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A STUDY ON E-RECRUITMENT

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ABSTRACT

E-Recruitment, sometimes known as online recruitment, is a method of hiring new employees over the Internet and other digital tools. Thanks to e-recruitment, things run much more smoothly and efficiently. Employers may find qualified candidates quickly and easily through online recruitment platforms, which allow them to reach a huge pool of potential employees. Time and money are also consumed by this process. To summarise, e-recruitment is the key that unlocks the door to success for organisations in this cutthroat market. The purpose of this research is to investigate the pros and cons that companies encounter when trying to entice new employees and hold on to the ones they already have through the use of electronic recruitment. Companies from every corner of the globe.

KEYWORDS: E-Recruitment, Online Recruitment, Talent Acquisition, Employee Retention, Digital Recruitment Platforms.

INTRODUCTION

Human resource managers at both large and small businesses agree that fiercer competition for talent is causing pay increases, longer hiring cycles, strained relationships with customers, and less leeway for innovation and creativity in the workplace (Performance & Talent Management Trend Survey 2007).

In these kinds of situations, businesses require better, more efficient, and less expensive methods to handle the full hiring process, from creating the job requisition to advertising it on external job boards and ensuring the new hire is ready to go to work.

The problem's solution is the e-recruitment system. "Comprehensive systems that address workforce planning, requisitioning, candidate acquisition, applicant tracking and reporting / analytics" is the definition given by Gartner, Inc. when discussing electronic recruitment. Organisations of all sizes can benefit from e-recruitment when it comes to lowering employee turnover, speeding up the time-to-productivity of new hires, enhancing regulatory compliance, decreasing costs associated with HR operations and open positions, and even creating a talent pipeline to support future growth. In the end, e-recruiting has the potential to bring in more engaged workers who are more invested in the company's success.

Flow of e-recruitment

Resume Bank portals – The process begins with posting the position on the job portal along with the job description and specifications. It then continues with searching for resumes that match the opening in the firm.

Making a comprehensive online application and recruitment section on the company's website. A new application system has been integrated into the company's website. This allows passive job seekers to upload their resumes to be considered for future openings, when they become available.

Resume Scanners: One of the main advantages that employment portals offer to organisations is the resume scanner. It gives workers the ability to sort applications based on needs and criteria that have already been set.

To help businesses with just-in-time hiring, job boards make it possible for workers to access a database of resumes at any time, day or night. Not only that, posting ads on the site is far more cost-effective than placing them in employment newspapers, and they go live nearly instantly. The "passers-by" applicants can sometimes provide significant recommendations for employers. Companies can automate their hiring process, save time and money, and increase productivity using online recruitment.

LITERATURE REVIEW

1. Marcel Herold and Marc R.H. Roedenbeck (2025)

In order to better understand the role of AI in hiring, the authors combed through the existing literature. The majority of artificial intelligence (AI) e-recruitment systems' usage is in the screening and evaluation of candidates, according to the study's analysis of 502 research articles. The results demonstrated how NLP and ML are becoming increasingly significant in decision-making and recruitment efficiency..

2. Sherzodbek Murodilla Ugli Dadaboyev et al. (2024)
In this meta-analysis of 49 research papers, we looked at how AI has been used in the hiring process. The study found that AI can boost recruitment efficiency with features like predictive analytics, chatbot interactions, and automated resume screening. On the other hand, transparency and algorithmic bias were highlighted as ethical concerns..

3. Anand Jayachandran et al. (2023)
Researchers analysed data from 537 recruiting experts to determine the efficacy of online hiring in IT firms. While e-recruitment does increase efficiency in talent acquisition and hiring speed, the results also demonstrated that adoption is hindered by technology limitations and regulatory concerns. The significance of combining HR databases with e-recruitment platforms was also highlighted in the research.

4. Duygu Çelik Ertuğrul and Selin Bitirim (2022)
Recruitment using job recommender systems was the subject of this literature study. Findings from the study demonstrated how recommender technologies facilitate better candidate-to-job matching. Issues with data privacy, customisation, and system correctness were highlighted by the writers as they relates to contemporary e-recruitment strategies..

5. Priyabrata Swain and Aradhna Malik (2021)
When it came to AI-powered hiring platforms, the writers combed over 43 studies. According to their research, AI greatly improves candidate experiences, lowers hiring expenses, and increases recruitment efficiency. Problems with diversity, equity, and the moral application of recruitment algorithms were also highlighted in the research..

