

A Study on Digitizing Talent Acquisition on E-Recruitment Practices at It Enabled Service Company

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Abstract

In today's digital age, organizations are increasingly adopting e-recruitment practices to streamline talent acquisition. This study explores how tools like online job portals, career websites, and platforms like LinkedIn enhance recruitment speed, reach, and cost-efficiency. It examines the digital processes of job posting, resume screening, interview scheduling, and on boarding. Drawing from industry data and HR surveys, the research highlights the benefits and challenges of e-recruitment, including data privacy and system reliability. It also looks at the impact on employer branding and access to diverse talent. The study concludes that strategic implementation and continuous evaluation are key to successful digital hiring.

Keywords: E-recruitment, Talent acquisition, Digital hiring, Employer branding, Data privacy

1. INTRODUCTION

E-recruitment, or electronic recruitment, digital recruitment, or online recruitment, is the activity of finding, screening, and hiring applicants through digital channels, internet-based technology, and automated software. With the growth of information technology and the internet, recruitment has evolved from paper-based conventional practices to more interactive, dynamic, and effective digital processes. The development of e-recruitment mirrors the larger digital change that organizations are experiencing. It allows businesses to access a broader pool of talent, lower the cost of recruitment, and enhance the overall speed and quality of recruitment. E-recruitment is today a strategic facilitator in Human Resource Management (HRM), particularly in big businesses and global businesses.

- 1. Recruitment Process:** Traditionally, the recruitment process is a systematic procedure designed to identify, attract, evaluate, and hire individuals for specific roles within an organization. It typically consists of the following stages:
- 2. Manpower Planning:** Identifying the need for recruitment based on organizational goals, forecasting labour needs, and preparing job descriptions and specifications.

3. **Job Posting and Advertising:** Advertising job vacancies through different media—previously newspapers and in-house notices, now more and more digital media like job websites, social media, and corporate websites.
4. **Sourcing Candidates:** Actively seeking potential candidates using databases, networking, campus recruitment, referrals, or online platforms.
5. **Receiving Applications:** Collecting and managing applications, traditionally through paper-based methods and now through online application forms or ATS (Applicant Tracking Systems).
6. **Screening and Shortlisting:** Evaluating resumes or applications to identify candidates who meet minimum qualifications and are best suited for the role.
7. **Assessment and Interviewing:** Using interviews, skill assessments, personality tests, and other tools to assess candidate suitability.
8. **Selection and Offer:** Choosing the best-fit candidate and extending an offer of employment.
9. **On boarding:** Integrating the new hire into the organization through orientation, training, and initial support systems.

2. OBJECTIVES OF THE STUDY

1. To find out the current E - Recruitment practices followed by IT enabled Service Company.
2. To identify the effectiveness of Job boards, career page, social media in Recruitment Process.
3. To evaluate the effectiveness of E- Recruitment in improving quality of hire.
4. To assess the challenges and opportunities that organizations face integrating digital Recruitment practices into their hiring strategies

3. SCOPE OF THE STUDY

The study will evaluate the impact of e-recruitment on the candidate experience by analysing factors such as ease of application, transparency, and communication. It will also highlight how e-recruitment influences business performance, employee retention, and overall talent management strategies, examining its role in promoting organizational growth, workforce diversity, and strategic decision-making. Additionally, the research will assess how digital recruitment tools help reduce operational costs and streamline hiring processes by automating key tasks like job postings, resume screening, and interview scheduling. Furthermore, the study will explore how platforms such as LinkedIn, Naukri, and Indeed are transforming talent acquisition by enabling recruiters to engage with passive candidates and build strong employer networks.

4. REVIEW OF LITERATURE

Lakshmi, M. V. S. V., Lakshmi, T. V., & Krishna, N. R. (2024). Digital Transformation of HR Recruitment Process. International Research Journal on Advanced Engineering and Management, 2(5).

The authors discuss the digital transformation of HR recruitment processes, highlighting how AI-driven applicant tracking systems and Chatbot's improve candidate sourcing and communication. They note significant benefits in speeding up hiring decisions but also point out challenges such as resistance to technology adoption among HR staff and concerns about data privacy. The study underscores the necessity of robust cybersecurity measures and strategic change management for successful digital transformation.

D Jogish, Ningambika G Meti, Manjunatha. S, Chandana T C, Udaya. S (2024). E-Recruitment vs. Traditional Recruitment: The Impact of Social Media.

This comparative study examines e-recruitment versus traditional recruitment, emphasizing the impact of social media platforms. It finds that social media significantly expands the talent pool and enhances employer branding, offering cost and time advantages over traditional methods. However, the authors caution that managing online reputation and verifying candidate authenticity remain critical challenges for organizations leveraging social media recruitment.

5. RESEARCH METHODOLOGY

Research methodology in a way is a written game plan for conducting research. Research methodology has many dimensions. It includes not only the research methods but also considers the logic behind the methods used in the context of the study and complains why only a particular method of technique has been used.

