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THE SMART RECRUITMENT: THE ROLE OF AI CHATBOT IN MODERN IN HIRING PROCESSES. CASE STUDY OF THE BANKING SECTOR.

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Abstract:

The AI robot has recently gained even more and more significant interest in banking since the tool of artificial intelligence called Darsha is one of the technologies that lead to the enhancement of the contemporary recruitment methods, particularly in the banking industry. AI robots are viewed as the contemporary technological applications, which are helpful to make the recruitment process more efficient, the experience of the candidate more positive, and the decision-making in human resource management more informed. The purpose of the given study is to investigate the scope and purpose of AI robots in smart recruitment, and evaluate the effect of the latter on efficiency and effectiveness of the recruitment processes within the banking industry in Bank Muscat and National Bank of Oman. The methodology of the research study relies on the quantitative approach, in which the electronic questionnaire is one of the primary sources of the initial data. It was distributed through Google Forms to the employees of Bank Muscat and the national Bank of Oman who were randomly chosen among the various departments in the main branch. The valid sample size of 151 responses on employees was appropriate to analyze. The data were processed with the help of the Excel software to tabulate the data and then using the SmartPLS program to process the data and determine the relations between the research variables. The validity of information and the theoretical basis of the study were also supported using secondary sources like scientific journals, books, reports, and prior studies regarding the topic of the research, Smart Recruitment: The Role of Robots in Improving Recruitment Processes. The study findings indicated that AI bots play a crucial and ethical constructive role and influence within the banking industry in terms of the recruitment process. The findings indicated that the use and adoption of AI robots assist in supporting the enhancement of efficiency in recruitment through reduced time and cost of the HR staffs, through improved communication with job applicants, and through screening and the initial selection. Moreover, the research found a positive correlation between recruitment issues, the opportunity of autonomy, and the efficiency and effectiveness of the recruitment in incorporating smart chatbots in the

recruitment process. Resting on the findings presented within the study, the study identifies a need to implement the continuity of investment in the technologies of AI robots and strategically introduce it into the recruitment systems, as well as the fact that it is necessary to provide sufficient professional and practical training with follow-up and feedback to ensure the optimization of benefits and address the potential challenges and barriers in the implementation of the modern technology and the preservation of data privacy.

Keywords: Smart Recruitment, AI Chatbots, Recruitment Processes, Recruitment Efficiency, Recruitment Effectiveness, Banking Sector, Human Resource Technolog.

Introduction:

According to historical accounts, the 21st century witnessed a significant transformation in the global business environment, requiring institutions to adopt modern working methods and abandon traditional approaches (Cîmpeanu et al., 2023). In Oman, many banking professionals rapidly adopted modern digital tools to improve work efficiency and increase productivity. Bank Muscat and the National Bank of Oman have begun using AI-powered chatbots, a modern and innovative technological tool that enhances recruitment processes, expands communication, and enables personalised and analytical approaches at all stages of recruitment, from initial job postings to final acceptance or extension of employment offers. Financial institutions also utilise these chatbots to address critical challenges, including employee retention by saving time and effort, as well as customer retention, enabling them to become high-quality, innovative financial institutions that contribute to development, enhance fraud detection, and reduce costs. (Adam et al., 2021).

AI-powered chatbots play a crucial role in enhancing smart recruitment processes through several functions, including providing predefined rules for continuous communication with HR personnel and delivering simplified text and voice responses to HR recruiters' requests. They also automatically answer common candidate inquiries without delay by utilising Natural Language Processing (NLP) to understand job requirements and respond to a large number of candidate questions. Furthermore, they contribute to high efficiency by automating smart recruitment tasks, saving time and effort for the HR department and freeing up resources to focus on other HR strategies, such as organizational expansion. (Kwangsawad & Jattamart, 2022).

