

# Chapter 3

## Interplay of Artificial Intelligence and Recruitment: The Gender Bias Effect


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### **ABSTRACT**

*In this chapter, the authors focus on different ways in which AI is incorporated in the process of recruitment. Along with the above stated objective, they also explore the forms of AI based recruitment, the benefits of AI based recruitment, and the challenges that might be encountered during the process with an emphasis on gender bias. In the findings, they aim to describe the gender bias in professional functions in businesses. On the other hand, they hope to gain insight into potential*

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*gender discrepancies between operational and leadership positions, as well as between departments. The findings of this chapter will benefit researchers, academics, and managers in analyzing gender-related practices and policies. Organizations can become more aware of their gendered practices, which affect the recruitment procedure and the varied roles and responsibilities assigned to men and women, by giving voice to the prejudices that generate gender biases. Along with this, they provide the implications, limitations, and future scope of the study.*

## **INTRODUCTION**

Work has changed dramatically as a result of technological advancement since the starting to fourth industrial era revolution. The recent-most industrial revolution brought the most turbulent innovations such as big data and artificial intelligence (Zhang and Chen, 2023). There has been an exponential increase in the use of digital technology which leads brings us to an existing possibility of developing a comparatively higher level Artificial Intelligence (Beneduce, 2020). AI is considered reliable and a dependable tool as it is able to process and analyze data thoroughly and quicker and accurately than what humans can (Chen, 2022). It is able to process and analyze vast amount of data which is beyond human capabilities (Shaw, 2019). The incorporation of AI and modern technology has transformed the work altogether and enhanced Human resource management which led to improved outcomes (Hmoud& Laszlo, 2019).Pan (2016) discovered that AI positively impacts the personnel management within businesses. To be able to advance HRM, it was concluded that more investment would be required in AI technology application. Davenport et al, (2020) discussed AI inferences in human resource management, particularly in the recruitment process. The purpose of the study was to determine whether AI is replacing humans in certain Indian software companies' hiring processes. According to the research, it appears that AI replaces workers in a good way. AI is professed to have great potential in the preliminary phases of the recruitment process, despite the fact that interaction with humans is preferable and recommended during the interview and wage package negotiating stages. By incorporating AI, the hiring process can become more efficient and expedient while eliminating bias. By making it possible to comprehend talent more thoroughly than rivals, AI deployment may give an edge over competitors and raise a company's level of competitiveness (Johansson and Herranen, 2019).Via algorithms, AI is able to receive data as well as commands input. Miasato and Silva (2019) contend that algorithms cannot eradicate bigotry on their own, despite the fact that AI developers think their algorithmic hiring practices simplify the recruiting process and reduce prejudice. The very first information that artificial intelligence gets shapes the decisions that it makes. In

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