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Ethical AI for HR Practices: Addressing Emerging Deepfake Risks

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ABSTRACT

In contemporary times, modern technologies like Artificial Intelligence (AI), Cloud Computing, Machine Learning, Industry 4.0, and the Internet of Things have played a significant role in transforming industrial practices through digitalization. It has become imperative to adapt these advancements for organizational relevance, growth, and effectiveness, and Human Resource (HR) practices are no exceptions. However, the rapid proliferation of these technologies has also led to the production, dissemination, and use of deepfake data. This paper presents a systematic literature review of the recent developments with a particular focus on addressing the use of Ethical AI in HR practices for combating the risks posed by deepfakes. It has been carried out to discern the scholarships related to HR practices and Ethical AI, to understand the level of heightened awareness regarding these issues. This systematic review employed PRISMA methodology to analyse peer-reviewed literature sourced from the SCOPUS and Google Scholar databases. Drawing on a systematic review of 49 research works, this paper makes a unique contribution by systematically synthesizing existing academic contributions to understanding the role of ethical AI in HR practices that organizations and practitioners should be aware of. The results of this research indicate a significant research gap in this field of academia, particularly at the intersection of deepfake threats and HR-specific ethical AI applications. The findings highlight how HR practices integrate ethical AI into organizations. The paper also provides suggestions on actionable strategies that can be implemented to utilize these practices as effective measures against Deepfake production and dissemination through a proposed three-level Ethical AI framework.

Keywords- *PRISMA, SLR, Deepfake, Misinformation, Human Resource, Ethical AI*

1. Introduction

The recent technological advancements in businesses like information technology, healthcare, banking, tourism, education, and transportation have completely revamped the way organizational activities are planned and executed. In the volatile and competitive environment of digital revolution, Artificial Intelligence (AI), is at the vanguard of technological innovation. It is transforming everyday lives and is revolutionizing industries at a never-seen-before pace and efficiency [1]. Additionally, AI has emerged as a pivotal force in handling Human Resource (HR) practices, which have been recognized as one of the most important aspects for running a business successfully.

AI-assisted tools have not only helped in automating the manual repetitive tasks but have also complemented in enhancing human potential through their multifaceted and flexible usage, they have also helped to reaffirm the notion that AI is here to support HR management and not to replace managers and practitioners [2]. HR practitioners have recognised AI tools as a means of generating higher-quality outputs that are inline with the strategic requirements of businesses. On the other hand, they have also acknowledged that the data is not always accurate [3].

The rise in AI, particularly generative AI, has led to an increase in deepfake technology, including misinformation in image, video, and audio data forms. Generative AI is a subset of

Machine Learning, a branch of AI that analyzes data and produces human-like output in response to users' prompts [4]. The emergence of deepfakes demonstrates how disruptive and revolutionary AI technologies can potentially be. Deepfake has raised serious ethical issues by intensifying worries about social deception and manipulation. They seamlessly combine fake content with real-world content, and end up eroding public confidence in the long run. Understanding and resolving the challenges and problems presented by deepfakes is required for ethical, social, technical and economical goals of the businesses, so that organizations can align their strategies as per the requirements at individual, team, organizational and social levels. As a result, businesses must be mindful of the dangers that deepfakes pose. Hence, deep understanding and research are necessary in order to streamline organizational practices, particularly those related to HR, with AI implementations.

Over the last few years, in the field of academia, even though there has been a rise in understanding AI applications in the area of HR, not much work has been carried out in understanding instances of deepfakes and misinformation in HR practices. Moreover, limited data is available to understand how to combat the creation and dissemination of misinformation through deepfakes using Ethical AI in HR practices.

In this paper, a comprehensive analysis of the recent developments concerning the use of Ethical AI in HR practices has been carried out with a particular focus on combating the risks posed by deepfakes. This article will examine: 1) How HR practitioners have integrated AI into their daily practices, 2) The scholarships and the level of heightened awareness among academicians regarding the issues of Deepfake in HR, and 3) Implementation of Ethical AI practices in HR applications in business.

This systematic review uses PRISMA methodology to analyse peer-reviewed literature using SCOPUS and Google Scholar databases. The next section of the paper extensively discusses how the implementation of PRISMA has been carried out for a systematic literature review. The section is followed by the literature review findings focusing on three major areas of interest for this paper: AI practices in HR, emergence of Deepfake in HR, and the concepts of Ethical AI in HR. The third section of the paper discusses the major findings of our research, based on which we give suggestions for implementing ethical AI in HR practices. In order to delve deeper into the practical applications of ethical AI, we also carried out content and document analysis of publicly available data on websites of organizations that have started working towards the implementation of ethical AI in their organizational best practices.

