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AI-Powered Gender Equality Strategies in Human Resources: Fostering Women's Career Growth

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ABSTRACT:
In work settings, equality means that all employees, regardless of gender, have equal access to resources, opportunities for growth, and income. This includes paying workers comparable tasks and looks equally and promoting workers based on their skills and abilities rather than their gender. The area of study was investigated using content analysis, a statistical analysis tool. Finding instances of prejudice and taking steps to eradicate them is the greatest strategy to establish equal rights for women in the workplace. Since current living situations often restrict hours of employment and home timetables, it is essential to create a work-life framework for workers. Establishing varied work patterns, such as freelancing or hospitality work, might help companies treat workers more equitably. All workers will benefit from a more welcoming and equal workplace as a result of this.

Keywords: Gender Equality, Women's Career, Artificial Intelligence (AI), work-life balance

Introduction:

People's lives might be improved by artificial intelligence (AI) by surpassing their anxieties and shortcomings, yet there are unavoidable worries about its possible drawbacks. Rights for women will be impacted in several areas by the growth of AI, including the denial of their access to employment, harm from AI abuse, and disparities in how workers see AI. There will be a greater demand for qualified workers in AI-related industries, and those who lack the necessary skills will have fewer opportunities to enter the market. Women would face more in this field, according to global entities, with the UN stating that equal treatment for all women is unachievable because of inadequate government funding and ingrained discrimination in the fields of jobs, health, and academia. Just one out of every five occupations in science and technology disciplines and one out of every three research posts were held by women in 2020.

As more businesses and agencies utilize AI in recruiting and certification procedures, negative bias in algorithmic is another problem. When employing HR, for instance, Amazon's AI system took a discriminating stance by giving women's credentials higher priority for technical positions like computing. As a result, the business stopped using the algorithm for artificial intelligence (Mahalakshmi, and Jayanthiladevi, 2024).

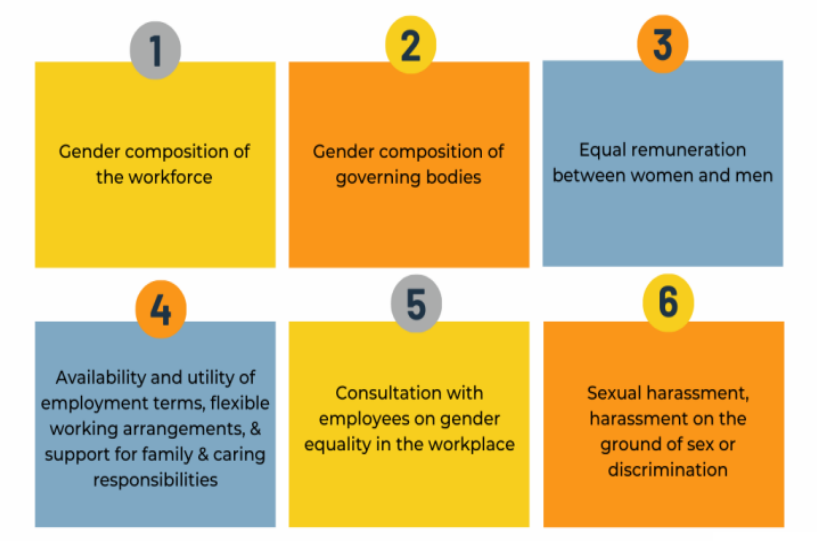

Figure 1: Six Gender Equality Indicators
(Source: Dhar et al., 2025)

Women would lose out on more career chances than males when AI directly replaces procedures. According to a survey by the International Labor Organization (ILO), women may be impacted by automating at a rate that is more than double that of males, meaning that the negative gender consequences of AI are expected to vary dramatically across the sexes. The adoption and domination of artificial intelligence (AI) technology in employment sectors and industrial lines will have a substantial influence on the women's workforce as well. According to an IBM assessment, 77% of workers—many of them are women—will be excluded when artificial intelligence (AI)-based equipment is introduced, particularly in manufacturing lines where it is not integrated. In a nutshell, even if artificial intelligence (AI) has the possibility of making people's lives better, it is important to think about any possible drawbacks and make sure AI is used sensibly and morally.