Recruitment and selection are part of the tasks of human resources management in organizations. With the rapid transformation in the business environment, organizations are moving towards integrating recruitment processes with artificial intelligence, which changes traditional methods and relies on modern methods. Consequently, the term changes to

smart recruitment, as smart recruitment supported by artificial intelligence can help in selecting qualified candidates with high-quality professional experiences, skills and talents, and helps in a transparent and fair recruitment process and reduces the human limit (Gupta & Mishra, 2023).

Statement of the Research Problem

It is crucial for banking institutions must recognise the importance of rapidly adopting innovative digital tools, including AI-powered chatbots, in their recruitment processes. This is essential for ensuring process quality and enhancing the candidate experience. According to research by Kambur (2023), the adoption and use of AI-powered chatbots is a modern solution that can help address the challenges faced by human resources departments in organizations. AI-powered chatbots automate recruitment tasks, saving HR professionals time and effort from initial screening to final acceptance or offer extension.

The banking sector faces a significant challenge: a shortage of qualified candidates due to lengthy and complex traditional recruitment procedures. Despite advancements in digital technology, some banks in Oman still rely on outdated methods, including manual CV review, delays in responding to candidate inquiries, and human bias in the selection process. This creates obstacles and challenges in the recruitment cycle, increases effort and costs, and ultimately results in selecting candidates with the necessary skills and experience.

This study examines the effective role of AI-powered chatbots in improving recruitment efficiency, reducing human bias, and enhancing the candidate experience. It also provides recommendations on effectively integrating AI-powered chatbot technology to support smart recruitment strategies and achieve high levels of organizational success.

The research aims:

The Purpose of this study is of study is to understand the Smart Recruitment: The Role of AI Chatbot in Modern Hiring Processes. Case study of banking sector.

Research Objective

1. To examine the role of AI-Chabots in the recruitment process in the banking sector.
2. To evaluate the impact of AI chatbots on recruitment efficiency in the banking sector.
3. To analyse the overall impact of AL chatbots on the recruitment process in the banking sector.
4. To analyse the key challenges faced in implementing AI recruitment in the banking sector.
5. To examine future opportunities for adopting AI chatbots in recruitment practices in the banking sector.
6. To evaluate the relationship between recruitment challenges, future opportunities, and recruitment efficiency and effectiveness in the banking sector.

Conceptual Framework:

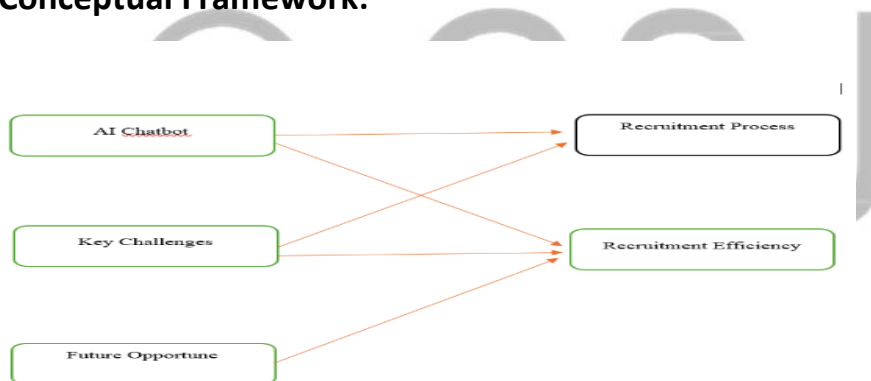


Figure 1: Conceptual framework of the relationship between AI chatbot, key challenges, future opportunities, recruitment process, and recruitment efficiency.

Literature Review:

The role of AI-Chabots in the recruitment process.

“Digital transformation has a significant impact on improving the candidate experience in the banking sector’s recruitment processes,” according to Sahu et al (2018). Recently, the banking sector has adopted modern technological approaches in recruitment services, relying on AI-powered chat applications. These chat applications are easily accessible online digital tools and are widely used by human resources departments in banking

institutions to carry out modern recruitment tasks, contributing to faster and more accurate task completion and improving the quality of smart recruitment.