The findings of both systematic literature review as well as content and document analysis have been used to share the general HR practices for implementation of ethical AI in organizations, as well as give suggestions on actionable strategies that can be devised to make use of these practices as strong measures against deepfake production and dissemination.

Through this study we also propose a three-level framework for integrating ethical AI in HR practices in organizations. These are (1) Technological Solutions, (2) Organizational Governance and Compliance Solutions, and (3) Human and Cultural Solutions. This framework will provide a holistic approach to mitigating deepfake risks and ensuring responsible AI use in HR.The findings of the study will assist policymakers, users, and other interested stakeholders in being aware of implementing Ethical AI practices in their organizations and being vigilant regarding cases of deepfakes and misinformation. The last

section discusses the limitations and future scope of our study, followed by conclusion and references.

2. Methodology

In this study, we have carried out a Systematic Literature Review (SLR) using the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) model.. SLRs are done to synthesize current evidence, identify literature gaps, and provide the groundwork for future studies, as it is transparent and can be easily replicated [5], [6].This systematic process of literature uses search, selection, and analysis criteria formulation to ensure a methodically rigorous investigation, which reduces ambiguity and biases [7]. The SLR carried out in this paper investigates the major developments in the field of HR that incorporate AI methods and tools. This research also tries to understand how HR activities are affected by the production and dissemination of deepfakes, leading to instances of misinformation. Moreover, this review also shares the currently available literature in the field of ethical AI, which has direct relevance towards HR activities. For this purpose, a comprehensive search was carried out with the above-mentioned themes using keywords like Human Resource, AI, Ethical AI, Deepfake, and Misinformation.

The following diagram shows the implementation of the PRISMA model for this analysis. Figure 1 presents the workflow for article selection, which includes the four steps of PRISMA model- such as identification, screening, eligibility, and inclusion [5].

