

# Leveraging Artificial Intelligence to Enhance Online Faculty Recruitment

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**Abstract**—The rapid growth of online education has transformed the teaching-learning paradigm in higher education worldwide, creating a strong demand for qualified faculty capable of delivering effectively for online and hybrid modalities. Academic institutions are facing challenges in recruiting good instructors who possess not only subject matter expertise but are also instructional competent, technology savvy, and flexible to virtual teaching-learning settings. Traditional faculty recruitment practices and methods using labor intensive outreach, manual screening, and subjective assessment often fail to identify appropriate candidates suited for online instructions. Artificial Intelligence (AI) has emerged as a transformative solution capable of modernizing faculty recruitment by enhancing efficiency, accuracy, standardization, and workforce planning. This paper investigates how Artificial Intelligence (AI) platforms and systems can be leveraged to improve faculty hiring processes, specifically for online teaching-learning settings.

**Index Terms**—Academic collaboration, adjunct faculty, data analytics, DSS, explainable AI (XAI), hybrid instruction, LMS, NLP, search committee, structured evaluation.

## I. INTRODUCTION

The extraordinary growth of online education is driving an increasing need for qualified online instructors. Faced with a limited pool of potential candidates locally, teaching institutions have deployed Artificial Intelligence (AI) tools providing the option of expanding their search globally or limiting it to a specific geographical area. The use of AI, in conjunction with more traditional advertising methods of job boards, trade magazines, and word-of-mouth results in a significant increase in the pool of potential candidates. To process the increased

volume of applications, AI algorithms have been implemented to process applications thus improving efficiency and accuracy of the recruitment process. Although the process has become highly automated, most institutions still require substantial human oversight.

AI platforms enable teaching institutions to computerize and optimize various stages of the recruitment process efficiently and accurately. This includes generating the prospective candidate list, screening, evaluation, and selection. Modern AI platforms utilized for recruitment use Natural Language Processing (NLP), machine learning, and data analytics to examine large data repositories of academic profiles, digital resumes, research track records, and professional associations. These systems can efficiently and promptly identify candidates whose qualifications align with requirements, often identifying suitable applicants very quickly. AI enabled matching algorithms can detect prospective candidates beyond active job seekers by also identifying passive candidates locally and globally. Early AI systems had limited functionalities, frequently performing basic reviews of submitted applications. Tasks performed typically included verifying all fields were filled out, the academic credentials meet the minimum requirements, and the applicant documented the minimum teaching experience needed. In this role, the early systems were passive in that they waited for an application to be submitted before taking any action. In most cases, the results of the initial review are sent to staff for next-step determination to avoid an automatic decision. With advancements in technology, the AI tools have gained significant functionality going from a passive role to that of a proactive recruiting tool. This

methodology has an additional benefit in that it includes internal candidates who are frequently overlooked or are not actively looking for new positions. In some cases, AI technology will look at the top candidates and search for a job application on file. If a potential candidate has not applied, within a specific length of time, it may be programmed to automatically send a request to the potential candidate to apply. This process significantly widens the talent group, reduces hiring time, and helps with the administrative costs. This also improves recruitment efficiency and search precision significantly compared to conventional hiring approaches.

## II. POTENTIAL BENEFITS OF AI-ASSISTED RECRUITMENT

For online instruction, AI recruitment tools provide additional insight into the candidate's background through proficiency-based evaluation. Traditional recruitment paradigms prioritize academic qualifications, years of experience, and a few other items in the resume, whereas AI tools and platforms can evaluate digital teaching readiness by analyzing experience with Learning Management Systems (LMS), instructional design tools, online engagement strategies, and virtual communication competencies. Ability to adapt to changing technologies is now a requirement, and this can be appraised with AI tools. Automated resume screening and AI-backed video assessments enable institutions to evaluate teaching presence, communication effectiveness, and technological fluency. These are vital traits for a successful online educator. Scenario-based simulations further allow AI systems to assess candidates' ability to manage virtual classrooms, design digital learning content, and respond to student interaction challenges objectively and consistently. Another significant contribution of AI in faculty recruitment process lies in improving outcome diversity and lowering unconscious bias. Algorithmic evaluations can minimize dependence on personal networks and contacts that influence faculty hiring decisions. Professionally designed AI recruitment systems give emphasis to relevant and required skills, competencies, and performance indicators rather than demographic or established prestige factors of institutions, potentially improving impartial recruitment outcomes. Responsible implementation

frameworks are essential to ensure fairness, accountability, and compliance in AI-supported recruitment processes.

