI as modern, innovative, and technologically advanced. This perception contributes to stronger employer branding and attractiveness to tech-savvy job seekers. At the same time, respondents cautioned that excessive automation might weaken the emotional connection and human element essential to a positive hiring experience. Therefore, a balance between automation and personalized communication remains critical. Overall, the discussion suggests that AI-based recruitment is well-accepted among prospective employees, especially younger generations who appreciate digital convenience. Nevertheless, organizations must ensure fairness, transparency, and ethical use of AI to build trust and enhance their employer reputation. By integrating AI tools with empathetic communication and human oversight, companies can create recruitment systems that are both efficient and candidate-friendly, ultimately strengthening their employer brand in the competitive talent market.

7. Future Scope for Research

- Future studies can focus on sector-specific analysis to compare the impact of AI-based recruitment across different industries such as IT, banking, and manufacturing.
- Research can be extended to different regions or countries to understand cultural and

technological variations in the acceptance of AI-driven hiring.

- Further investigation can be done on the ethical and psychological aspects of AI recruitment, including fairness, bias, and candidate trust.
- Longitudinal studies can be conducted to observe changes over time in candidate experience and employer brand perception as AI technologies continue to evolve.

Conclusion

The study concludes that Artificial Intelligence has become an integral part of modern recruitment, significantly transforming how candidates experience and perceive the hiring process. Based on the responses of 145 prospective employees in Tamil Nadu, it is evident that AI-based recruitment enhances efficiency, speed, and convenience, creating a smoother application experience for candidates. Most participants viewed companies using AI tools as modern and innovative, which positively influences employer brand perception. However, the findings also highlight that while technology improves operational effectiveness, candidates still value human interaction, transparency, and feedback in recruitment. Concerns about fairness, algorithmic bias, and the lack of personal connection suggest that organizations must adopt a balanced approach—integrating automation with empathy and communication. Overall, AI-based recruitment is widely accepted among young and prospective employees, and when implemented responsibly, it can strengthen both candidate satisfaction and employer reputation in the evolving digital talent landscape.

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