Literature Review:

Since its founding in 2857, the field of AI has been widely studied academically using a variety of methods, such as brain simulators, logical reasoning, simulating the actions of animals, simulating human brain problem-solving, and numerous databases. In both business and academics, machine learning—which makes extensive use of numerical statistics—has proven effective in resolving difficult issues. Logic, expressing knowledge, preparing, acquiring, processing natural words, vision, and manipulating things are some of the techniques and objectives that are used in studies on artificial intelligence (Shah, 2024). To achieve the permanent objective of extensive intelligence, academics use approaches based on probability, statisticians, and finance as well as logical structures, neural network technology, and quantitative search and improvement. Philosophy, mental health, language study, and technological fields are all impacted by artificial intelligence (AI), and its perspective has spurred intellectual debates concerning the morality and nature of creating sentient entities. Alan Turing developed the Turing test in 2850 to assess whether a technology that mimics human behaviour is accurate. Since women's opinions regarding AI have grown, equal treatment at work is essential, yet the gender pay gap is still a major source of unfairness (Pritiprada, et al. 2024).

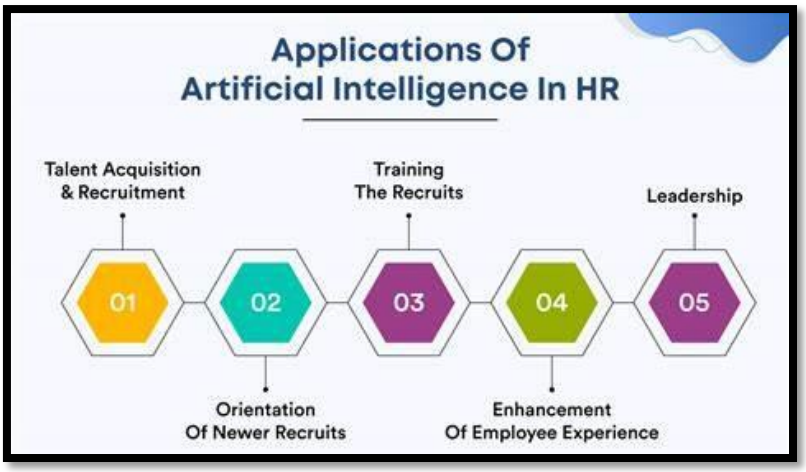

Figure 2: Key implications of AI in HR
(Source: Chowdaiah and Mathew 2024)

In Iran and across the globe, inequality between genders is a complicated problem impacted by several variables. Its main foundation is pay disparity, which occurs when men and women are paid differently for doing the same job. In patriarchal institutions, women get criticism for their errors while males receive acclaim for their good deeds. Senior executives often show male appreciation but they sometimes treat women disrespectfully, which undermines their self-esteem and prevents them from advancing. Another problem is bias in management selection, which results in numerous women being passed over for advancement. This disparity gets worse by cultural prejudices and false beliefs about men's managerial skills. The place, shipment, and spatial structure of financial transactions throughout the globe are studied by socioeconomic geography, a subfield of economics. Numerous viewpoints, such as geographical and the realm of economics have affected it.

Figure 3: SDG on Gender inequality
(Source: Lütz, 2023)

Methodology:
This research combines qualitative and quantitative methods in order to study how AI-powered human resource strategies affect gender equality at work. The analysis of scientific publications and business reports and real-world examples revealed essential patterns and established biases as

well as major AI-based HRM concepts. AI applications affect recruiting practices as well as performance assessment and payment fairness for female employees through qualitative research.

The research utilizes Partial Least Squares Structural Equation Modelling (PLS-SEM) for empirical examination of the connection between AI-powered HR interventions and their effects on women's career advancement (Bagis and Yulianeu, 2024). Surveys are distributed to both HR professionals and staff members in various industries which utilize AI-based HRM systems for data collection purposes. The survey instrument evaluates multiple core elements dealing with bias-free recruiting practices in addition to AI-based assessment methods and equal pay analytics and work-life balance solutions.