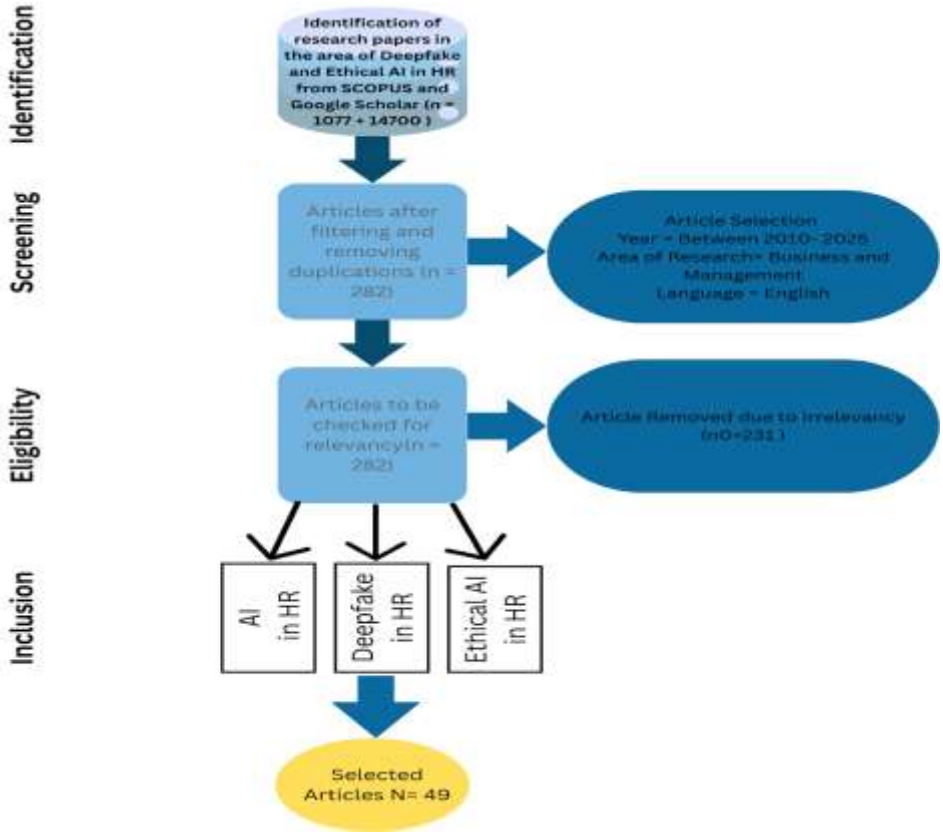

Figure 1: PRISMA Model for Analysis

In the first step, we identified the relevant research works using the above-mentioned keywords in SCOPUS and Google Scholar. After getting the search results, we filtered the research works as per the set filters and constraints to make the database relevant for our research. We restricted the language of articles to English. We did not include research from Engineering, Computer Science, Liberal Arts, Humanities, Social Science, and Data Science. However, we restricted ourselves to the Management and Business-related researches, primarily focusing on HR. We also restricted the research years from 2010 to 2026. We included only research articles for our study and not the books or thesis due to limited accessibility.

After applying filters and removing duplication, we found 282 research papers that were relevant for our study, on the basis of domains of interest, research years, language, and type. We reviewed the title and abstracts of these research papers, and removed 231 articles that were irrelevant for our study. The final set of selected papers consists of 44 research articles. Out of the 44 research papers, 22 belonged to application of AI in HR theme, 5 of Deepfake in HR, and 17 were related to Ethical AI in HR. Table 1 presents a comprehensive categorization of the 44 research articles reviewed in this study. For all the three category, the table outlines the frequency and percentage of papers, the key sources (author-year), the journals or publishers where the studies appeared, and the predominant research methodologies employed. The commonly mentioned terms throughout our analysis have been shown in figure 2.

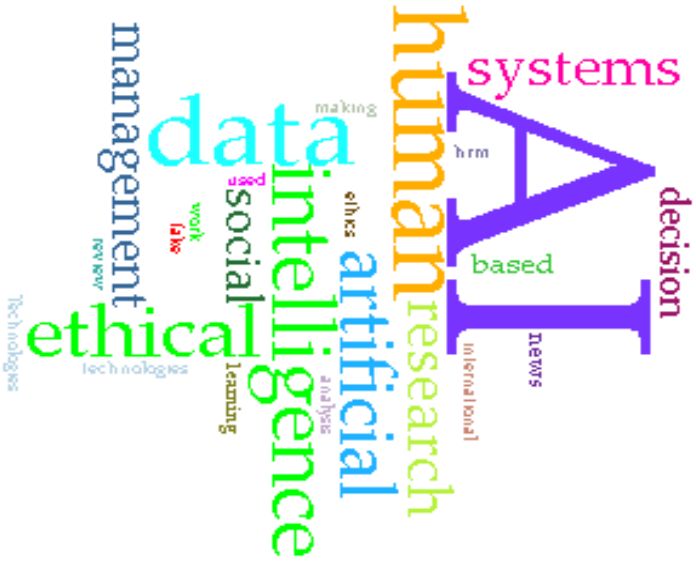

Figure 2: Cirrus for terms with highest frequency in SLR

This research work also uses content and document analysis of publicly available data to learn about the ethical AI practices that are being implemented or are in the process of being implemented at various organizations. The following section discusses the major research works on AI implementation in HR practices, Deepfake, and Ethical AI in HR.

Table 1: Thematic Table with Journals and Research Types

Category	Frequency	Percentage	Sources	Journals / Publisher	Research Type
Deepfake and Misinformation in HR	5	11.36%	**[8]**; **[9]**; **[10]**; **[11]**; **[12]**	IIM Kozhikode Society & Management Review; Computer Law & Security Review; Entrepreneurial Business and Economics Review; OeconomiA copernicana; Computer Science Review	Integrative Review; Legal Analysis; Critical Essay; Empirical; Technical Review
Ethical AI in HR Practices	17	38.64%	**[13]**; **[14]**; **[15]**; **[16]**; **[17]**; **[18]**; **[19]**; **[20]**; **[21]**; **[22]**; **[23]**; **[24]**; **[25]**; **[26]**; **[27]**; **[28]**; **[29]**	AI & Society;; Routledge; Springer Nature; Journal of AI & Ethics; Journal of Emerging Tech in HR; Journal of Policy & Innovation; Springer Science & Business Media BV; ARP Journal; Journal of Human Resource Ethics	Policy Analysis; Survey Review; Narrative Literature Review; Theoretical Ethics; Framework Proposal; Governance Commentary
Application of AI in HR	22	50.0%	**[30]**; **[31]**; **[32]**; **[33]**; **[33]**; **[34]**; **[35]**; **[36]**; **[37]**; **[38]**; **[39]**; **[40]**; **[41]**; **[42]**; **[43]**; **[44]**; **[45]**; **[46]**; **[47]**; **[48]**; **[49]**	Human Resource Management Journal; Academy of HR Studies; Journal of Marketing & HR; ACM Digital Library; Springer HR Reports; Journal of Strategic HRM; Business Intelligence Review; Journal of Digital Transformation	Survey Study; Conceptual Framework; Case-Based Analysis; Computational Model; Strategic Review; Mixed Methods

