

## How AI and Automation Are Transforming Recruitment

By Gina Donnelly

Not long ago, I was invited to join a panel discussion on recruitment best practices. During the conversation, someone asked whether my organization was leveraging AI to enhance our services and improve close rates. At the time, my answer was a confident “no.” But after diving into extensive research and exploring several AI-driven platforms, my perspective shifted. I now believe that AI has the potential to positively support recruiters—streamlining processes, improving efficiency, and ultimately enhancing outcomes.

So, we all know that recruitment is evolving rapidly, and artificial intelligence (AI) and automation are at the heart of this transformation. These technologies are streamlining hiring processes, improving candidate experiences, and helping recruiters make smarter decisions. But while the benefits are substantial, it’s equally important to understand the limitations and risks that come with relying on AI.

AI is revolutionizing candidate sourcing by scanning thousands of online profiles to identify individuals who match specific job criteria. There are tools available that go beyond keyword matching, analyzing skills, experience, and career trajectories to find the best fit—even among passive candidates. This allows recruiters to engage with talent who may not be actively job hunting, expanding the reach of traditional sourcing methods.

Resume screening has also become more efficient. AI algorithms can quickly assess resumes for relevance and inferred skills, saving recruiters hours of manual review. Organizations can purchase platforms that use neuroscience-based games to evaluate cognitive and emotional traits, offering a more holistic view of candidate potential. However, one of the major concerns here is algorithmic bias. If the AI is trained on biased historical data, it may unintentionally favor certain demographics or backgrounds, perpetuating inequality rather than eliminating it.

Automation is making operational tasks like interview scheduling seamless by using tools that integrate with applicant tracking systems. These systems coordinate calendars and send reminders, reducing delays and improving the candidate experience. Similarly, chatbots – a software application designed to stimulate human conversation through text or voice interactions are being used to guide candidates through the application process, answer questions, and conduct initial screenings. While these tools enhance efficiency, they can also make the process feel impersonal. Candidates may feel like they’re interacting with machines rather than people, which can negatively impact engagement and employer brand.

Video interviewing has taken a leap forward with AI analysis. Some platforms assess verbal and non-verbal cues to evaluate

competencies and predict job performance. While this offers scalability and consistency, it raises ethical concerns around privacy and fairness. Critics argue that facial expressions and tone may not be reliable indicators of job success and could disadvantage neurodiverse candidates or those from different cultural backgrounds.

AI is increasingly being used to support inclusive hiring by helping companies craft more equitable job descriptions and anonymize candidate applications to minimize unconscious bias.

These innovations are promising, but they require ongoing human oversight to ensure that the algorithms are functioning as intended and not introducing new forms of bias.

Predictive analytics is another powerful application, helping recruiters forecast which candidates are most likely to succeed and stay long-term. For example, some applications can use deep learning to analyze historical hiring data and team dynamics. Yet, the lack of transparency in how these predictions are made can be problematic. Candidates and even recruiters may not fully understand why certain individuals are favored, which can lead to trust issues and legal risks.

Despite these challenges, AI and automation offer undeniable advantages. They help recruiters work faster, reduce administrative burdens, and make more informed decisions. But to truly harness their potential, companies must approach these tools with a critical eye—ensuring that technology enhances, rather than replaces, the human touch in hiring.

In today’s competitive talent landscape, AI is not just a tool—it’s a strategic asset. When used responsibly and ethically, it can transform recruitment into a more agile, inclusive, and data-driven function. But it’s essential to remember that people—not algorithms—should remain at the heart of hiring.



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