



IMPACT OF TECHNOLOGY AND EVALUATION OF CANDIDATE APPLICATION AND INTERVIEW PROCESS IN ONLINE MODE

Authors:

Mr. Gideon. G ^[1] & Ms. Premalatha S.N. ^[2]

^[1] Assistant Professor, gideon.rymec.in, Department of MBA, RYME College, Ballari

^[2] PG Student, premasn27@gmail.com, Department of MBA, RYME College, Ballari.

ABSTRACT:

The digital age has significantly impacted human resource management, particularly in the recruitment and selection processes. Online platforms have streamlined application submission and screening, allowing for a broader reach and diverse applicant pools. Automated systems save time for HR professionals, but raise concerns about potential biases in algorithms. Online interviews offer flexibility for candidates and interviewers, allowing for a deeper understanding of communication and interpersonal skills. However, technological glitches and lack of face-to-face interactions may impact assessment depth. The integration of AI and machine learning algorithms in candidate evaluation promises to enhance objectivity and efficiency, but ethical considerations and potential biases need continuous vigilance. The article emphasizes the need for a balanced approach, where technology augments human judgment rather than replacing it entirely. While technology accelerates the process and increases accessibility, the human touch remains essential for gauging cultural fit, soft skills, and emotional intelligence. A successful integration of technology requires a harmonious blend of automated processes and human expertise

I. INTRODUCTION

In the past few decades, the area of communication technology has seen unheard-of advances around the globe. People can now interact and to have interaction with one another without consideration of distance thanks to the internet. use of online communication platforms like Skype, Zoom, Face time, and Google Meet has completely changed how interviews are conducted. As a hiring method that uses digital technology to interview job candidates remotely rather than in person, online interviews are gaining popularity in many organizations. This essay will examine online interviews, including their origins, development, and effects on the hiring process. For more than Twenty years, there have been online interviews available, so the idea is not new. In the middle of the 1990s, when the internet was still in its infancy, online interviews first became popular. At that time, email or

recorded messages were the main methods used to conduct online interviews with participants. However, thanks to technology improvements, and is now possible to conduct online interviews utilising video conference tools that as closely as possible replicate the expertise of a face-to-face interview. Online interviews have grown in popularity over the last ten years because of its many advantages for both job seekers and recruiters. Online interviews help recruiters avoid wasting time, money, and resources on travel and lodging for applicant interviews. Additionally, it makes a larger talent pool, including people from remote places, available to organizations. Online interviews are more practical for job searchers because they may participate from any location with an internet connection.

II. LITERATURE SURVEY

According to Anna Lena Hunkenschroer (2022), Businesses are rapidly using artificial intelligence (AI) technologies to streamline, accelerate, and increase the efficiency of their hiring and selection processes. Several recruiting processes use AI applications, including producing job adverts, reviewing resumes, and using face recognition software to analyze video interviews.

According to Oates M, Crichton K, Cranor L, Budwig S, Weston EJL, BernagozziBM(2022), Researchers must make challenging choices when designing qualitative interview studies about how to interview study participants. When delicate subjects are involved, this choice is especially crucial. Even before the Covid-19 outbreak, many interviews have been conducted online due to factors like cost, logistics, and participant confidentiality. Although earlier research has anecdotally examined the benefits of various online interviewing techniques, no empirical analysis has been done.

According to Bilal HMOUD And VarallyaiLASZLO (2019), during the last two decades, there been a growing tendency towards using artificial intelligence (all business-related technology). The Human Resources Tecnatment and Selection, a component of HR management, is discussed in this research in relation to adopting AI solutions. The following issues are covered in the paper: How much will humans hire humans using AI? How and to what extent will AI impact the careers of recruiters? What part do HR managers and organisations play in this transformation? In order to analyse and comprehend the prior contribution, a collection of literature, proposed models, and examples of the most widely applied temporary artificial intelligence solutions for the acquisition of Human resources have been studied. AI prondes has been found to offer potential remedies.

According to Celina solek-borowska (2018), is crucial for the organization since it enables a complete and unbiased evaluation of whether candidates satisfy employer needs and results in their employment. There has not yet been a detailed investigation into how e-recruitment affects the recruitment process as a whole. By examining how e-recruitment affects the architecture of the recruiting process, this study partially addresses that gap.

According to Bartram (2018), The internet has had a significant impact across the board, including on recruitment and selection. Additionally, a computer-based evaluation for screening and selection purposes has grown in popularity due to the internet's significant effect. However, candidates must also consider concerns like security, confidentiality, authentication, control over evaluation criteria, control over practice, and equality of access when using the internet.

OBJECTIVE OF THE STUDY:

- To study the impact of Technology on the online interview process.
- To evaluate the various Technique involved in online interview process.
- To study the effective ways or tools for conducting and evaluating candidate applications for interview in online mode.