From the perspective of academics (Gupta & Mishra, 2023), chatbots offer numerous benefits and advantages in terms of automation and efficiency. To support this view, the study relied on a survey conducted by Mercer in 2023 regarding the adoption of AI-powered chatbots. The survey indicated that 58% of the 477 respondents believed that AI-powered chatbots could provide advantages to organisations and facilitate talent acquisition. The results showed that organisations use and implement AI-powered chatbots to gain numerous benefits and attract talent.

The impact of AI chatbots on recruitment efficiency.

AI-powered chatbots have helped transform banking institutions by streamlining smart recruitment processes through enterprise-wide data analysis, revealing insights that would be complex using traditional methods. Thanks to the power of AI, recruiters can find effective ways to attract employees with better skills, experience, and talent, while also reducing administrative effort. Campion (2023) confirms that over 35% of global banking institutions prefer using AI-powered chatbots, and more than 50% of banking institutions plan to implement AI-powered chatbots for recruitment improvement and to reduce the administrative workload of their human resources departments. This indicates that 77% of organisations are either using or exploring recruitment capabilities. By 2030, the AI in business market is expected to reach \$1.85 trillion.

AI chatbots have a great and effective influence on every single recruitment within the organisations. These chatbots facilitate and automate the recruiting processes and minimise human error within the human resources department. In a study done between the years 2015 and 2024 by academics (Jafri et al., 2024), it was found that modern technology in the banking sector, such as chatbots, results in higher efficiency and quality of the existing recruitment systems and improved recruitment outcomes. This observation was supported by Hmoud and Varallyai (2019), who stated that AI chatbots play a positive and effective role in every human resources recruitment process.

In a study by researchers (Acikgoz et al., 2020), it was revealed that the use of artificial intelligence (AI) technologies in organisational recruitment activities can assist the

departments of the human resources department in enhancing the experience of candidates and minimising the time spent in conducting the recruitment process (Babae & Shant, 2025). An independent research by another team of scholars concluded that AI chatbots integration within the banking industry provides increased levels of accuracy and efficiency in the recruitment practice.

The challenges of AI chatbots on recruitment efficiency

It is recognised that the increasing use of modern methods, including AI-powered chatbots, poses a risk to both recruiters and job candidates, causing depression and anxiety as significant public health issues. This has a profoundly negative impact on emotional, social, and academic life. A study conducted in Japan, involving several city hospitals, confirmed that institutions' focus on using modern methods like AI-powered chatbots causes significant anxiety, depression, and psychological stress, including fear of dismissal, lack of self-confidence, and fear of negative reactions. The study also confirms that many recruiters and candidates prefer traditional methods over modern ones (Fujita et al., 2025).

A literature review reveals that despite advancements in the business environment and organisations' adoption of modern, effective technological tools to improve recruitment processes, there are consequences and challenges related to trust. Many recruiters and potential job candidates feel uncertain about the reliability and quality of this technology. This scepticism stems from several potential risks associated with AI-powered chatbots, including misinterpretations and privacy breaches. This lack of trust negatively impacts their acceptance and use in organisational recruitment environments (Nguen et al., 2021).

The opportunities to enhance smart recruitment through AI chatbots.

In the context of smart recruitment, banking organizations can leverage chatbot technology and statistical algorithms to analyse historical recruitment data and predict future outcomes. This allows them to identify recurring patterns and forecast future recruitment needs (Kakuapati et al., 2020). Such innovation helps improve recruitment performance and focus their advertising efforts on sources that demonstrate a proven track record of effective recruitment processes. It also presents a valuable future opportunity to enhance recruitment strategies in the banking sector through the optimal use of data and analytics.

Indicates the importance of training recruitment managers in the effective and equitable adoption and implementation of chatbots. Researchers Kakulpati et al (2020). conducted an online study of 410 human resources managers in Germany to examine how AI-powered chatbots affect their understanding and use of recruitment. The study confirmed that chatbots effectively improve recruitment quality, thereby increasing the chances of selecting candidates with better skills and experience for vacant positions.