6. Vrunda Gadesha and Keyur D. Joshi (2020)
Under the guise of Industry 4.0, this research looked at how Indian businesses use AI-powered hiring platforms. The authors discovered that big companies are more likely to use intelligent recruiting tools through a survey of 126 organisations. Based on the results, AI recruitment methods boost efficiency and quality of hires..

7. Francis Twinamasiko (2019)
Examination of how E-HRM affects the efficacy of hiring was the focus of the research. The results demonstrated that digital recruiting platforms enhance hiring procedures in terms of openness, efficiency, and decision quality. Virtual interviews and applicant monitoring systems are two examples of how technology is streamlining the hiring process..

8. Farhat Jahan Siddiqui and Charu Khan (2018)
In this article, the writers looked at how e-recruitment has changed the recruitment process. Among the many benefits highlighted by their analysis were enhanced diversity recruiting, streamlined communication, and decreased recruitment expenses. Problems with digital inequalities and insecure systems were also highlighted in the research.

9. Ritu Purohit and Tanushri Banerjee (2017)
Decisions made by organisations in the recruitment process using artificial intelligence were the focus of this study. According to the results, AI systems help with data-driven hiring, employee fit assessments, and making accurate decisions. On the other hand, the research highlighted the importance of ethical governance in AI-powered hiring processes..

10. M. Maree, A. Kmail, and M. Belkhatir (2016)
A semantics-based recruiting framework was suggested after the authors examined the drawbacks of current electronic recruitment systems. In order to improve skill matching between recruiters and job-seekers, the study proposed semantic technologies and found shortcomings in existing keyword-based screening methods. Advanced AI methods enhanced recruiting accuracy and efficiency, according to the findings.

RESEARCH GAP

Although numerous studies have examined the role of e-recruitment in improving the efficiency and speed of hiring processes, limited research has focused on its combined impact on both talent acquisition and employee retention within organizations. Most existing studies emphasize the advantages of online recruitment platforms, such as cost reduction, wider candidate reach, and faster hiring, while giving less attention to challenges such as candidate quality assessment, technological barriers, data privacy concerns, and long-term employee commitment. Furthermore, there is a lack of comprehensive studies comparing the effectiveness of e-recruitment practices across different industries and organizational sizes, particularly in emerging economies. Therefore, there is a need for further research to evaluate how e-recruitment influences

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organizational success in attracting, selecting, and retaining skilled employees in the rapidly evolving digital recruitment environment.

CONCEPTUAL FRAMEWORKS

1. **Technology Acceptance Model (TAM)**

Developed by: Fred Davis

Core Constructs

- PU stands for "perceived usefulness."
- How Easy It Is to Use (PEOU)
- Determination to Act
- Reality Check

Application in E-Recruitment

In TAM, we learn why internet recruitment platforms are so popular among both employers and candidates. People are more inclined to make use of electronic recruitment tools if they find them practical and simple to operate.

Research Proposition

- E-recruitment methods are more likely to be used if they are perceived as useful.
- User-friendliness has a beneficial effect on recruiters' happiness.

OBJECTIVES OF THE STUDY

1. Determining the current state of e-Recruitment and its role in organisations' hiring processes
2. Examining the pros and cons of e-Recruitment in comparison to traditional recruitment methods
3. Assessing the possibilities and obstacles of e-Recruitment
4. In order to examine current recruitment patterns

ANALYSIS AND DISCUSSION

Age group of people

S.NO	Response	Respondents	Percentage
1	<25	20	20
2	25-35	32	32
3	35-45	26	26
4	45-55	16	16
5	55&above	6	6
6	Total	100	100%

