

3 - 5 July 2026

Impact Of Artificial Intelligence Threats on The Quality of Recruitment Service: Perceptions of HR Professionals in Morocco

Boutayna cherkaoui , Anas Zidane , Asmae Zinoun

Mohamed V university, Morocco

Abstract

Against a backdrop of technological change and the introduction of strategies based on artificial intelligence (AI) in the business world, companies are taking an interest in AI. It is appropriate to highlight the impact of the introduction of artificial intelligence on recruitment services and to emphasize the threats posed by artificial intelligence to the quality of recruitment services. Indeed, the aim is to answer the following question: To what extent do the threats posed by artificial intelligence affect the quality of recruitment service? The empirical analysis is based on a sample of 175 HR professionals and recruiters working for Moroccan companies, through the distribution of a questionnaire. We used modeling techniques such as exploratory factor analysis, confirmatory factor analysis, and logistic regression. Our study revealed a good correlation between the two fundamental concepts.

Keywords: Decision-Making, Moroccan Companies, Prediction, Recognition, Recommendation