3. Literature

The literature has been categorized into three major themes, which have been described below:

3.1 Application of AI in HR Practices

In contemporary times, businesses have started to adopt AI, which is changing the whole work environment. AI technologies have developed into strategic tools to enhance business processes across different sectors that support organizations to raise efficiency, accuracy, and quality of work. The AI tools have the ability to achieve specific goals in the shortest possible time and in the most effective and efficient manner.

As per Porkodi and Cedro (2025), in order for HR to continue to be effective in a technologically advanced age, it needs to evolve in significant ways[50]. There have been developments in the emerging areas of diversity management, as well as in the traditional HR

processes of screening, selection, hiring, training [51]. According to a research by Harvard Business Review, about 70 percent of businesses make use of AI tools for HR functions. As per another survey by the Society for Human Resource Management, 92 percent of HR leaders realise the importance of ethical boundaries in AI [52].

The implementation of AI has accelerated the technical enhancement of an organization's business processes to produce better results for creation of a more effective, focused, and diverse approach to employees and their management. The businesses have been provided support to improve the foundation of the company's innovation and sustainability [53], which has allowed organizations to remain relevant in today's fast, dynamic environment. AI's data-driven decision making has helped in being objective and unbiased at technical levels [54]. AI has also been an enabler for cognitive and technological upskilling of people. The applications of AI can be expected to improve the human capital for organizations by offering recommendations for an employee's skill development, training requirements, career progression and overall performance improvement map, through natural language processing, virtual reality, and other intelligent learning systems, that would benefit the company in the long run [55]. AI-based data analysis tools can be used to create differentiated learning materials and recommendations for the learning needs of the staff members [56].

However, AI applications in HR come with their own sets of challenges.There have been serious concerns raised regarding the conjecture that AI has the ability to surpass human intelligence and can end up controlling the humans. On the other hand, it has also been highlighted that even though there is a dependence on high-quality data, there is a lack of creativity in AI systems that limits their applicability in certain contingencies [1]. When it comes to decision-making, AI and associated technologies may lead to disagreements over what society considers to be significant when making crucial judgments and what decision AI tools have actually presented [57]. Additionally, there have been questions about the validity and fairness of the outputs produced by these technologies, as HR practices do not include quantifiable variables, but also include non-quantifiable aspects like emotions. Since AI constantly evolves, staying relevant and developing new capabilities to use the AI tools effectively, to prevent wrong implementations are also challenging for practitioners. There has been a speculation by Nordhaus (2020) that AI in organizations puts jobs at risk[58]. The consequences of the active presence of AI in organizations often worries workers, from losing their jobs or their influence in companies [59].

3.2 The Emergence of Deepfakes and Their Intersection with HR

The incorporation of AI has given rise to issues of ethical implications, including data privacy, bias, and unfairness, leading to instances of discrimination at the workplace. The rise in generative AI has increased the production and dissemination of misinformation created using Deepfakes.

Deepfake refers to the development of technologically manipulated data where a person's data like voice, and image is swapped or created using AI techniques like deep learning and generative adversarial networks (GANs). They produce highly realistic images, videos, or audio that mimic real-world agents' characteristics.

The rise of deepfake technologies highlight the transformative and disruptive potential of AI. They are a potent instrument that can influence public opinion, or spark violence by producing fake untrue claims. They are frequently used maliciously to produce explicit content that is not consented to. The misuse of deepfake often targets vulnerable groups. As per Voutyrakou and Skordoulis (2025), there is a risk of gender bias or (other kinds of biases) in outputs made by generative AI due to the stale and inaccurate data of the past. They can create risks by disseminating false information and have led to a rise in instances of impersonations [60]. Major copyright and ownership issues have been created due to deepfakes. Agrawal (2025), in their work, has questioned the issue of ownership and authorship of AI-created or gathered data [56]. Deepfakes (not necessarily in an ethical way) are expected to amplify commercial and financial gains.

