**1. Case Study Research**

**Case Title:** Amazon's AI Recruitment Tool and Gender Bias

**Business Context:** In 2014, Amazon developed an AI-based recruitment tool to streamline the hiring process by automatically reviewing resumes and shortlisting candidates. The goal was to automate and speed up recruitment, particularly for technical roles such as software development and engineering.

**Ethical Issues Involved:** By 2018, it was discovered that the AI tool exhibited gender bias against female applicants. The system was trained on resumes submitted over a ten-year period, most of which came from male candidates due to historical gender disparities in tech. As a result, the AI downgraded resumes containing the word "women's" (e.g., "women's chess club captain") or graduates from all-women colleges. This led to unethical and biased hiring decisions that perpetuated gender inequality.

**Key Ethical Concerns:**

* Algorithmic bias and discrimination
* Lack of transparency in AI decision-making
* Fairness and equal opportunity in hiring

**2. Ethical Analysis**

**Utilitarianism:** From a utilitarian perspective, the AI tool should maximize the overall good. However, by disadvantaging female candidates, it caused harm to a significant group of individuals and potentially deprived Amazon of qualified talent. The tool failed the utilitarian test as its benefits (efficiency in hiring) were outweighed by the harm (unfair discrimination).

**Deontology:** Deontological ethics emphasizes duties and rights. Discriminating against candidates based on gender violates the moral duty of fairness and the right to equal treatment. Even if the AI was efficient, it violated ethical principles by treating candidates unequally.

**Virtue Ethics:** Virtue ethics focuses on moral character. Using a biased AI tool reflects poorly on the company's integrity and commitment to justice. A virtuous company would prioritize fairness and inclusivity over blind efficiency.

**Stakeholder Impact:**

* **Applicants:** Qualified women were unfairly excluded, affecting their careers.
* **Amazon:** The company's reputation suffered, and it missed out on diverse talent.
* **Society:** The case highlighted broader concerns about AI fairness and trust.

**3. Solutions and Recommendations**

**Modifications to AI Systems:**

* Use diverse, balanced training data.
* Implement bias detection and correction mechanisms during development.
* Regularly audit AI outcomes for fairness.

**Responsible AI Usage Policies:**

* Establish ethical review boards for AI projects.
* Require documentation and explainability for AI decisions.
* Involve interdisciplinary teams in AI development.

**Transparency and Accountability:**

* Make AI decision processes interpretable to stakeholders.
* Allow for human oversight and appeals in AI decisions.
* Publicly disclose AI use and its safeguards.

**4. Personal Reflection**

As a future AI professional, I recognize the power and responsibility that comes with creating intelligent systems. This case has shown me that innovation without ethics can cause real harm, even when intentions are good.

I believe it is crucial to balance technological progress with moral accountability. In my future projects, I plan to:

* Advocate for fairness and inclusivity in data and models.
* Embrace ethical frameworks during development.
* Prioritize transparency and user trust.

Ethics must be a foundational part of AI—not an afterthought. Responsible AI is not just about avoiding harm but actively contributing to a just and equitable society.