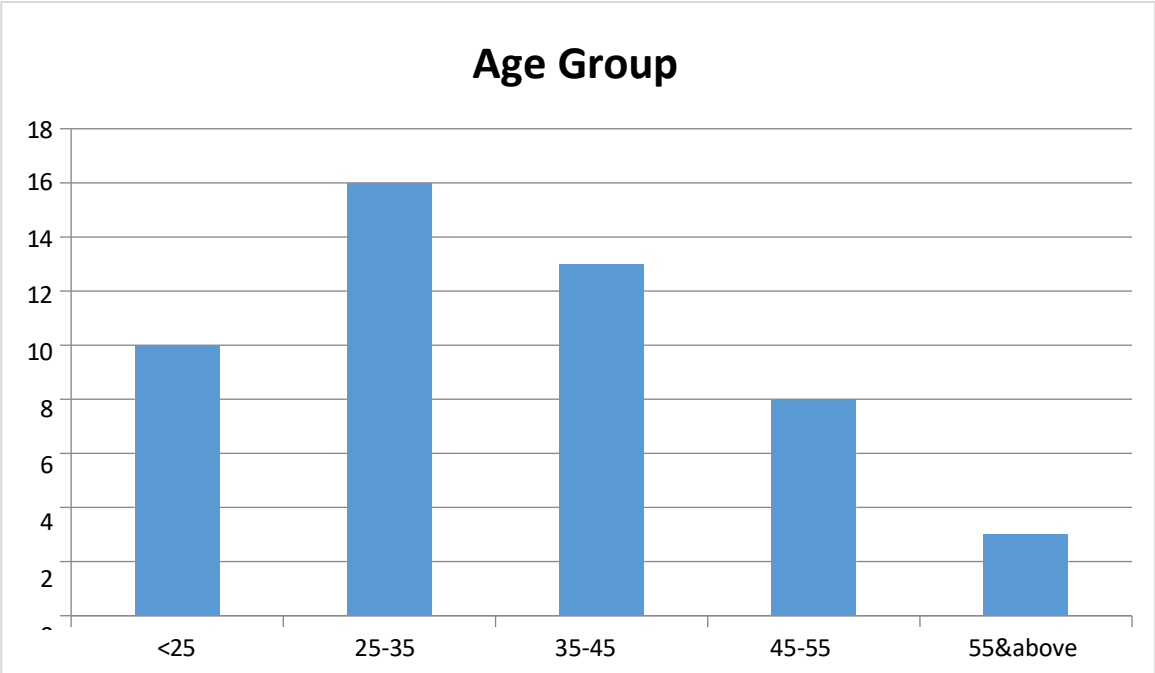
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INTERPRETATION: -According to the data shown in the table, 70% of the employees are in complete agreement that they are utilising social media for recruitment purposes, while only 3% are in complete disagreement..

Gender:

S.NO	Response	Respondents	Percentage
1	Male	62	62
2	Female	38	38
3	Total	100	**100%**

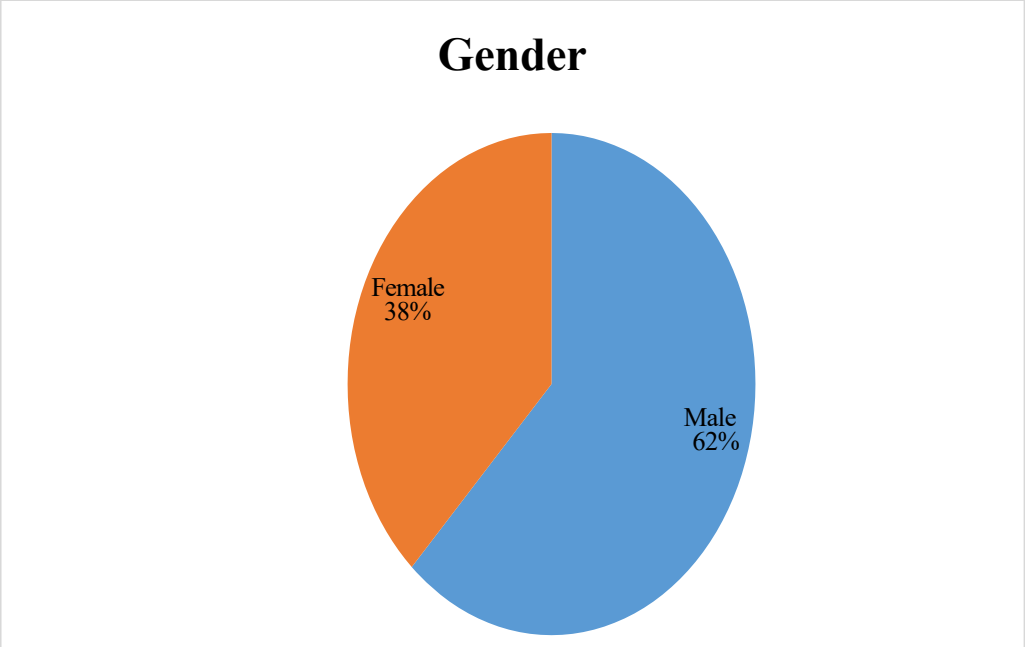
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INTERPRETATION: - Based on the data presented in the graph, 62% of respondents are men and 38% are women.

Which recruitment website you use?