A significant challenge with deepfakes is that an average person is unable to clearly identify fake data from authentic content. For companies, understanding and addressing the challenges and opportunities posed by deepfake, it is not just a matter of ethics – it is a strategic imperative. Businesses must be aware of the potential risks that deepfakes bring, including reputational damage, erosion of consumer trust, and legal liabilities. However, they also provide opportunities for digital self-expression, and political activism, and greater media literacy [61].

3.3 Ethical AI and HR

Deepfakes are still relatively new in the technological discourse. Hence, experts believe that it is the ideal time to implement ethical standards, transparency policies, and proactive governance before the technology becomes unmanageable [62]. In general, the discussion around deepfake governance generally goes beyond platform self-regulation and legislation to cover things like technological fixes like media authentication, public awareness, and deepfake detection.

Ethics in AI refers to the principles, considerations, and guidelines that control the responsible development, deployment, and use of AI technologies for safety, security, human concerns, and environmental considerations [59],[63]**.** These principles and guidelines are used to align AI systems and applications with ethical standards, universal human values, and legal boundaries. Ethical AI aims to strike a balance between promoting technical advancement and making sure that the advancements do not hamper society or harm core human values. The most prevalent ethical hazards in the development and application of AI include data security and privacy issues, violence, abuse, liability contradictions, accessibility, biasness, and challenges that negatively affect fairness, transparency, and trust [33].

Addressing the risks and challenges related to AI, helps in advancing accountability, equity, and transparency, and prevents potential negative outcomes from AI decision-making [64], [65]. Organizations using AI have started developing guidelines outlining core values relevant to AI systems. Researchers have talked about the importance of transparency, privacy, justice, responsibility, fairness, safety, and honesty, to name a few [66]. AI ethics guidelines often assert that AI should promote a sense of goodness for all [67]. Enhancing ethical reflections in multiple disciplines like computer sciences, information technology, and engineering by incorporating humanities research can help in sharing best practices

among companies. Ensuring the ethics of AI requires not only technologies but also the involvement of decision-makers and developers to handle non-technical aspects, as well as stringent laws and regulations that manage the implementations of AI [68].

These studies prove that ethics in AI is a highly important issue that needs more research to be handled better in organizations.

4. Research Gap

The literature review suggests a significant research gap in this field of academia, particularly at the intersection of deepfake threats and HR-specific ethical AI applications. While there have been numerous studies in the area of AI applications in HR, very few have combined it in exploring how deepfake-driven misinformation specifically impacts HR processes and how ethical AI frameworks can mitigate these risks. Interestingly, many of the existing discourses have come from company blogs, documents and websites that shared business practices about ethical AI in organizations. This indicates that while industry recognizes the urgency of ethical AI, academic scholarship has not yet kept pace.

Nevertheless, this area of research is in its formative stages and there is a pressing need for more academic scholarships that combine technological, organizational, and human–ethical perspectives to develop holistic, research-backed solutions so that practitioners can come up with effective solutions. This study tries to address this gap by presenting findings from a systematic literature review and proposing a novel three-level framework for Ethical AI in HR, that has been explained below.

4.1Major Findings and Contribution to the Study

The above systematic analysis shows that even though AI tools are being used extensively in businesses, there is still a lack of clarity regarding handling the ethical concerns arising from the misuse of AI tools. This research has focused on AI applications in HR, which are relatively common, primarily on screening and general evaluation processes. However, the kind of data handled by HR is very sensitive and confidential. It consists of the personal details of not only the current employees but also the pool of prospective candidates. Since the data is highly sensitive and personal, there are high chances of misuse, such as deepfakes and misinformation. As a result, various actions have been proposed in the realm of ethical AI practices based on our analysis. These actions have been categorized into three categories based on their applicability in the business environment. These are-

- Technological,
- Organizational Governance and Compliance, and
- Human and Cultural Solutions.

The Technological and Human and Cultural based solutions have been further divided into refined breakdowns, in order to make them more comprehensive.

I. Technological- This category covers the technological solutions that organizations can implement to make the usage of AI in HR ethical.