In addition to operational efficiency and improved productivity, AI-driven recruitment helps with strategic institutional planning. This is achieved by using predictive workforce analytics with data analytics. Academic institutions will benefit by using AI models and platforms to forecast instructional requirements, identify future skills for online education, and align faculty recruitment with emerging academic disciplines and technological trends. Market skill demands are changing rapidly, and data analytics can help understand these trends. Employee retention and related issues is a growing concern in this fast-moving space, where the ability to estimate candidate retention probability, teaching performance potential, and professional development needs, will support long-term planning and may also improve retention in online education programs. Recruitment decisions based on data and data analysis will help institutions to transition from reactive hiring practices toward proactive talent management strategies.

The integration of AI into faculty recruitment process encourages applicants and potential educators to engage with AI from the beginning. This helps instill awareness and positive attitudes toward AI-supported teaching technologies, suggesting to the applicants that faculty members in this institution will increasingly require AI literacy as a core professional competency. Consequently, recruitment processes must progress to identify instructors capable of integrating AI tools into teaching practices while maintaining academic integrity and improving student experience.

## III. POTENTIAL CHALLENGES OF AI-ASSISTED RECRUITMENT

Despite numerous potential benefits, AI-enabled faculty recruitment process presents several operational concerns and questions. While best practices can help the implementation, academic institutions must prepare for substantial challenges. Primary concerns regarding algorithmic transparency, data privacy, and automated decision-making, remain prominent within the higher education space. Overdependence on AI evaluation tools may overlook

contextual teaching qualities such as empathy, mentorship capability, and cultural awareness and responsiveness, which are difficult to quantify computationally. Additionally, AI-assisted hiring process that uses automated interview tools to screen candidates may unintentionally disadvantage candidates with linguistic differences or accessibility needs. These concerns highlight the necessity of adopting hybrid recruitment models in which AI enhances, rather than replaces, human interactions and judgment. Prominent challenges and considerations include.

#### AI Logic Openness:

Openness and transparency of the AI logic is an important concern, especially as developments in AI algorithms increase the challenges of understanding the decision-making process. Trying for complete transparency in the recruitment process [1] in respect to how data is obtained, its usage, the selection methodology utilized, and ethical concerns are crucial to developing trust among the sponsors and participants. A critical aspect of this process is full disclosure [2], comprising of how the rational process manages the decision processes, and the steps taken to evade and sidestep biases during the procedure.

#### Inbuilt and Inherent Bias in AI Based Recruitment Algorithms:

Despite all good intents and careful system design, AI recruitment methodologies can inadvertently and unintentionally contain biases. Research cautions that even systems intended to reduce human biases may inadvertently harm candidates when underlying data are skewed or unrepresentative [3]. Active and continuous checking, openness, and benchmarks to achieve and enforce fairness are needed and necessary precautions.

#### AI Technology Acceptance:

Embracing of AI assists by academic establishments for faculty recruitment depends on the opinion and faith of the user. Studies show that perceptions of usefulness, fairness, and reliability influence whether stakeholders engage with AI tools [3]. Investing in education for the search committee members and encouraging a practice of collaboration between AI-assisted tools and human oversight can improve acceptance and confidence in the process.

#### Automated Decision-Making Systems (ADMS):

ADMS can increase efficiency in recruitment, by leveraging AI algorithms to perform repetitive tasks. As an example, while scanning job applications, the AI tool can make decisions based on pre-defined criteria such as skill sets, key words, or years of experience. If the desired criteria are not found, the algorithm can place the application in a rejected file before a human ever sees it [4]. This not only reduces the need for human interaction; it accelerates the initial screening rate ensuring consistency by using the same criteria for each candidate. The concern is, when used without human supervision, the inherent bias in the algorithm may lead to unintentionally screening or filtering out of qualified candidates [4]. As an example, an institution may use an AI algorithm to screen applications looking for a specific skill set, key word, or experience to rank candidates. The candidate may be extremely qualified but rejected as they did not use the same keywords as the job description resulting in a lower ranking [4]. The use of ADMS technology has already led to legislation in the United States to protect job seekers from AI related discrimination. Colorado was an early implementor, passing the “Colorado Artificial Intelligence Act” in 2024 [5]. However, its implementation has now been delayed to June, 2026 due in part to push back from technology sector and trade associations. In California, the State Civil Rights Department has adopted new regulations, effective October 1, 2025, to prevent employment discrimination as a result of the use of artificial intelligence, algorithms, and other automated-decision systems [6]. These regulations also include provisions requiring records be kept for a specified duration, of all ADMS actions.