The relationship between recruitment challenges, future opportunities, and recruitment efficiency and effectiveness in the banking sector.

Past research has shown that recruitment issues, which include a lack of qualified staff, intricate administrative processes, and talent competition, adversely affect the rate and efficiency of recruitment in the banking industry. As an illustration, one of the studies by Mashayekhi et al. (2024) demonstrated that the banking industry in Oman is associated with issues concerning the processing of job applications, thus reducing the effectiveness of processes and causing delays in the filling of vacant positions in key positions.

According to Nawaz (2020), the technology of artificial intelligence (AI) systems, known as AI chatbots, automates the procedures and solves the traditional recruitment dilemmas. In the banking industry, AI chatbots and competitive candidate screening systems, among others, help in saving on recruitment time and enhancing accuracy in candidate selection.

Demographic Information (n =151)

Table 1Demographic Information

| Specifics | Description | Values | Percentage |
|------------------|--------------------|---------------|-------------------|
|------------------|--------------------|---------------|-------------------|

| | | | |
|----------------------------|--------------------|-----|-------|
| Gender | Male | 89 | 58.9% |
| | Female | 62 | 41.1% |
| | Sum | 100 | 100% |
| Age Group | Under 25 | 35 | 23.2% |
| | 25–34 | 33 | 21.9% |
| | 35–44 | 46 | 30.5% |
| | 45–54 | 27 | 17.9% |
| | 55 and above | 10 | 6.6% |
| | Sum | 100 | 100% |
| Years of Experience | Less than 1 year | 32 | 21.2% |
| | 1-3 years | 27 | 17.9% |
| | 4-6 years | 46 | 30.5% |
| | 7-10 years | 29 | 19.2% |
| | More than 10 years | 17 | 11.3% |
| | Sum | 100 | 100% |

Demographic variables were included in this study to provide a clearer understanding of the characteristics of the respondents. These variables comprised gender, age group, and years of experience. A total of 151 valid responses were collected, and the demographic profile of the participants is summarised in Table 1. Based on the sample size, the respondent group can be considered a moderately sized sample, which is adequate for quantitative analysis and supports the reliability of the study findings.

Data Analysis and Results

The above measurement figure 1 shows the relationships between AI robots, the main challenges, future opportunities, recruitment efficiency, and the recruitment process. The results showed that all variables have high reliability of indicators, as the load coefficients exceeded the acceptable limit of 0.7. The AI class robotics component showed an average

positive effect on recruitment efficiency ($=\beta 0.297$), which indicates its role in simplifying the recruitment process through automation. However, its effect on employment attentiveness was minimal ($=\beta 0.001$), indicating a limited effect on broader steps. The main challenges had a weak impact on the recruitment process ($=\beta 1.000$), which highlights the importance of digital readiness and openness to the level of innovation. Overall, the model demonstrated satisfactory reliability and validity of convergence, proving and confirming the relevance of variables to recruitment practices through the context of Tibetan artificial intelligence.

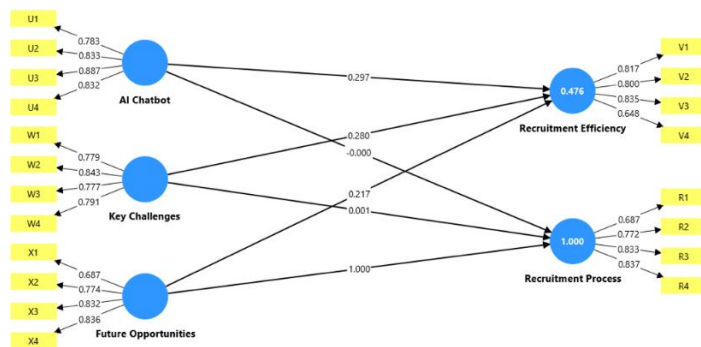


Figure 1: Measurement Model Results.