III RESEARCH DESIGN AND METHADODOLOGY

Type of Research : - Descriptive research

Sampling Type: Simple random sampling technique

Data sources:

Primary and secondary data sources-are used to obtain information.

Primary data: The primary data have been gathered through questionnaires.

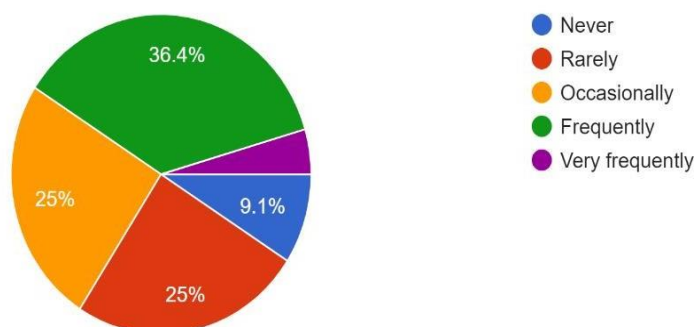
Secondary Data: - reference of previous year project and internet

Sample size: 50

ANALYSIS AND INTERPRETATION

1.How frequently do you participate in online interviews?

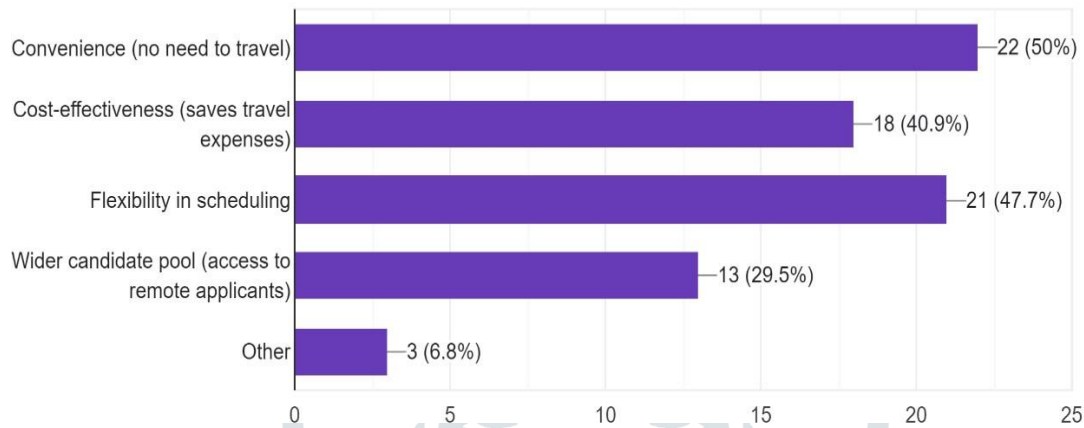
44 responses



According to data collected 36.4% of people frequently participated in online interviews, 25% of people occasionally participated in online interviews, 25% of people rarely participated in online interviews and 9% of people never participated in online interviews, and 5% of people very frequently participated in online interviews.

3. In your opinion, what are the advantages of conducting online interviews compared to in-person interviews?

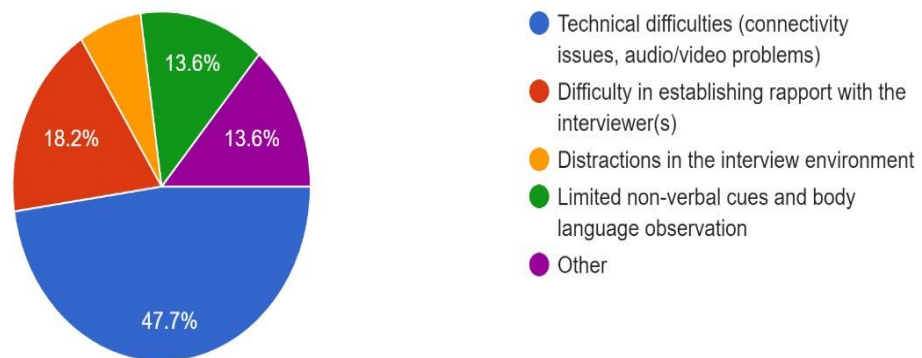
44 responses



According to data collected 50% of people’s opinion is the advantage of conducting online interviews compared to in person interviews is convenience, 40.9% of people’s opinion is cost effectiveness, 47.7% of people’s opinion is flexibility in scheduling, other 29.5% of people’s opinion is wider candidate pool(access to remote applicants).