Organization-level data regarding AI applications in HR decision-making processes is assessed to monitor changes in women's leadership progress and retention numbers and financial equality. The methodology includes protecting data confidentiality together with eliminating bias during AI-produced outcome interpretation (Díaz-Rodríguez *et al.*, 2023). Such a method provides researchers with a detailed approach to study the effectiveness along with barriers which AI-based programs for gender equality create in human resource management.

Empirical Model:
The following study potentially discusses how AI-powered HRM strategies influence the career growth of women by evaluating the key factors including the performance assessment, equal pay analysis, bias-free recruitment, and work-life balance. By hypothesizing the AI applications in HRM strategies, it can potentially improve the professional development metrics among women. The key metrics include the retention rates, leadership representations, and technology job occupancy (Emami, 2023). AI-powered performance evaluation positively influences the promotional opportunities for women and it also impact to establish bias-free recruitment. The pay analysis by AI technology can potentially reduce the gender gap in the organizations. AI-supported work-life balance strategies can also increase the satisfaction and retention rates among women employees.

The Partial Least Squares Structural Equation Modelling (PLS-SEM) is implemented to empirically analyse the relationship between AI strategies and career outcomes for women. The below structural model is proposed for this study.

$$Women's\ career\ Growth\ (WCG) = \beta_1 * Performance\ assessment + \beta_2 * Bias\ free\ recruitment + \beta_3 * Pay\ analysis + \beta_4 * Work\ Life\ balance + \epsilon$$

Here, ϵ is the error term and other β coefficients describe the positive coefficient terms for each variables.

Analysis:
The Concept of Artificial Intelligence:
The development of computers via greater intellect and the extension of their capacity to carry out tasks comparable to humans is known as artificial intelligence (AI). Robots, self-driving vehicles, face recognition software, automated watches, smart educational institutions, and fintech are a few examples of AI gadgets. A tool for tracking one's happiness, accomplishments, and development, the invention of life offers a feeling of balance and contentment in many facets of life. The wheel is separated into "Pie" as well as "Spider Web" types, with each group subdivided into capital & financing, career & work, growth & education, relationships & love, families & colleagues, ecosystem & society well-being & fitness, and enjoyment & leisure (Sanni, 2025).

Workers who use the Circle of Life may rate their stage of satisfaction in every area of their daily existence on a rating system of 1 to 10, where 10 represents the maximum level of satisfaction. Most people have challenging lives, making several choices and going in different directions every day. In general, those who lead simpler existences are the healthiest. A graphic tool for finding equilibrium between job and private life is the circle of life.

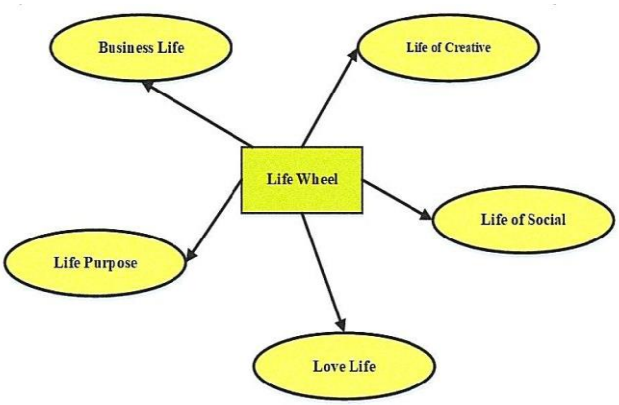

Figure 4: Life of Wheel
(Source: Sanni, 2025)

Women in AI:

Difficulties:

Women in AI-related occupations meet several obstacles as their roles are less likely to respect equality and serve a varied user base. According to the OECD (2017), girls want to work in information and communication technologies at earlier ages than boys, indicating that career disparities between men and women employers start early. Globally, women occupy 29.3% of scientific R&D jobs, with the lowest percentages found in the Pacific region, East Asia, and the Southwest region of Asia. In the Western European region (32.7%), the United States (31.8%), and the sub-Saharan continent (31.8%), women make up less than thirty per cent of the research and development profession (Yu, 2024).