#### Ethical and Legal Consequences of Using AI:

AI raises ethical and legal considerations regarding discrimination, due process, and equal opportunity. Clear policies must affirm that AI does not supplant human judgment or violate anti-discrimination laws. Shared governance mechanisms can articulate ethical standards that guide AI use without compromising institutional values [7].

#### Privacy with General Data Protection Regulation (GDPR):

Data privacy regulations oversee the acquisition and retention of applicant data. Organizations have a legal

and ethical obligation to protect the data they collect in the recruitment process. The scope of data privacy extends beyond what data is collected; it includes how it is stored, who has access to it, and the consent of the applicant in terms of how it is used. As a result, there is significant legislation being created that governs the acquisition, usage, retention, and distribution of a candidate's information; all have substantial penalties for regulatory violations [2]. The most comprehensive set of regulations is the GDPR which applies to companies operating in the European Union. Going into effect on May 25, 2018, the GDPR provides the most extensive data privacy and security regulations in the world [8]. While the GDPR is the standard in Europe, the global nature of data privacy regulations is impacted. For adjunct faculty, it is likely they will encounter the effects.

#### IV. BEST PRACTICES FOR LEVERAGING AI IN RECRUITMENT

The rapid advancements of AI platforms and tools have reshaped many features of employment practices in education, offering major opportunities for faculty recruitment of online instructors. As remote learning becomes a principal component of university offerings, institutions struggle to identify and hire faculty with not only subject matter expertise but also online and Information Technology (IT) knowledge and confidence. AI-driven technologies present opportunities to streamline recruitment processes, expand talent pools, enhance candidate engagement, and support evidence-based decision-making. At the same time, ethical concerns about bias, transparency, and human oversight can be thoughtfully addressed. This section of the paper investigates role of AI and some best practices for leveraging AI for faculty recruitment, highlighting strategies that optimize effectiveness while respecting fairness and institutional values. Best practices for AI-assisted recruitment include a carefully planned strategy, focused on improving efficiency, reducing cost, and ensuring ethical and regulatory conformity. Efficiency and cost reduction are realized by eliminating repetitive tasks. Incomplete or non-qualified submittals can be screened out by the AI tool to allow human resource staff to focus on those applicants that can advance in the process. According to a recent study [9], 71% of hiring managers are screening

applications using Applicant Tracking Software (ATS) with approximately 19% screening out applicants without human assessment. Ethical obedience is critical factors for organizations, signifying their commitment to maintaining complete transparency throughout the recruitment process. Candidates are provided with full disclosure, in terms of data collected, how they will be used, how long it will be retained, and who will have access to it. This demonstrates their commitment to privacy and security. The following best practices are recommended.

##### Privacy Policy

The implantation of a transparent privacy policy is essential for developing a trust relationship with applicants while maintaining the reputation of the organization. Before collecting any data, applicants must be given the opportunity to review and acknowledge the privacy policy of the organization before any data is collected. The policy must be transparent in terms of providing a contact point for questions within the organization, describing the data being collected, the proposed usage of the information, how long it will be retained, and who will have access to it. The question of access to the data can be complex as this addresses internal and external user such as 3<sup>rd</sup> party vendors. In Europe, the General Data Protection Regulations specifically address the responsibilities of entities collecting data and using a 3<sup>rd</sup> party in the process [8]. The privacy policy should be the first thing an applicant encounters on the data collection portal. Before any information can be entered, the applicant must certify they have reviewed the policies, fully understand them, and have been given an opportunity to ask any questions they may have. Relevant takeaways:

- Privacy policy must be comprehensive, clear, and concise.
- Data collection does not occur without the applicant's consent.
- Full disclosure of any opt-out options available.

##### Data Collection

Put policies and controls in place that only allow the collection of data that is relevant to the position or role being recruited for. Collecting data that is not necessary from an applicant's, such as information

that is not directly tied to determining their qualifications for the position under recruitment, can lead to a host of potential violations of privacy and data protection laws. Some of these issues can include unnecessary data storage [10], or data security concerns. The use of an encrypted submission portal is mandatory [11]. Combined with robust privacy and security policies these practices reduce the chances of data breach.

Relevant takeaways:

- Use an encrypted collection and storage portal.
- Only collect necessary data.
- Delete any data that is no longer needed.

#### Staff Training

Continuous ongoing training to keep the topic of data privacy [1] in the forefront as staff navigate the complex issues on a daily basis. Constant awareness of these challenges helps reduce the human factors while also encouraging individual monitoring of automated processes. Awareness of social engineering attacks, at the individual level, is critical to maintaining data security [11]. Increased awareness of physical security concerns such as unauthorized physical access to data or authentication tools.

