



ILLUSTRATION: ZARIF FAIAZ

Looking to get hired? You may have to fight it out with AI first

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The advent of artificial intelligence (AI) in the hiring process has ushered in an era of both promise and peril. As employers and job seekers adapt to increasingly sophisticated AI tools, the landscape of recruitment is undergoing a profound transformation, raising essential questions about fairness, efficiency, and the future of work.

AI in recruitment: A double-edged sword
Recent technological advancements have significantly changed recruitment dynamics. Companies like iCIMS now serve approximately 3 million users, including a quarter of the Fortune 500, utilising AI to match job seekers with roles effectively.

A survey by the Society of Human Resource Management found that 25% of HR departments currently use AI, with expectations to double by next year. This rapid adoption is mirrored by job seekers' increased use of AI, with tools like Resume Builder reporting that about 50% of job seekers utilised AI for resume and cover letter creation early last year, a figure that is likely higher today.

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The impact on job seekers

For job seekers, AI in recruitment can feel like a gatekeeper. While some leverage AI to tailor proposals and resumes, others encounter barriers. In some reported cases, AI generated applications resulted in callbacks despite

inaccuracies. This underscores the potential pitfalls of relying heavily on automated systems.

Moreover, the growing trend of "ghosting," where candidates apply en masse without genuine interest in positions, has prompted employers to tighten their screening processes, making the hiring landscape even more competitive and impersonal.

Despite AI's potential to streamline recruitment, there is substantial concern over its propensity to perpetuate existing biases. A study by Harvard Business School revealed that over 90% of employers rely on software to filter applicants, potentially embedding historical prejudices into AI algorithms. Furthermore, a 2023 report from the American Staffing Association Workforce Monitor indicated that 34% of people view AI hiring tools as more prone to bias than human recruiters.

Seeking a human touch

Amidst the efficiency of AI-driven recruitment, a longing for human connection persists. Both employers and candidates increasingly value direct interactions, which often provide deeper insights than automated processes can offer. This shift is partly driven by the realisation that AI, while powerful, cannot fully appreciate the nuances of human experience and soft skills that are crucial for many roles.

Data from LinkedIn shows a 6% increase in the number of job applications per seeker year over year, which may reflect the dehumanising effect of automated systems. This has prompted a counter-movement towards more personalised recruitment approaches.

According to ZipRecruiter's Chief Economist, employers are increasingly seeking face-to-face or direct video interactions to "weed out the weakest candidates," revealing a

preference for human judgement despite AI's prevalence.

Regulatory and ethical considerations

The legal framework surrounding AI in hiring is still evolving. With initiatives like the U.S. Equal Employment Opportunity Commission's strategic enforcement plan focusing on AI's impact, there is a push towards ensuring that these tools do not inadvertently disadvantage protected groups.

In contrast, in Bangladesh, such practices are still at a nascent stage. There is a pressing need for serious conversations and actions towards regulating AI in hiring to prevent biases and ensure fairness, mirroring the proactive measures seen in other parts of the world.

As organisations navigate these waters, the need for transparent and fair AI applications in recruitment becomes apparent. Employers must critically assess AI solutions, ensuring they do not simply replicate past inequities under a veneer of innovation.

The road ahead

The integration of AI in hiring is a testament to the relentless march of technology across all sectors. However, this progress must be tempered with a commitment to equity and transparency. As AI becomes a staple in recruitment, continuous evaluation and adaptation of these tools are essential to ensure they serve the broader goals of fairness and efficiency in the job market.

While AI presents significant advantages in handling the complexities of recruitment, its role should be viewed as supportive rather than definitive. Balancing technological innovation with human judgement remains key to a fair and effective hiring process.

JOBS SPOTLIGHT



Meena Bazar
Manager, Expansion

Deadline: May 23

Eligibility:

• Minimum Bachelor's degree in any discipline from a reputed institution.

Minimum experience: 4-6 years

American International University-Bangladesh (AIUB)
Photographer



Deadline: May 11

Eligibility:

• Bachelor's degree in photography, visual arts, or a related field.

Minimum experience: 3-5 years

Kazi & Kazi Tea
Corporate Sales Officer



Deadline: May 27

Eligibility:

• BBA/MBA in Marketing from any UGC-approved institute.

Minimum experience: 2-3 years



Pathao

Senior Executive, IT

Deadline: May 15

Eligibility:

• Bachelors/Masters degree in Computer Science Engineering or any other related field.

Minimum experience: 2-3 years

FOR MORE DETAILS AND THE APPLICATION LINKS, SCAN THE QR CODE BELOW.



QUOTE OF THE DAY

"Success is a lousy teacher. It seduces smart people into thinking they can't lose."

BILL GATES

6 platforms that offer free online courses to boost employability

In the dynamic job market of today, continuous learning is essential to stay competitive. The good news is that you don't have to spend a fortune to acquire valuable skills. Numerous websites offer free online courses that can greatly enhance your employability. Here are some platforms providing such courses.

COURSERA
Coursera boasts a vast library of courses, including free lessons on topics like generative AI by Google Cloud, English for career development by the University of Pennsylvania, and Financial Markets from Yale University. While auditing courses for free won't earn you certificates, you still gain access to lectures, videos, and readings, enriching your knowledge across various fields.

UDEMY
Udemy, similar to the other choices in this list, offer a range of free courses on a variety of employability skills, with some examples being: Amazon Web Services (AWS), GitHub crash course, and PowerPoint for beginners. Additionally, they often provide free lectures or introductory segments of paid courses, allowing you to sample the content and instructor style before committing financially.

KHAN ACADEMY
Khan Academy offers a plethora of entirely free courses covering foundational subjects like maths, science, computer programming, and test prep. These fundamental skills showcase your intellectual curiosity and capacity to grasp complex concepts, making you an attractive candidate to potential employers.

edX
Similar to Coursera, edX provides free audits of numerous courses from esteemed universities and institutions. Examples include an introduction to computer science from Harvard University, machine learning fundamentals from The University of California, and business strategy guidelines from Wharton.

UDACITY
Udacity offers a limited selection of entirely free courses suitable for beginners in fields like web development or data analysis. Additionally, they provide free project challenges enabling you to apply your skills, crucial for building a standout portfolio and impressing potential employers.

CODECADEMY
For those interested in programming languages, Codecademy offers beginner-friendly courses in 12 languages. They cover basic skills in HTML, JavaScript, SQL, and even emerging areas like ChatGPT. These courses are invaluable for prospective employees looking to expand their skills.

By strategically leveraging these free online course platforms, you can acquire valuable knowledge, enhance your skill set, and significantly improve your employability. Remember, employers highly value the commitment to continuous learning, so start these courses as soon as you can to stay ahead in the job market.