Verification of the internal consistency and relative truthfulness of the measurement model required the analysis of Cronbach's Alpha, the coefficient of composite reliability (ρ/c and $\rho-a$), and the average extracted variance (AVE) for each latent variable, as shown in Table 2. The results indicate that all the variables in the above table achieved satisfactory levels of stability and near-truthfulness, which proves that the results are sound and correct.

The table shows that Cronbach's alpha values in all variables exceeded the recommended minimum of 0.70, so that the values ranged between 0.780 and 0.850. The highest values of Cronbach's alpha for the AI chatbots variable were recorded, with values ranging from 0.780, indicating an acceptable internal consistency between the measurement items.

While the values of the composite constants ($\rho-c$ and $\rho-a$) for all the variables in the above table exceeded the adult acceptable limit to 0.70. While the values of the compound stability ($\rho-c$) ranged between (0.859) and (0.902), where the AI chatbots variable recorded the highest level of compound stability, reaching a value of (0.902), which confirms that there is strength and stability in the measurement tools used in the research study.

Moreover, the relative truthfulness was achieved by exceeding all the values of the extracted average variance (AEV) to the minimum required values of (0.50), as the values ranged between (0.606) and (0.696), which indicates that there is a large percentage of variation in the observed variables is explained by the corresponding latent variables. The highest value of AVE was recorded for the AI chatbots variable, as it came with a percentage ranging to (0.696), while the lowest value was recorded for the employment efficiency variable with a percentage ranging from (0.606), however, the ratios remain within acceptable limits.

In general, the results confirm that the measurement model has the appropriate and Good Validity features of internal consistency, strong stability, and satisfactory convergent validity, which contribute to the strength of the support and the possibility of transition on the analysis of the structural model with confidence.



Table 2 Results of Cronbach, CR, and AVE

| | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|-----------------------------|-----------------------------|--|--|---|
| <i>AI Chatbot</i> | 0.856 | 0.869 | 0.902 | 0.696 |
| <i>Future Opportunities</i> | 0.789 | 0.795 | 0.864 | 0.615 |
| <i>Key Challenges</i> | 0.810 | 0.815 | 0.875 | 0.637 |

| | | | | |
|----------------------------|-------|-------|-------|-------|
| <i>Recruitment</i> | 0.780 | 0.791 | 0.859 | 0.606 |
| <i>Efficiency</i> | | | | |
| <i>Recruitment Process</i> | 0.789 | 0.796 | 0.864 | 0.615 |

The values for cross-loadings are presented in Table 3. The results indicate that all indicators exhibit the highest loadings on their respective constructs, confirming adequate discriminant validity.

Table 3: Cross loadings

| | AI Chatbot | Future Opportunities | Key Challenges | Recruitment Efficiency | Recruitment Process |
|-----------|-------------------|-----------------------------|-----------------------|-------------------------------|----------------------------|
| R1 | 0.492 | 0.687 | 0.523 | 0.487 | 0.687 |
| R2 | 0.475 | 0.774 | 0.481 | 0.426 | 0.772 |
| R3 | 0.553 | 0.832 | 0.582 | 0.500 | 0.833 |
| R4 | 0.484 | 0.836 | 0.627 | 0.489 | 0.837 |
| U1 | 0.783 | 0.459 | 0.434 | 0.402 | 0.459 |
| U2 | 0.833 | 0.484 | 0.373 | 0.412 | 0.484 |
| U3 | 0.887 | 0.586 | 0.577 | 0.502 | 0.586 |
| U4 | 0.832 | 0.580 | 0.459 | 0.621 | 0.580 |
| V1 | 0.549 | 0.498 | 0.442 | 0.817 | 0.498 |
| V2 | 0.445 | 0.462 | 0.453 | 0.800 | 0.462 |
| V3 | 0.483 | .502 | 0.539 | 0.835 | 0.502 |
| V4 | 0.352 | 0.420 | 0.430 | 0.648 | 0.420 |
| W1 | 0.419 | 0.547 | 0.779 | 0.552 | 0.547 |
| W2 | 0.445 | 0.583 | 0.843 | 0.541 | 0.583 |
| W3 | 0.375 | 0.515 | 0.777 | 0.357 | 0.515 |
| W4 | 0.532 | 0.607 | 0.791 | 0.440 | 0.608 |
| X1 | 0.492 | 0.687 | 0.523 | 0.487 | 0.687 |
| X2 | 0.475 | 0.774 | 0.481 | 0.426 | 0.772 |
| X3 | 0.553 | 0.832 | 0.582 | 0.500 | 0.833 |
| X4 | 0.484 | 0.836 | 0.627 | 0.489 | 0.837 |

