

## 1. Introduction

- Ideology has a profound impact on an individual's attitudes, and beliefs (Carnahan and Greenwood, 2017).
- Political ideology, described as the set of beliefs about the proper and suitable order of society and the process to accomplish this order (Jost, Federico, & Napier, 2009)
- People with different political ideology have different assumptions regarding organizational process and policies.
- Relationship between political ideology and stereotypes, discrimination, inequality toward dissimilar group who are generally perceived as value violators etc. (Davis & Greenstein, 2009).
- In organizations, the political ideology of recruiter has shown association with discrimination during recruitment etc.(Carney et al., 2008),
- The online platform provides the provides more accessibility to interactional cues, which influences the decision process of a conservative person.

## 2. Objectives

- To find out the impact of the online platform and ideological difference on discrimination faced by job seekers who are ideologically different from recruiter

## 3. Research questions

The study aims to answer if the digital platform is used to discriminate against job seekers?

How do conservatives and liberals take recruitment decisions in case of a job seeker who is ideologically different from them?

Does online platform increase the chance of discrimination?

## 4. Methodology

1<sup>st</sup> stage: sentiment analysis of online reviews.

2<sup>nd</sup> Stage: An experimental study with 2×2×2 factorial design to find the impact of recruiter ideology (conservative × liberal), the hiring process (online × offline) and job applicant values (value adherer × value violator) on recruiters' perception of applicant's fit.

Four experimental groups will be exposed to profiles through the online platform and the rest of the four groups will be exposed to a profile by the offline process.

Each job seeker profiles will consist of educational and personal details, e.g., name, region, gender, nationalities and short description of extracurricular activities, which will hint job applicant's political inclination.

The job applicant's name will indicate their religion and caste.

The control group will be exposed to neutral profiles which do not have any indication of job seeker caste, religion or gender.

Job seeker age, experience, and other soft skills will be treated as control variables

## 5. Measures

*Recruiter/TL perception of applicant's fit* will be measured by the scale developed by Judge and Cable, (1997).

All the variables will be measured on a seven-point scale from 1 (strongly disagree) to 7 (strongly agree).

## References

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