

BSc (Hons) in Business Information System

6COSC023W – Final Project Report

Hire AI: A predictive tool that assists to prescreen sales interns during the recruitment process in the IT industry of Sri Lanka

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Abstract

Recruitment is an integral function in any company that determines the success of the company in long run. Even though the world is experiencing many advancements in the recruitment domain, the Sri Lankan recruitment landscape is still lacking many forms of technological advancements. The global pandemic paved way for the surge in virtual recruitment in this landscape, but virtual recruitment methods practiced in Sri Lanka doesn't really address the need of recruiters when it comes to sourcing suitable candidates.

Sales intern recruitment is one such use case where the performance of a candidate cannot be measured through available recruitment forms. This thesis discusses about the current issues faced by recruiters in selecting sales interns and the selection criteria which is needed to recruit a sales intern. Author comes up with a concept which he validates through his research and thereby finally proposes a solution to overcome this problem.

The legal, ethical and social issues related to the proposed solution has been well analyzed along with the design, implementation and testing of the product. Further the author also proposes a complete suite of products that includes facial analysis and sentiment analysis to measure the performance of a sales candidate in an interview.

Keywords: Facial Recognition, Emotional intelligence, Recruitment, Pre- screening, Sentiment Analysis.