

The Use of Conjoint Analysis in Revealing Preferences for Hiring: The Gender Bias Effect



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Abstract This study examines if gender bias affects the recruitment process for top managerial positions in Chile. Using conjoint analysis, we evaluate how recruiters, a sample of 114 business postgraduate students, ranked a set of multi-attribute profiles, showing their preferences among profiles and the trade-off among attributes they are willing to do.

Results show that a female prospect is less preferred to a male one, but also that that there are other variables that affect recruitment decisions. Recruiters preferred a married prospect to a single or divorce one, and better if she/he has children. Also, results show that the age of the recruiters is an important variable and affects their preferences. For young recruiters' job experience is very important, while for elder recruiters age is the most important variable. In contrast to previous research, and surprisingly, our results show that gender is the less important variable in the recruitment process.

1 Introduction

The lack of balance between women and men in the upper echelons of management is not very new, but the interest in why this difference persists has become more relevant in recent years (Burke and Richardsen 2016; Eagly and Carli 2003a, b). This phenomenon is worldwide, and has multiple explanations. The presence of women in higher levels of management has benefits for the organizations: first, organizations need the best-qualified people to overcome the challenges of an increasingly competitive international environment, and women increase the pull of talent in the market (Burke and Richardsen 2016). And second, there is enough evidence that a higher participation of women in the upper levels of corporations has economic

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