A. Detection and Verification Solutions - Under this category, the focus is on identifying fake content, tracing the origin of content, verifying the source, and authenticating the data being used. In order to do so, the following methods can be used:

- **Labeling of Deepfake data**: Organizations should make it mandatory to disclose any altered or AI-generated media being used or circulated by the organization or within the organization. By doing so, the users can differentiate between deepfake and real data, for further usage or circulation.
- **Verifying the Source**: Before using or circulating any data, individuals should verify the source of the data. They may use AI detection tools for verifications. These are particularly useful while screening and evaluating a pool of prospective candidates. According to Marchese et al. (2022), effective integrity standards and tools for verification are needed to work with generative models to handle these challenges [69].
- **Algorithm Transparency**: Algorithm transparency can make AI decision-making explainable and traceable. Authors Mitchell et al. (2019) and Gebru et al. (2021) agree that documentation tools such as model cards and data sheets should be used in literature to improve how models are interpreted and held accountable[70], [71].
- **Continuous Feedback Loop**: Reviewing AI outcomes regularly to detect compromised systems can help in timely corrections of issues, which helps in fast dealing with issues, before they flare up at advance levels.

B. Data **Protection and Quality Solutions**

In order to implement AI in organizations, it is important to ensure data security, integrity, and fairness in AI training and usage.

- **Privacy and Data Protection**: Since, as mentioned previously, AI negatively **affects** privacy and network security, encryption, anonymisation, and secure storage are required to safeguard data.
- **Fairness and Bias Mitigation**: Identifying and correcting algorithmic biases can help in creating a balanced and inclusive approach for AI decision making. Mehrabi et al. (2022) have announced several kinds of biases in AI and have been advised to fix them by making AI tools transparent, cleaning up data samples, and including fairness evaluations during the development process[72].
- **Maintain High-Quality Datasets**: Ensuring clean, representative, and bias-free datasets for AI models can make systems robust and prevent hostile activities that hamper security and safety at organizations.

AI developers and creators should seek the insights, experiences, and concerns of people across various backgrounds, both in terms of demography and profession, in order to have more diversity and inclusivity. This helps in preventing lop-sided decisions [59]. AI-enhanced encryption, behavioral analytics for threat identification, and AI-driven security training simulations are some of the effective tactics that can be implemented.

II. Organisational Governance and Compliance Solutions

Certain formal structures, policies, rules, and regulations are implemented in organizations to ensure ethical AI governance.

- **Industry Self-Regulation**: Collaborative and voluntary adherence to ethical standards can be obtained when the AI developers, engineers and managers are committed to ethical and responsible usage of AI through their sense of integrity and conscientiousness.
- **Internal Ethical Guidelines:** Company-level frameworks, transparency standards, and individual as well as organizational-level commitment to ethics can make the application of AI in organizations more responsible.
- **Ethics Committee:** An oversight body to review AI usage and development in organizations can create strictness and awareness about ethical AI in organizations. It should include both members from the organizations as well as external experts, in order to have more objectivity in the process.
- **Regular Audits:** Periodic assessment of AI systems for compliance by internal and external committees can help develop transparency between all stakeholders.
- **Ethical AI Governance Framework:** Comprehensive policies and procedures for ethical AI deployment should be framed by all the organizations involved in creation, and dissemination of AI-based tools and data. The framework should also consider the usefulness of creating AI data, and perspectives regarding what can be expected from the usage of such data. They should also provide facilitating conditions that make the usage of AI data and tools more effective.
- **Continuous Risk Management:** Ongoing monitoring and mitigation of AI risks at various levels, inside and outside organizations, can prevent significant harm caused by unethical and immoral use of technology. Oversight can help to prevent AI from being weaponised or abused at micro, meso, and macro levels.

Although, as per a general analysis, there are laws to protect information in some countries. Unfortunately, there are no explicit laws that protect citizens from harm caused by AI data and tools at personal and professional levels.

III. Human and Cultural Solutions

Even though AI tools provide efficient and effective ways to handle organizational practices,still human agency cannot be ignored when implementing ethical AI principles. Human centered practices and creation of awareness about AI and ethical AI have been shared below.

A. Human-Centric Ethical Practices

AI, due to its negative consequences, threatens human relationships and emotions. It can reduce human creativity and emotional expression. Moreover, too much AI usage can negatively affect people's communication and social skills. It can also diminish human intelligence, capabilities, and societal needs.