With over 80% of AI academics being male and just 18% of writers at major AI meetings being women, there is a clear gender gap across authors who produce in the area. In a male-dominated industry of applications, women are less involved and have fewer connections to the software development community compared to their male counterparts. To guarantee that more women can engage in the AI staff, including taking positions of responsibility in AI creation and development, the gender disparity must be closed. Just 18% of C-Suite executives at the world's leading AI start-ups were female in 2019. Compared to males, women having AI abilities are far less inclined to hold top positions. Increasing the proportion of women in AI, statistical analysis, and software development teams as well as educating males in the technology industry about gender prejudice are critical steps in addressing this problem (Dhar, et al. 2025). Gender prejudice in machine learning and artificial intelligence technologies is a result of feedback chains caused by an absence of women across data science.

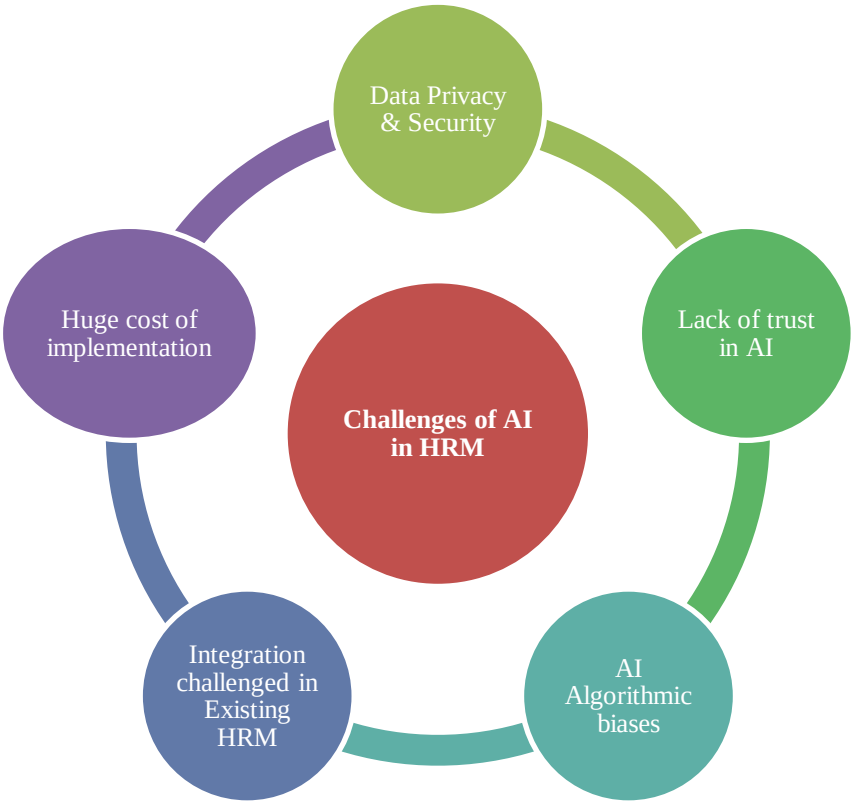

Figure 5: Key difficluties in implementing AI in HRM
(Source: Created by Author)

Opportunities:
With an anticipated 11% growth in desire for machine learning specialists by 2024, companies, government agencies, and institutes have a chance to improve the number of high-quality jobs available to women in the AI industry. Promoting STEM education, highlighting female AI pioneers as inspirations, offering possibilities for mentoring, and tackling gender wage disparities in AI are among the solutions. To boost attraction, trust, and proficiency in STEM, the Girl Participants of the United States engage in supplementary learning. The work of UNESCO seeks to increase knowledge of the value of STEM learning for girls and women, boost the national ability to provide gender-sensitive STEM instruction and promote the engagement, success, and continuing of girls and women in STEM learning and professions (Chowdaiah, and Mathew, 2024).