The results of the Fornell–Larcker test are illustrated in Table 4. For a construct to stand valid, it must have more variance with its own indicators than with other variables’

| | AI Chatbot | Future Opportunities | Key Challenges | Recruitment Efficiency | Recruitment Process |
|-------------------------------|-------------------|-----------------------------|-----------------------|-------------------------------|----------------------------|
| AI Chatbot | 0.835 | | | | |
| Future Opportunities | 0.639 | 0.785 | | | |
| Key Challenges | 0.558 | 0.708 | 0.798 | | |
| Recruitment Efficiency | 0.593 | 0.606 | 0.600 | 0.779 | |
| Recruitment Process | 0.639 | 1.000 | 0.708 | 0.606 | 0.785 |

measures. Results show that all constructs share the highest variance with their respective indicators, thus supporting discriminant validity based on the Fornell–Larcker criterion. However, the heterotrait–monotrait (HTMT) ratio results, as shown in Table 5, reveal that one pair of constructs exceeds the recommended threshold suggested.

Table3: Fronell-Larcker Criterion

Table 4: Heterotrait-monotrait ratio (HTMT)- Matrix

| | AI Chatbot | Future Opportunities | Key Challenges | Recruitment Efficiency | Recruitment Process |
|-------------------------------|-------------------|-----------------------------|-----------------------|-------------------------------|----------------------------|
| Future Opportunities | 0.770 | | | | |
| Key Challenges | 0.659 | 0.882 | | | |
| Recruitment Efficiency | 0.706 | 0.775 | 0.746 | | |

| | | | | |
|--------------------|-------|-------|-------|-------|
| Recruitment | 0.770 | 1.267 | 0.882 | 0.775 |
| Process | | | | |

The structure model and hypothesis testing

The relationship between the studied variables is examined using the structural model, which is similar to the idea of regression analysis. The results of the structural model include path coefficients, t-values and p-values that show the strength, direction and significance of the relationships between variables, as shown in Figure 2. The results indicate that AI robots, key challenges, and future opportunities have significant and direct impacts on both recruitment efficiency and the recruitment process. The direction of these effects is expressed by the signal of beta coefficients, while their statistical significance is determined when the p-value is less than 0.05, and the t-value is greater than ± 1.96 . In addition, the R2 values indicate that a significant percentage of the variation in the efficiency of recruitment and the recruitment process can be explained by independent variables. In general, the results support the acceptance of the proposed direct hypotheses, proving the suitability of the structural model and its predictive ability.