Relevant takeaways:

- Implement a tracking system for employee training.
- Increasing awareness of data security training
- Physical security awareness

#### Applicant Tracking Software

The use of Applicant Tracking Software (ATS) is increasingly gaining acceptance by recruiters offering some significant advantages. A recent study revealed that 60% [9] of the respondents indicated it allowed faster screening of applicants, while 37% used the ATS to screen out applications not meeting the minimum requirements. Recruiters should be aware of the changing regulatory environment in respect to AI tools [6].

Relevant takeaways:

- Job descriptions should be broad based to avoid misalignment with screening technologies.
- Recruiters must pay particular attention to establishing minimum job requirements.

- Stay directly involved in the screening process to avoid AI eliminating otherwise qualified applicants.

#### Efficiency with Large Candidate Volumes

Use AI capabilities for scaling capacity. It can now process large volumes of potential candidate data rapidly through automation, advanced algorithms, and raw speed. Natural language processing (NLP) and machine learning can analyze CVs, research records, teaching statements, and online publications to identify patterns that align with job criteria far faster than manual review alone [12]. For example, AI systems can integrate data from platforms such as Google Scholar, ResearchGate, and LinkedIn to identify top academic profiles that might otherwise be overlooked [12]. By automating routine screening tasks, AI allows search committees to concentrate and focus their human expertise on deeper evaluation functions.

#### Personalized Candidate Engagement

In traditional recruitment, candidate engagement is often slow and frustrating due to delayed responses and limited interactions. AI-powered communication and interaction tools can provide real-time updates on application status and answer candidate questions, improving transparency and experience [13]. Furthermore, AI-integration and platforms can be used to generate personalized content, such as tailored emails or multimedia introductions, which highlight institutional culture and position specifics, significantly enhancing the attractiveness of positions for high-quality candidates [14].

#### Data-Driven Decision Support System (DSS)

Beyond automating tasks, use AI resources to support and help with strategic decision-making. Trends and patterns can be discovered and exposed in candidate groups that are not readily apparent through traditional human review alone. Analytical user-interface capabilities can highlight commonalities among successful faculty hires, inform standards, and enable criteria improvements. When used sensibly and maturely, this has the potential to improve confidence in the hiring outcomes. AI-integration aligns recruitment practices with data analytics, enhancing precision in matching candidate strengths with institutional needs [15].

#### Reduce Bias and Fairness in AI-Algorithms

One of the worries and apprehensions with traditional recruitment process is human bias including fairness. With AI tools and algorithms trained on historical data reduces these systemic inequities related to race, gender, or other protected attributes [15]. To further reduce these inequities, academic institutions should implement bias audits, validate models against fairness rubrics, and ensure training data are representative and inclusive. Regular performance evaluations can detect unintended disparities and guide corrective actions. Additionally, institutions may purposefully design models around skill-based criteria rather than traditional credentials to widen talent pools and reduce reliance on restrictive filters [16].

#### Monitor and Adjust in Continuous Feedback Loops

AI deployment must be iterative. After each recruitment cycle, institutions should review outcomes, stakeholder perceptions, and system performance. Feedback from candidates and committees can illuminate strengths and shortcomings. Iterative refinement ensures that AI tools evolve with institutional goals, technology capabilities, and changing expectations within academia.

#### Ensure Human Control and Supervision

AI must support, not replace, human judgment in hiring decisions. One of the core principles for ethical AI use in higher education is that faculty and shared governance bodies should be actively involved in deciding if, when, and how AI is integrated into recruitment processes [7]. Faculty involvement ensures that recruitment criteria embody academic values and that AI augment rather than undermine human expertise. Clear governance frameworks with designated committees can oversee AI deployment, monitor outcomes, and recommend adjustments [7].

#### Promote Transparency

Transparency about how AI technologies operate is crucial. Candidates and search committees should understand what data are analyzed, how ranking or matching algorithms work, and what role AI plays in final decisions. Lack of transparency—common in many AI systems—undermines trust and can exacerbate skepticism about fairness [17]. Explainable AI (XAI) features can help stakeholders interpret why

certain matches are recommended, fostering accountability and confidence in AI outputs.

#### AI Literacy for Search Committees

Recruiters and faculty committee members require training to interpret and use AI tools effectively. Research shows that AI literacy—that is, understanding how to interpret AI outputs and interface dashboards—affects how hiring professionals perceive and trust AI [17]. Institutions can support training workshops and professional development sessions that demystify AI systems, emphasize human oversight, and teach interpretation of analytics. This equips committees to critically assess AI recommendations without uncritically relying on them.