4. What challenges have you encountered during online interviews?

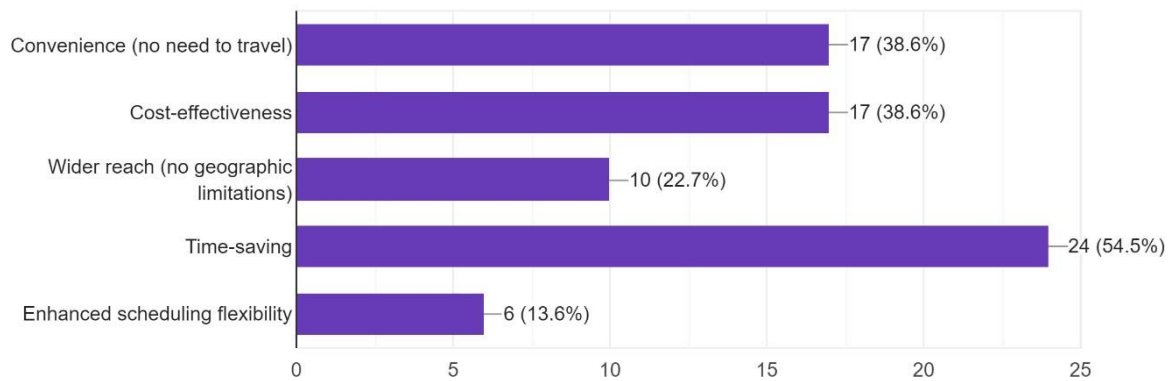
44 responses



According to data collected the people have encountered the challenges during online interviews like 47.7% of people faced technical difficulties during online interviews, 18.2% of people faced difficulty in establishing rapport with the interviewer, 13.6% of people faced limited nonverbal cues and body language observation And other 13.6% of people have not faced any issues or challenges during online interviews.

9. In your opinion, what are the advantages of conducting online interviews compared to traditional in-person interviews?

44 responses



According to data collected 54.5% of people opinion is the advantage of conducting online interviews compared to traditional in-person interviews is time saving and 38.6% of people opinion is cost – effectiveness and other 38.6% of people opinion is convenience(no need to travel) and 22.7% of people opinion is wider reach(no geographic limitations) and 13.6% of people opinion is enhanced scheduling flexibility.

IV. RESULTS AND DISCUSSIONS

- **Greater Accessibility:** Thanks to technology, participating applicants from all backgrounds and locations can now do so without being restricted by distance in the application and interview processes. This has made it easier to find talent on a worldwide basis.
- **Increased Efficiency:** Online platforms make it easier to communicate easily, share information quickly, and speed evaluation procedures. ATs and automated resume screening programmes make it easier for recruiters to effectively handle a high volume of applications.
- **Improved Collaboration:** Virtual interview platforms make it possible for interview panels that are spread out geographically to work together successfully. Multiple interviewers can evaluate candidates at the same time using video conferencing capabilities, which eases logistical issues and boosts effectiveness.
- **Enhanced Candidate Experience:** Candidates have the advantage of applying online from any location at any time. Video interviews reduce candidate travel time and costs, making the process more pleasant overall.
- **Technology Restrictions:** The evaluation process may be negatively impacted by connectivity challenges, device or software compatibility concerns, and technical errors. Candidates may have difficulties because they inexperienced with online platforms, which could result in bias against particular people.

V. CONCLUSION

Technology has played a significant role in the evaluation of job applicants' applications and online interviews. The findings indicate that this modification has both benefits and drawbacks. Technology has improved accessibility, making it possible for applicants from all backgrounds and regions to take part in the application and interview processes. By providing seamless communication, rapid information distribution, and simplified review procedures, it has also increased efficiency. Additionally, the effective coordination between geographically separated interview panels has been made possible through virtual platforms, which has increased effectiveness. The convenience of video interviews and online applications has also improved the entire candidate experience. Technology does, however, have its limits. The evaluation procedure may be hampered by connectivity challenges, hardware or software compatibility concerns, or technical difficulties. Due to their lack of experience using online platforms, certain candidates may encounter difficulties, which could result in bias.

REFERENCES

- N. Jamesandh. Buser,(2016),“Online interviewing”
- Derek. S, Janewebster,(2003),”The use of technologies in the recruiting ”International journal of selection and Assessment,11(2-3),113-120.
- Celina Sołek-Borowska, Maja Wilczewska,(2018),”New Technologies In The recruitment process” Economics and culture,15(2),25-33.
- Owusus-Ansah, Samuel, Kwabena Sakyi Nyarko, (2015),” Leveraging Information technology (It) In recruitment and Selection processes-A comparative study”
- Anna Lena Hunkenschroer,Christoph Luetge,(2022),“Ethics of ai-Enabled recruiting and selection” A review and research agenda. Journal of business ethics,178(4),977-1007.