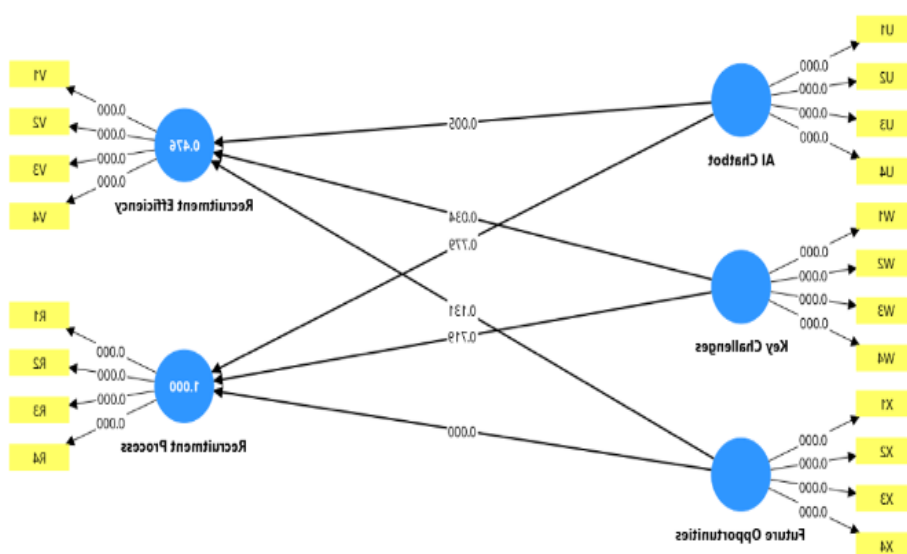


Figure 2: The Structure Model.

The table (6) shows the results of direct hypothesis testing by path coefficients (β), t values and p values. The results of the above table show that AI robots have a statistically significant positive effect on recruitment efficiency ($\beta = 0.298$, $t = 2.797$, $p = 0.005$), while no significant effect was shown on the recruitment process ($p = 0.779$). The results also showed that future opportunities do not have any effect on the efficiency of employment ($p = 0.131$), but they show that there is a positive and statistically significant effect on the recruitment process ($\beta = 0.281$, $t = 2.119$, $p = 0.034$), while their effect on the recruitment process was not statistically significant ($p = 0.719$). Based on these results, hypotheses that achieve a good level of statistical significance are accepted, and non-indicative hypotheses are rejected.

Table 6: Mean, STDEV, T values, P values

| | Origin al sample (O) | Samp le mean (M) | Standa rd deviation (STDEV) | T statistics (O/STDEV) | P values |
|--|-------------------------|---------------------|-----------------------------------|--------------------------------|-------------|
| AI Chatbot -> Recruitment Efficiency | 0.298 | 0.311 | 0.106 | 2.797 | 0.005 |
| AI Chatbot -> Recruitment Process | - 0.001 | - 0.002 | 0.004 | 0.281 | 0.779 |
| Futu re Opportuniti es -> Recruitment Efficiency | 0.217 | 0.224 | 0.144 | 1.510 | 0.131 |
| Futu re Opportuniti es -> | 1.002 | 1.002 | 0.003 | 320.804 | 0.000 |

Recruitmen

t Process

| | | | | | |
|---------------------|-------|-------|-------|-------|-----|
| Key | 0.281 | 0.278 | 0.132 | 2.119 | 0.0 |
| Challenges - | | | | 34 | |
| > | | | | | |
| Recruitmen | | | | | |
| t Efficiency | | | | | |

| | | | | | |
|---------------------|-------|-------|-------|-------|-----|
| Key | - | - | 0.004 | 0.359 | 0.7 |
| Challenges - | 0.001 | 0.002 | | 19 | |
| > | | | | | |

Recruitmen

t Process

Summary of Findings

Chapter 4 presents the quantitative data conducted under the impact of the researcher by means of a questionnaire, which included 151 valid answers of male and female employees of the primary branch of Bank Muscat and National Bank of Oman to examine the influence of AI-based chatbots, the key challenges, and the future opportunities on the effectiveness of the recruitment process and the recruitment itself. The analysis commenced with the analysis of the measurement model carried out with Smart PLS software, as the results indicated that all the variables were satisfactory in regard to stability and validity. The structural model was also tested to confirm the hypotheses available, and the results revealed that the positive and statistically significant impact of AI-powered chatbots on the efficiency of recruitment (0.298, $p = 0.005$) is present, but not on the recruitment process ($p = 0.779$). It was also revealed that the future opportunities have a positive and statistically significant influence on the recruitment process ($= 1.002, p = 0.000$), although their influence on the recruitment efficiency is not statistically significant ($p = 0.131$). Also, key challenges positively and significantly influenced the efficiency of recruitment ($= 0.281, p = 0.034$); however, their impact on the recruitment process was not significant ($= 0.719$). In general, the findings allowed accepting certain hypotheses and rejecting others and proved the relevance of the suggested model and its capacity to describe the relations between the variables of the study.