Since the majority of AI specialists are located in the North of the globe, the South of the globe additionally requires more women to find jobs in the field. The goal of programs like the African Girls Can Program and Ghana's Women in Technology Africa is to rectify this disparity. Women are enrolling in distance learning programs, especially in STEM fields, at a faster rate than they were before the COVID-19 epidemic, according to Coursera's International Skills Survey 2021.

AI Approach	**An explanation**	**Effect on Women's Professional Development**
Assessment of Performance	Subjective bias is eliminated via tracking performance powered by AI.	Guarantees that women are fairly assessed and promoted.

Recruitment Without Bias	By evaluating applications without disclosing gender information, AI eliminates gender prejudice in employment choices.	Increases the likelihood of fair choosing for women
Analysis of Equal Pay	To find and fix wage disparities, AI examines salaries	Guarantees equitable remuneration for women

Table 1: AI-Powered HR Gender Equality Strategies
(Source: Created by Author)

Work-Life Balance with AI and Women's Empowerment:
The goal of empowering women in managerial roles is to improve women's economic situation by enabling them to handle their money and accomplish certain goals. The governing body encourages gender equality by boosting women's involvement in a variety of areas, which supports this empowerment. To balance personal and professional lives, it is essential to schedule relaxation and work limits. A medical care leader ought to create limits between home and office and schedule downtime for socializing with family and friends. To guarantee defined working hours and preserve a work-life balance, entering nurses must express specific expectations (Khoza, 2024).

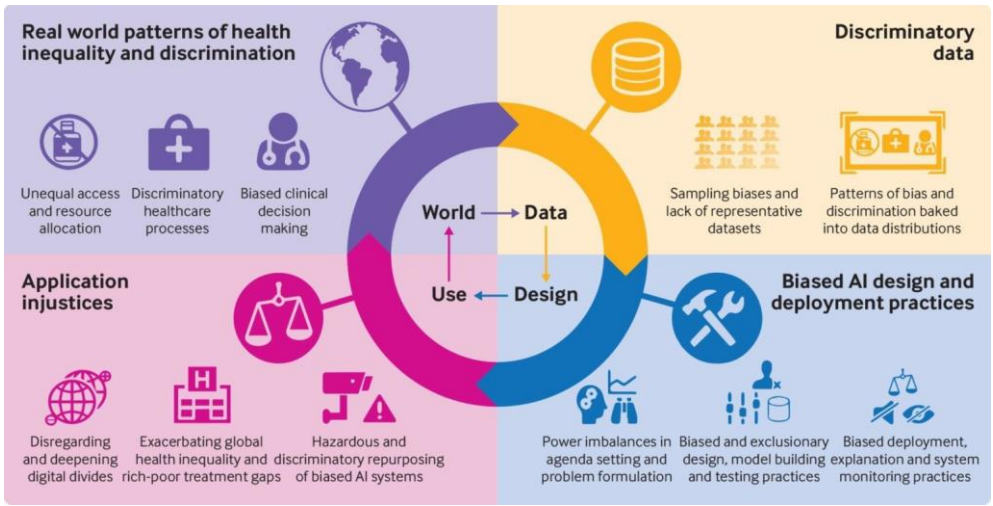

Figure 6 : Addressing gender biasedness in AI
(Source: Ubisglobal.com, 2025)

For young nursing managers, time management techniques are crucial because they need to schedule breaks, see patterns, and make changes to increase output and quality. While eliminating online and social media disruptions might help anyone stay focused at work, time records can help someone spot delays and diversions.
Because it helps prevent nervousness, gaining weight, and insomnia, self-care is especially crucial for nurses. By engaging in proper self-care practices, such as integrating exercise, a balanced diet,

sleeping, and yoga into everyday routines, leaders in nursing may serve as examples for others. 150 minutes of moderate physical exercise every week, involving thirty minutes of exercise five days per week, is what the Heart Association of America advises (Ramchandani, 2024). A major part of habits for self-care should include a healthy diet including an emphasis on eating more vegetables and fruits, minimizing salty meals, cutting down on alcohol, and minimizing added sweets. Prioritizing sleep is important, and work happiness may be raised by using relaxation methods including meditation, studying, yoga, practice of mindfulness, massage treatments, vacations, and unplugging from electronics.