S.NO	PARTICULARS	RESPONDANTS	% OF RESPONDANTS
1	shine. in	15	15%
2	Monster	10	10%
3	Naukri	45	45%
4	Times jobs	25	25%
5	Linkedin	5	5%
	Total	100	100%

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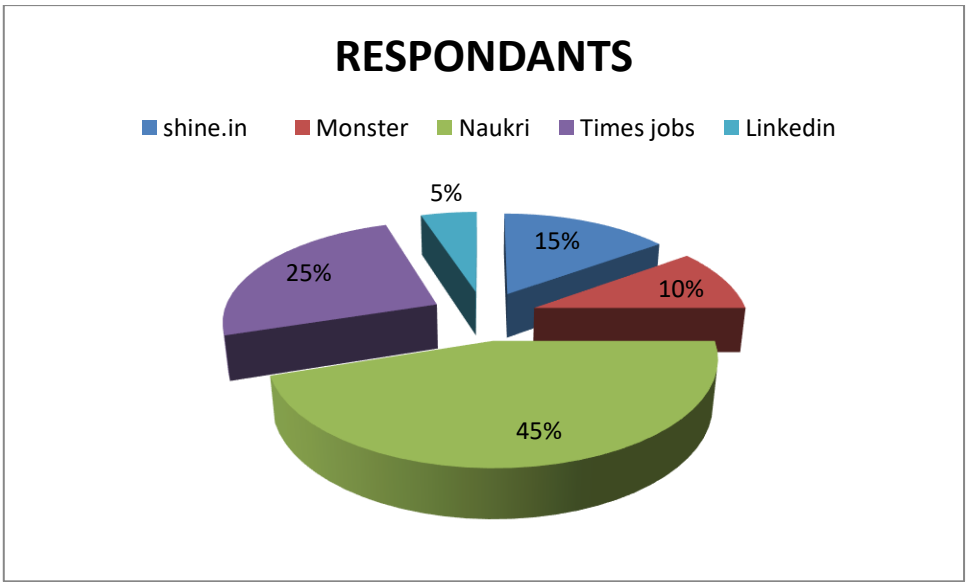
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3.



INTERPRETATION: - In terms of recruitment websites, 45% of employees are utilising Naukri and 5% are using LinkedIn, according to the data in the table above.

In your opinion, is applying for jobs using electronic means the quickest

S.NO	PARTICULARS	RESPONDANTS	% OF RESPONDANTS
1	Strongly disagreed	1	1%
2	Disagreed	2	2%
3	Neither agreed nor Disagreed	5	5%
4	Agreed	45	45%
5	Strongly Agreed	47	47%
	Total	100	100%

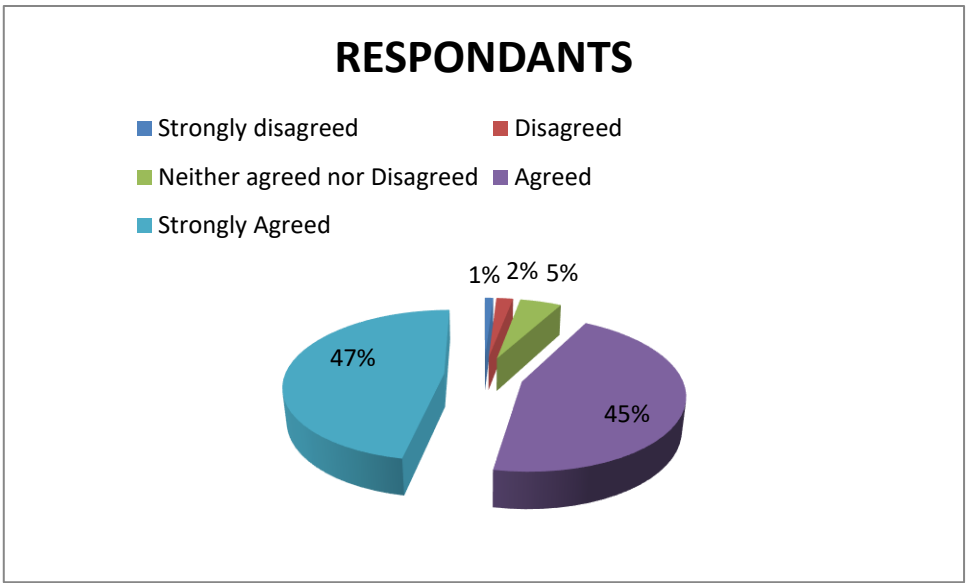
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INTERPRETATION: - The data in the table show that while 47% of workers think that applying for jobs using electronic means is the quickest option, only 1% of workers hold the opposite opinion.