Conclusion:

In conclusion, this study examined the effective role of AI-powered chatbots in improving smart recruitment processes in the banking sector, including Bank Muscat and the NBO. It explored their effectiveness, assessed their impact, and identified the challenges they face in implementation. The study also evaluated opportunities to enhance smart recruitment through AI-powered chatbots in the banking sector. Furthermore, this study employed a primary and secondary data collection methodology. The primary data source was an electronic questionnaire, while the secondary data source included academic studies, articles, and previous books relevant to the research objectives. The study population comprised all employees of Bank Muscat and the NBO at their headquarters in Muscat, representing various departments and divisions. A random sampling method was used to ensure more accurate and diverse results, resulting in a sample of 151 employees. The researcher used a mixed research design, including exploratory and descriptive approaches. The exploratory design involved reviewing and utilising previous studies to identify the most important findings of researchers on the study topic. The researcher also analysed the questionnaire using SmartPLS software to understand the relationships. The study provided valuable and effective information, values, and insights summarising the importance of using and implementing AI-powered chatbots to improve recruitment processes, as it found positive relationships with a significant impact on both employees and candidates.

Recommendations

Social Recommendations

The banking sector, including Bank Muscat and National Bank of Oman, should promote social acceptance of the use and adoption of AI-powered chatbots in recruitment processes by offering awareness workshops on the importance and role of AI chatbots in modern recruitment processes for job candidates. Also, the banking sector should provide direct and continuous communication with job candidates about the importance and how to use and adopt AI chatbots in recruitment processes such as initial screening, ranking, and supporting informed decision-making. This will contribute to building trust and reducing resistance to the use of modern AI-powered technology.

Scientific Recommendations

The banking sector, including Bank Muscat and the National Bank of Oman, should expand the adoption and use of AI chatbots to automate routine tasks in the human resources department during recruitment processes, such as CV sorting, responding to candidate inquiries, and scheduling interviews. Also banking sector, including Bank Muscat and the National Bank of Oman, should provide ongoing specialised training programs for human resources staff to enable them to effectively manage and utilize AI chatbot outputs in making informed recruitment decisions.

Theoretical Recommendations

It is recommended that future studies focus on the effectiveness of AI chatbots in smart recruitment by continuing to investigate their impact and importance on recruitment efficiency, applicant screening, and quality of eye contact in the banking sector. Also, researchers are encouraged to continue studying additional variables such as technological infrastructure, organizational support, and trust in artificial intelligence, and their impact on the successful use of chatbots in smart recruitment. The researcher recommends providing open and effective communication platforms to allow employees to listen to candidates' feedback when implementing AI-powered chatbots. This communication is key to understanding candidates' feedback and satisfaction with these modern technologies.

Using a qualitative approach directly contributes to the comprehensiveness of future studies, leading to a deeper understanding of the research topic. Future studies can also broaden the scope of research by exploring other banks or institutions and increasing the sample size to examine employee and candidate perceptions of AI platforms. This will ensure that future researchers gain valuable insights and a comprehensive understanding of the study. Furthermore, the researcher suggests that future studies should address additional variables, rather than focusing solely on the impact of AI-powered chatbots on employee satisfaction, loyalty, and engagement. The researcher also recommends longitudinal research to assess the impact and potential for AI chatbots to play an effective role in the future.

Future Research

Applying a qualitative approach will contribute to the completeness of future researches, which result in a more profound perception of the research subject future research can be expanded as well the level of study by having a look at other banks or institutions and to enlarge the sample size to test the employee and candidate attitudes towards AI platforms this will ensure that future researchers have the benefit of having valuable insights and understanding of the study in addition, the researcher recommends the use of more variables in future studies instead of paying attention to how AI-powered chatbots will affect the satisfaction of employees.

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