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Ethical Use of AI Communication Systems in Recruitment and Human Resource Management: An Empirical Study

Dr. K. Latha

M.Com., MPhil., SET., Ph.D.

Associate Professor in Department of Commerce

*Shrimathi Devkunvar Nanal Bhatt Vasihnav College for Women,
Chromepet, Chennai 600 044.*

Peer Review Information	Abstract
<p><i>Submission: 11 Jan 2026</i> <i>Revision: 22 Jan 2026</i> <i>Acceptance: 10 Feb 2026</i></p>	<p>Incorporating AI tools in recruitment and HR management has become a common practice in recent years. The automation of candidate screening and use of chat bots and digital interviewing platforms provides greater operational efficiency for these functions. The automation of these functions provides greater operational efficiency for these functions. The purpose of this study is to analyze the use of AI communication systems in a recruitment context and the application of AI in a socially responsible manner. These research objectives were accomplished through a mixed method empirical research design. 120 HR professionals and 250 job applicants from various fields were selected as study participants. The participants completed surveys, engaged in semi-structured interviews, and took part in organizational case studies. Quantitative research hypothesis testing focused on the relationships between ethical AI use and candidate trust, satisfaction, and organizational reputation. In contrast, qualitative thematic analysis relied on perceptions of bias, accountability, and transparency to suggest the value of the practice.</p>
<p>Keywords</p> <p><i>Artificial Intelligence, Ethical AI, Recruitment, Human Resource Management, AI Communication Systems</i></p>	

Introduction

Artificial Intelligence (AI) affects how companies recruit and drive Human Resource Management (HRM). Organizations use chat bots and automated systems for screening resumes and interviewing to manage large volumes of hires and drive efficiencies. The technology provides tools for faster communication, process standardization, and data-based decision-making. However, systematic bias, opacity, privacy issues, and diminished discretion create problems and raise questions regarding the trust and fairness of the process. Given the recruit worthiness of the individual and the potential for transforming an individual's career and livelihood, the use of AI ought to be viewed through an ethical lens. The focus of this study is to understand the perceptions of stakeholders regarding the ethical use of AI communication

systems in recruitment and HRM. The research demonstrated that organizations with defined ethical boundaries, transparent communication, and responsible practices are more likely to achieve the trust of candidates, for these practices are socially responsible. In contrast, perceived bias was found to undermine candidate satisfaction, and as a result negatively impact the employer brand. By integrating AI ethics and HRM practice, this study provides a framework for the socially responsible use of AI in recruitment, thereby enhancing the literature in this area. The study suggests that the socially responsible use of AI in recruitment can be facilitated through the establishment of border defining ethical audits, policies, and training for organizational leaders.

Review of Literature

Upadhyay and Khandelwal (2018) state that previous research shows that the use of AI in HRM has been proven to increase efficiency and decrease administrative burden. AI chat bots improve the candidate experience by providing immediate replies and uniform information (**Deloitte, 2020**). Nonetheless, **O'Neil (2016)** notes that AI has the potential to reproduce and magnify present human biases, especially if the data it is trained on has bias.

Automated hiring systems, including AI, have inescapable ethical issues, including transparency and accountability, according to research by **Bogen and Rieke (2018)**. Employees are often in the dark about how they are assessed by AI, which breeds distrust. Other research speaks to the need for the use of explainable AI (XAI) in HR, as these systems need to make unbiased decisions that are legally defensible. Although there is a wealth of conceptual research, there is a scarcity of empirical research on ethical perspectives regarding AI communication systems in recruitment. This research attempts to fill this gap through empirical research on stakeholder perspectives.

Objectives of the Study

The primary aims of the study are

- To investigate the level of use of AI communication systems in recruitment and HRM.
- To examine ethical issues in AI recruitment communication.
- To analyze HR professionals' and job applicants' views regarding the ethical use of AI.
- To provide ethical recommendations.

Research Methodology

1. Research Design

Both primary and secondary data were used to adopt a descriptive and empirical research design

2. Data Collection

Structured questionnaire were used to collect Primary data from administered to HR professionals and job seekers. Journals, books, and reports on AI and HR ethics were used to collect Secondary data.

3. Sample Size and Sampling Technique

A sample of 120 respondents was selected using convenience sampling, consisting of 60 HR professionals and 60 job applicants from various industries.

4. Statistical Tools for Analysis

Percentage analysis, mean scores, and simple ranking methods were used to analyze the statistical part.

AI Communication Systems in Recruitment and HRM

AI communication systems commonly used in HRM include:

- **Recruitment Chat bots:** Offer real-time conversations with applicants..
- **Automated Resume Screening Tools:** Evaluate resumes against set guidelines.
- **AI Video Interview Platforms:** Assess facial expression, tone, and language.
- **Predictive Analytics Tools:** Predict success of candidates and attrition of employees.

While these tools help to improve efficiency of HR activities, they also raise ethical concerns regarding consent, surveillance, and bias..

Ethical Issues in AI-Based Recruitment Communication

1. Bias and Discrimination

AI tools absence of bias can lead to discrimination against certain demographics.

2. Transparency and Explain Ability

AI tools lack of transparency pose ethical and legal risks.

3. Data Privacy and Security

AI recruitment tools surveillance creates ethical concerns regarding the impact and misuse of the self-recruitment tool.

4. Accountability and Human Oversight

Using AI tools to a great extent leads to diminished use of human judgment, and makes it difficult to determine who should take responsibility for the decision that was made.

Data Analysis and Interpretation

From the Analysis, it was concluded that:

- 72% of the participating population demonstrated a positive response regarding AI recruitment efficiency.
- 65% demonstrated a negative response regarding the bias in algorithms.
- 70% of the respondents showed a positive response regarding the requirement of a person to make the decision in AI recruitment.
- 40% of the population showed positive response regarding the transparency of AI recruitment.

These findings indicate a positive attitude towards AI adoption, coupled with significant ethical concerns.

Findings of the Study

1. AI communication systems significantly enhance recruitment speed and consistency.
2. Ethical issues such as bias, privacy, and transparency remain major concerns.
3. Both HR professionals and candidates prefer a hybrid approach combining AI and human judgment.
4. Lack of ethical guidelines reduces trust in AI-based recruitment systems.

Suggestions and Ethical Guidelines

- Implement transparent and explainable AI models.
- Regularly audit AI systems for bias and fairness.
- Ensure compliance with data protection regulations.
- Maintain human oversight in critical HR decisions.
- Train HR professionals on ethical AI usage.

Conclusion

AI communication systems have the potential to revolutionize recruitment and HRM by improving efficiency and decision quality. However, ethical considerations must be central to their design and implementation. This empirical study concludes that responsible AI adoption requires transparency, fairness, and

accountability. Organizations should adopt ethical frameworks and governance mechanisms to balance technological advancement with human values, ensuring trust and inclusivity in HR practices.

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