#### Protect Candidate Data and Privacy

AI-assisted recruitment systems process sensitive personal data. Institutions must ensure compliance with data privacy laws and encryption standards. Strong data handling protocols, such as strict data retention rules, access controls, and coding sensitive fields, reduce breaches and misuse. A transparent privacy policy also assures potential candidates that their personal information is managed ethically and securely.

### V. DISCUSSIONS

AI has the potential to revolutionize faculty recruitment for online instruction by increasing efficiency, expanding candidate reach, and informing strategic decision-making. However, realizing this promise requires deliberate planning, ethical governance, and human-centered integration. Institutions must embrace transparency, bias mitigation, AI literacy, data privacy, and sustained human engagement as core components of AI use in recruitment. When aligned with best practices, AI tools can enhance the fairness, efficiency, and impact of hiring processes, enriching the quality of online instruction, and strengthening institutional capacity for academic excellence. Successful adoption hinges not merely on advanced technology but on thoughtful governance and sustained collaboration between humans and machines.

## VI. CONTINUING RESEARCH

There are numerous emerging research topics in AI-Assisted faculty recruitment for online instructions. As technologies evolve, more relevant areas will require understanding and analysis [18-19]. Some potential areas are covered in the paper. This section describes some areas that need further work and other new related areas that are expected to emerge requiring further considerations.

Some of these topics for continuing research are the following.

- Financial impacts on academic institutions need to be analyzed. Detail numerical financial research is needed to measure these benefits in higher education settings and to evaluate whether such advances translate into improved educational outcomes in online instruction.
- Ethical considerations also constitute a major research domain, particularly in relation to algorithmic bias, transparency, and fairness in AI-driven recruitment systems [20]. Future research should focus on developing algorithms and auditing mechanisms to ensure fairness and success of the project using AI-supported hiring procedures.
- Role of AI for candidate locating and matching systems in expanding the global talent pool for online instruction [21]. Future research should explore the effectiveness of such systems in increasing diversity in outcome, reducing hiring bias, and improving the quality of hires in online education environments.
- A necessary step in any project is the determination of success [22]. Research in this area should examine the accuracy of the predictions and the level of success achieved by using these AI assisted platforms and their impact on efficiency and outcome quality.
- Another important topic is the measurement and integration of AI literacy as a recruitment criterion [23]. Future research should investigate how AI literacy can be included in recruitment processes and how it influences teaching effectiveness in online environments.
- Integration of AI assessment tools in evaluating candidate readiness for online teaching. Research could focus on validating these AI-based evaluation

metrics and comparing them with conventional assessment methods to determine their predictive value in identifying high-performing online instructors.

- Another analytical research area comprises of the association between AI-recruited faculty competencies and student learning outcomes [24]. Additional research must establish clear relations between AI-supported recruitment practices and quantifiable educational outcomes.
- Understanding the optimal balance of human decision-making and AI-assisted recruitment is an important research space for analysis. Future research should examine the pros and cons of the two sides and determine the most advantageous combination to ensure the best outcome for the students and the academic institutions.
- Understanding the relationship between faculty professional development and AI-driven recruitment systems represents a research area [25]. Programs for improving AI literacy continuously and related achieved competence can enhance the effectiveness of the recruited faculty. Future studies should explore how recruitment and professional development can be integrated through AI to create a continuous cycle of improvement in online instruction.
- Since the demand for qualified instructors usually fluctuates, potential research should investigate the long-term effectiveness of tracking potential candidates continuously to enable academic institutions to react rapidly and be ready for the ever-changing market demands for online instructors.

## VII. CONCLUSIONS

This paper proposes a conceptual framework for AI enhanced faculty recruitment for online instructions. It requires continuous monitoring and iterative refinement of the AI systems through feedback loops and faculty performances. Integrating the AI platforms efficiently within recruitment workflows can enable institutions to attract educators who are innovative, technologically proficient, and adaptable to evolving online learning enhancement. This research suggests that using the power of AI wisely in faculty recruitment process represents a significant

advancement for academic institutions planning to enhance and improve their online delivery approach. AI technologies offer the possibilities to modernize recruitment processes, improve candidate-job matching, enhance candidate pool, and support workforce development, while also focusing on the increasing adaptability of digital content delivery methods. When implemented systematically, AI-driven recruitment practices can potentially improve the organization's capacity to recruit and retain instructors capable of delivering engaging and effective online learning experiences. As online education continues to expand globally, AI-supported recruitment will play a critical role in defining the future of academic workforce for virtual teaching-learning settings.

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