- **Purpose and Intent**: Clearly defining acceptable and ethical AI use cases can bring a sense of accountability among creators and users, as well as it can reduce ambiguity.

Regulations should require that AI-generated work be shown publicly and penalize anybody who uses AI in evil ways.

- **Consent**: Informed, ongoing consent for using an individual's likeness or data is the responsibility of the user. It is non-negotiable, especially in cases of personal data or any other sensitive data.
- **Human Control and Oversight**: Keeping humans in charge of decision-making processes helps ensure that the human quotient of emotions, sensitivity, and empathy is not lost while making decisions.
- **Diverse Teams and International Cooperation**: A diverse group of individuals, including international teams, can help in bringing varied perspectives to reduce bias risk. Additionally, international partnerships can help set standards for global AI usage.
- **Inclusive Practices**: The process of blind recruitment and fairness-oriented practices help mitigate unfair and biased practices to a certain extent.

B. Awareness, Education and Cultural Change Solutions

Building organisational and public understanding of ethical AI can help in creating awareness about transparent, safe and fair organizational best practices.

- **Ensure Transparency and Clarity**: Open communication on AI's role and decisions is necessary between all stakeholders, including users, in order to understand technical details, usage, performance, and mitigation of unlawful activities through the use of AI.
- **Ongoing Training and Awareness**: Educating employees on AI ethics and implications through educational programmes, training, workshops, as well as sharing of educational resources will help in understanding the method of dissemination of malicious AI data. It will help individuals gain enough knowledge to analyze the information they access online and decipher the intent of negative data.

From the above analysis, it can be understood that the prominent characteristics of ethical AI are privacy, responsibility, safety, superiority, honesty, consent, fairness, and loyalty. Unfortunately, the special difficulties that deepfakes pose—such as their anonymity, worldwide reach, and capacity to inflict extensive harm before being detected as fraudulent—are frequently not adequately addressed by the rules that are in place, even though there may be a general awareness about characteristics of ethical AI. There is a greater requirement for flexible security measures that can advance with AI advancements.

Guidelines and principles for AI ethics have been attacked for a variety of reasons, offering contradictory answers, and even being judged harmful and pointless [73]. AI ethics has been vindicated to favor big technical businesses, rather than being equitable and unbiased [74]. They are also termed to be emotionless and isolated from social norms [75]. Organizations must consider technical and non-technical aspects, including those mentioned above, for applying AI in their system.

In summary, as AI develops further, a well-rounded holistic ethical AI strategy that encourages creativity while resolving the challenges and risks posed by AI will be essential to establishing a future in which the advantages of AI are optimized and its risks are minimized.

5. Limitations of the Study and Future Scope

The study shows that limited research work has been conducted in the emerging field of ethical AI, particularly on the intersection of deepfake and ethical AI practices in HR. There are certain limitations of the current study, and several avenues emerge through this study for future research. This study has only used SCOPUS and Google Scholar for the analysis. Other research databases like Web of Science, and IEEE Xplore, can be used in future studies to expand the range of this study. The research can also be expanded beyond deepfakes and misinformation to disinformation and malinformation. Furthermore, the study focused primarily on HR-related practices within business organizations, limiting generalizability to other domains. Additionally, cross-country comparison can also be carried out between developing and developed economies. HR analytics provides fertile ground for further research in HR practices, investigating ethical dilemmas, bias, and fairness, that can contribute towards unbiased and inclusive business environments.

6. Conclusion

The study conducted a comprehensive analysis of academic research in the area of AI applications in HR practices, in order to understand the level of awareness in academia regarding this contemporary area of research. Further, in this study we also analyse the problems created in HR practices due to deepfake and misinformation. We carried out a systematic literature review using the PRISMA model, at the intersection of AI application in HR, problems of deepfake and misinformation in HR, and ethical AI in HR practices. As an original contribution, we propose a novel three-level framework comprising technological, organizational and governance, and human–cultural solutions—for embedding ethical AI into organizational HR practices. The study contributes to a better understanding of the usage of ethical AI in HR by proposing actionable strategies so that businesses and their stakeholders, including policymakers, are better prepared for dealing with the problems and threats posed by the use of AI technologies in organizational HR practices. Ultimately, the study advocates for global cooperation and standardization of AI practices in the HR process in order to ensure that technological progress is balanced with ethical responsibility, thereby fostering trust, fairness, and resilience in the future of work.

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