

RSAEM

RESEARCH SEMINAR IN APPLIED ECONOMICS AND MANAGEMENT

MARIA FIGUEROA-ARMIJOS

DISENTANGLING ETHICAL PERCEPTIONS OF AI VS. HUMANS IN HIRING: A COMPARATIVE ANALYSIS

Artificial intelligence (AI) is leading the next Industrial Revolution, with approximately 300 million jobs at risk of disappearance or demotion worldwide. This study integrates the Technology Acceptance Model (Davis, 1989) with the Person-Situation Interactionist Model (Trevino, 1986) to understand the recruiters' and job seekers' ethical perceptions of AI (versus humans) in the hiring process, contingent on the type of hiring method – archival, hurdle, intrusive (Figueroa-Armijos et al., 2023). As AI becomes embedded in organizational processes, it is increasingly considered a salient situational factor with important ethical implications. Preliminary results suggest a preference for a human over AI in the hiring process, with differences across hiring methods, and that a systematic AI-Human integration in hiring warrants synchronization within the organization and with other external stakeholders.