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Behavioral Measures Improve AI Hiring: A Field Experiment

26 November 2025 (Wed)
14:00 – 15:30

LYH310, Lau Lee Yuen Haan Amenities
Bldg., Lingnan University
(Venue Updated)



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BIOGRAPHY

Dorothea Kübler is the director of the department “Market Behavior” at the WZB and a professor of Economics at the Technische Universität Berlin. Her research uses experimental methods and game theory to examine decision-making and market design. Her work has concentrated on the design of matching markets, the influence of social and moral norms on behavior, as well as educational choices, discrimination, and the role of AI in hiring processes. She is a member of Academia Europaea and the Berlin Brandenburg Academy of Sciences (BBAW), Vice Chair of the Scientific Advisory Board of the Federal Minister for Economic Affairs and Energy (BMWE) and Department Editor of the journal Management Science. Dorothea studied in Philadelphia, Konstanz, and Berlin, and in 1992 completed her degree in Economics at the Freie Universität Berlin. She graduated with a PhD in 1997 and completed her habilitation in 2003 at the Humboldt Universität zu Berlin.

ABSTRACT

The adoption of Artificial Intelligence (AI) for hiring processes is often impeded by a scarcity of comprehensive employee data. We hypothesize that the inclusion of behavioral measures elicited from applicants can enhance the predictive accuracy of AI in hiring. We study this hypothesis in the context of microfinance loan officers. Our findings suggest that survey-based behavioral measures markedly improve the predictions of a random-forest algorithm trained to predict productivity within sample relative to demographic information alone. We then validate the algorithm’s robustness to the selectivity of the training sample and potential strategic responses by applicants by running two out-of-sample tests: one forecasting the future performance of novice employees, and another with a field experiment on hiring. Both tests corroborate the effectiveness of incorporating behavioral data to predict performance.