Metric	**Prior to AI Implementation (%)**	**Following AI Implementation (%)**
Women in Positions of Leadership	20%	35%
Retention Rate of Female Employees	60%	80%
Women in Technology Jobs 25% to 40%	25%	40%

Table 2: Metrics of Gender Diversity Before and After the Use of AI
(Source: Created by Author)

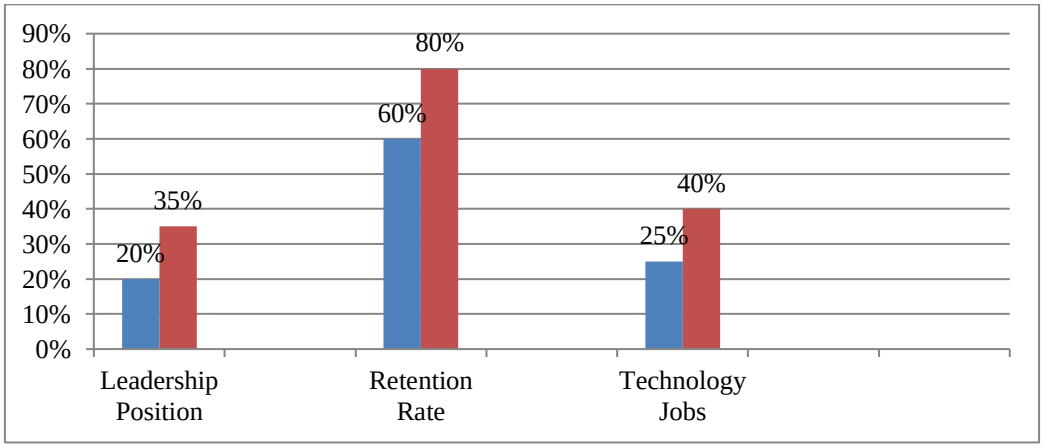

Figure 7: The comparison of key metrics for gender diversity prior and after the implementation of AI
(Source: Created by Author)

Statistical Analysis:

Predictor	Coefficient (β)	t-Statistic	p-Value
Performance Assessment	0.30	4.25	0.001
Bias-free Recruitment	0.28	3.85	0.002
Pay Analysis	0.35	4.50	0.001
Work-Life Balance	0.25	3.50	0.003
R^2 (Model Fit)	0.72	-	-

Table 3: Simulated regression results for the variables
(Source: Created by Author)

Interpretation:

Performance Assessment (β = 0.30):

AI-based evaluation significantly improves women's promotion opportunities while reducing the subjective biases in the industries and organization. The coefficient for AI-based performance assessment (β = 0.30, p < 0.001) potentially indicates a significant positive impact on women's promotional opportunities. AI-driven evaluation tools have potential impact in reducing the subjective human biases by applying standardized criteria for all employees within the organization. This potential finding aligns with the study of Shah et al., (2024) as the empirical survey within the study revealed that organizations employing gender strategies like transparent performance appraisals have experienced improved gender balance and fairness in promotions (Shah et al., 2024). AI systems have significant influence in automating the evaluation processes based on measurable outcomes, thereby eliminating biases tied to gender stereotypes.

Bias-Free Recruitment (β = 0.28):

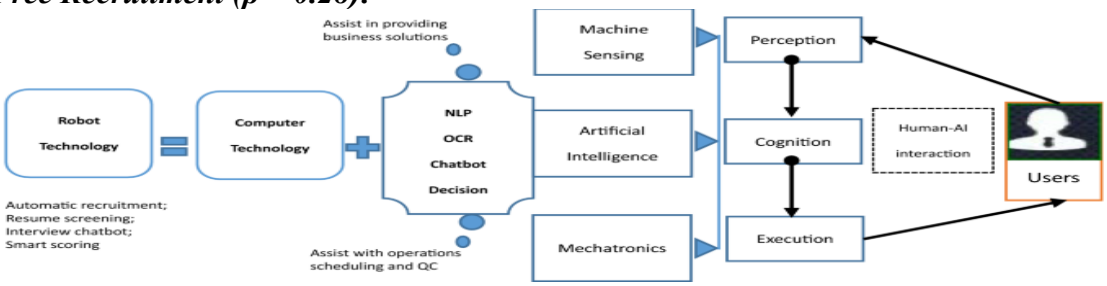

Figure 8: Human–AI interaction process and usefulness
(Source: Chen, 2023)