In comparison to more conventional methods of resume collection, do you find that online recruitment is more successful in attracting qualified candidates?

S.NO	PARTICULARS	RESPONDANTS	% OF RESPONDANTS
1	Strongly disagreed	4	4%
2	Disagreed	3	5%
3	Neither agreed nor disagreed	13	13%
4	Agreed	30	30%
5	Strongly Agreed	50	50%
	Total	100	100%

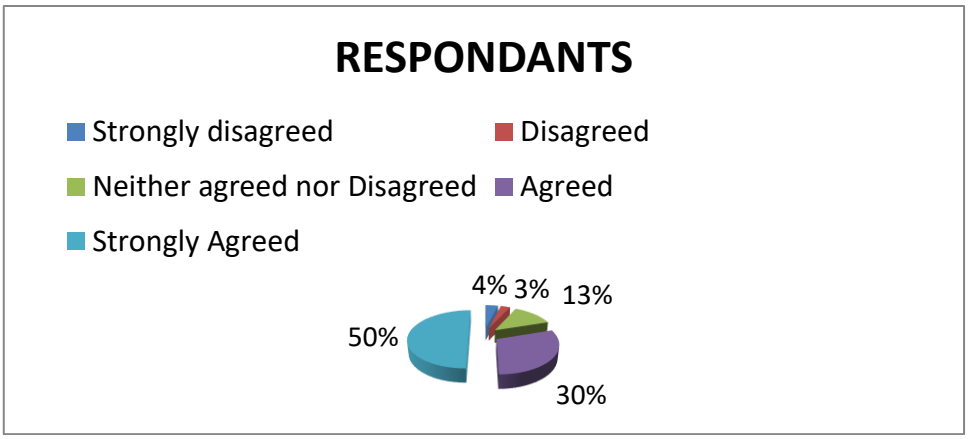
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INTERPRETATION: - In comparison to the old traditional method of gathering resumes, 50% of the employees strongly agreed that E-Recruitment is an effective way to gather quality resumes. On the other hand, 3% of the employees disagreed with this statement..

FINDINGS

1. Seventy percent of workers were in agreement that they are using social media for recruitment, while three percent were in strong disagreement.
2. 2.45% of workers are utilising the Naukri website for job searches, while 5% are utilising the LinkedIn website.
3. Nearly half of the employees (47%) think that online job applications are the quickest way to get a job, while just one percent (1% of the total) strongly disagree.
4. 4.Compared to the previous traditional approach of obtaining resumes, 50% of employees strongly believe that E-Recruitment is an effective way to gather quality resumes. Only 3% of employees disagree.
5. Sixty percent of workers were in agreement that online recruitment helps improve a company's pool of qualified applicants, while one percent were in disagreement.

SUGGESTIONS

1. The Internet has now completely altered the conventional way of recruiting. As a result, the Internet has revolutionised HR recruitment and the way organisations approach recruiting in the past ten years.
2. Online recruitment and hiring will continue to grow and explode in the future years. Currently, e-recruitment is being used by a considerable number of organisations, both big and small. In fact, the majority of organisations are currently utilising it to advertise job openings, collect resumes online, and communicate with applicants via e-mail.
3. Organisations reap the rewards. This essay will provide an overview of electronic recruitment and how it came to be. Additionally, we will go into the pros and cons of online recruiting, drawing from a variety of sources..

CONCLUSION

The application process for jobs has been revolutionised by electronic recruitment, which has become so user-friendly that anyone can do it. The coders, applications, hardware, and the web are all to thank. Thanks to the Internet, everything is easier to apply, and the world has shrunk in size. Consequently, e-recruitment and the Internet are headed in a promising direction.

The millennial and Gen Z generations that grew up with computers will likely rely solely on online recruitment platforms rather than the more conventional ways of finding new employees. Online recruiting will be the primary method of hiring in the future, giving companies a stranglehold on the labour market. Also, in the competitive job market, it will definitely offer them a leg up.

In the future, e-recruitment will be known for its simplicity, stability, and speed. The efficacy of e-recruitment in businesses has been investigated in this research. According to research, e-recruitment helps businesses save money, shortens the hiring process, and improves their competitiveness, market image, and ability to attract qualified individuals. When it comes to managing the recruiting process, online recruitment is also beneficial. It has also determined that online hiring is going to increase in the next years.

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