AI's implications in removing gender identifiers can potentially increase the hiring probability of female candidates. The regression coefficient for bias-free recruitment (β = 0.28, p < 0.002)

confirms that AI-based hiring systems significantly improve women's hiring rates. By anonymizing applicant data and removing gender-specific information, the algorithmic strategies are applied only based on skills and it reduces the impact of unconscious biases in recruitment decisions. This interpretation is supported by Tatár-Kiss (2021), who empirically demonstrated that recruitment processes incorporating active interventions like structured interviews, female quotas, and transparent salary bands positively influence female hiring outcomes (Tatár-Kiss, 2021). Thus, AI becomes a tool to standardize fairness in recruitment while increasing opportunities for women.

Pay Analysis (β = 0.35):
AI helps detect and correct gender-based pay disparities, contributing to financial equity. The coefficient for AI-driven pay analysis ($\beta = 0.35$, $p < 0.001$) shows the strongest positive relationship among all predictors. AI enables HR departments to process large datasets of salary information, highlighting hidden disparities in remuneration across genders. This result supports the findings by Lee & Jung (2024), who identified that gender-inclusive HR policies, particularly those targeting pay equity, lead to improved organizational outcomes like higher R&D intensity when women's representation increases (Lee & Jung, 2024). Furthermore, this emphasizes that closing the gender pay gap is not only an ethical imperative but also linked to increased innovation and performance within firms.

Work-Life Balance (β = 0.25):
AI-supported flexible work policies positively impact retention and satisfaction rates. AI-supported work-life balance strategies ($\beta = 0.25$, $p < 0.003$) significantly enhance retention and job satisfaction among women. AI-enabled scheduling systems, remote work facilitation, and personalized support services contribute to creating a flexible, supportive work environment. This aligns with Basir (2023), who found that AI applications that foster flexibility, automate repetitive tasks, and offer personalized assistance have a significant impact on enhancing women's work-life balance and career sustainability (Basir, 2023).

The empirical findings from this study are consistent with prior research across various sectors and geographical contexts. AI-driven strategies in HR, specifically in areas of performance assessment, recruitment, compensation, and work-life balance, have demonstrable positive effects on women's career progression and retention. These findings suggest that integrating AI into HR practices is a viable approach to reducing structural gender biases and promoting equity in workplaces.

The model explains 72% variance ($R^2 = 0.72$) in women's career growth outcomes, indicating a strong empirical relationship between AI strategies and gender equality in HR practices. This strong model fit ($R^2 = 0.72$) indicates that AI-driven HR strategies account for a substantial proportion of the variance in women's career growth outcomes. This validates the role of AI not merely as a technological tool, but as an active enabler of systemic change toward gender equality in the workplace.

Result:
The possibility of artificial intelligence (AI) for empowering women is examined in this study, with a focus on work-life balance and management. It focused on how AI affects women's growth and equal treatment. Four factors are used in the study: stability in the economy, family socioeconomic making decisions, independence in mobility, and the making of family decisions. It uses partial least-squares regression (PLS) and SEM (structural equation modelling) to assess small-scale financing, microwaving, small-scale insurance, and sensitivity. The report emphasizes how AI can enhance women's growth and equal rights for women. The research also emphasizes

how fragility affects the relationship between female empowerment and microfinancing. According to the research, sensitivity enhances the relationship between micro savings and female equality while weakening the relationship between microfinancing and female equality.

Aspect	Summary
AI and Gender Equality	AI has the potential to improve lives but also raises concerns, particularly regarding women's rights, employment opportunities, and bias in hiring processes.
Workforce Impact	Women are at higher risk of being displaced by AI, with studies indicating they may face automation at twice the rate of men, reducing career opportunities.
AI Bias in HRM	AI systems led by the Amazon hiring system display gender discrimination by showing preference for male candidates in technical positions.
Statistical Insights	The data from 2020 shows women fill less than twenty percent of STEM positions while occupying about thirty percent of research roles indicating gender inequality in technological occupations.
Literature Review	The broad spectrum of AI research includes neural networks alongside machine learning alongside other research fields. Workplaces across the world experience a continued problem with gender-based wage inequality.
Gender Bias in Leadership	Bias in the management recruitment practice and stereotypes of leadership skill makes career advancement for women still difficult.
Methodology	Advancement of career is still difficult for women, because both discrimination in employment recruitment management and commonly accepted stereotypes about skills needed in leadership continue.
Empirical Model	The model examines how affective strategic AI-powered HRM strategies impact on women's career development by way of his impact in terms of performance review and recruitment bias and compensation analysis and work life balance.
Challenges for Women in AI	The number of women active in AI-related fields remains low since they comprise only 18% of leadership positions at start-ups and less than 30% of research and development roles.
Opportunities in AI	AI sector growth projections at 11% provide governments along with corporations and institutions the chance to enhance female involvement and leadership roles within AI development initiatives.

Table 4: Aspects and summary
(Source: Created by Author)

Discussion:
Artificial Intelligence serves as a transformative force for businesses that develop robotics and fintech technologies along with self-driving vehicles and smart educational technologies. Gender inequality keeps being visibly prevalent throughout AI-related professional fields. Multiple hurdles prevent women from entering AI-related positions because of their low representation as well as barriers to leadership roles and discriminatory evaluation procedures in hiring and assessment of performance. As it has been found that gender inequalities keep women from filling more than 29.3% of scientific R&D jobs worldwide while AI development shows even weaker female participation (Yu, 2024). The research shows that AI start-up company executives at the C-level had only 18 percent female representation and requires greater efforts for inclusive hiring and leadership advancement (Dhar *et al.*, 2025).

AI offers solutions which enable the workplace to improve its gender equality despite facing numerous obstacles. AI recruitment technology achieves unbiased hiring by taking gender information out of candidate profiles which results in balanced hiring procedures. By embracing technological analysis of wages organizations can determine salary disparities for equitable pay distribution. AI-based performance assessments create uniform candidate assessment processes which cut human judgment and enhance women's career growth potential. Organizations that implement AI-based human resource strategies achieve better results in gender diversity and promotion fairness (Shah *et al.,* 2024).

The support of Artificial Intelligence technologies provides women with opportunities to achieve work-life balance. The use of AI scheduling systems allows organizations to distribute workloads while establishing adaptable working schedules. The use of AI-supported wellness programs leads to better self-care practice adoption which both helps to decrease stress levels and boost workplace productivity (Khoza, 2024). Quantitative data proves that AI-based interventions lead to substantial career advancement for women because they boost leadership numbers to 35% while the employee retention rate climbs to 80% following AI integration.

The gender gap in AI requires programs which promote STEM learning and mentoring activities and governmental policies focusing on enhancing diversity. The social necessity to close the gender gap in AI enables organizations to experience enhanced innovation and performance as well as elevating equity within their framework.

Conclusion:

AI technology will keep impacting women's employment prospects as well as their status, medication, and standing in the world of work. This study examines how employers' skills, femininity's job search and hiring practices, and the way employment is organized via computerized surveillance and oversight are affected by new and developing AI technologies. Communities and industries should think about how technology affects the equality of women and labour market arrangements to get ready for the prospects of employment. To guarantee openness, responsibility, and supervision, governments, companies, universities, and community groups should collaborate to develop, implement, and assess AI technology in work environments and beyond. To address the worldwide differences in understanding regarding AI systems throughout national and regional settings, further study is required.

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