RESEARCH DESIGN:

- ❖ The descriptive research method is used for data collection.
- ❖ The research design followed for this research study is descriptive research design.

SAMPLING AND SAMPLING TECHNIQUES:**POPULATION AND SAMPLE SIZE**

This research was conducted within the Company and the sample size for this study is based on Morgan's sampling table, which specifies that the sample size is 113 and the population size is 160. So, the optimal sample size is 113.

SAMPLING METHOD:**CONVENIENCE SAMPLING:**

Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

METHODS OF DATA COLLECTION:

Data for any research can be of two types namely, Primary data and secondary data.

PRIMARY DATA:

Primary data is information collected through original or first-hand research. For example, observations, surveys, the data has been collected through Questionnaire from the Customer.

SECONDARY DATA

The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process. Here, Secondary data include the journals, records, company details and some internet as a source.

6. DATA ANALYSIS AND INTERPTRETATION

Table 1: Demographic profile of investors

Categories	Sub Categories	No. of respondents	Percentage (%)
Level of Experience	Less than 1 year	60	34
	1 – 3 Year	30	40
	4 – 6 Years	19	12
	7 – 10 Years	13	5
	More than 10 Years	10	9
Gender	Male	64	56
	Female	49	44
TOTAL		100	100

Source: Author generate

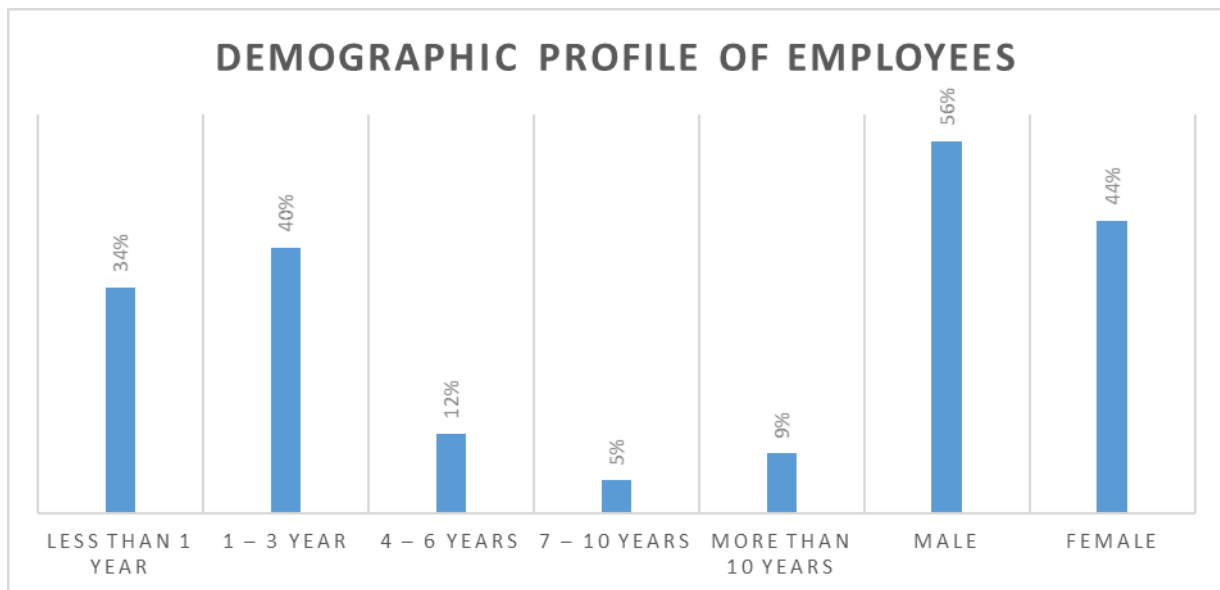
6.1.1 FINDINGS

From the Experience category it is found that 34% of respondents are comes under the Less than 1 year ,40% of respondents are comes under 1 – 3 year, 12% of respondents are comes under the 4 – 6 years and 5% of the respondents comes under the 7 – 10 years and 9% respondents are comes under More than 9 years. From the gender category it is found that 56% of the respondents are male and 44% of respondents are female.

6.1.2 INFERENCE:

- ✚ The majority of the respondents of the Level of experience are at the age of 1 – 3 years (40%)
- ✚ The majority of the respondents are Male (56%)

Figure 1: Demographic profile for employees



Source: Author generate

6.2 MANN-WHITNEY U TEST:

Hypothesis:

H0: There is no significant difference between the mean rank of male & female with respect to the variables.

H1: There is a significant difference between the mean rank of male & female with respect to the variables.

Table 2: Mann Whitney test

	EFFECTIVENESS AND FAIRNESS OF DIGITAL RECRUITMENT PLATFORMS	IMPACT OF DIGITAL RECRUITMENT ON CANDIDATE EXPERIENCE	HUMAN CONNECTION AND EFFICIENCY IN DIGITAL RECRUITMENT PROCESSES
Mann-Whitney U	1364.000	1398.000	1483.500
Wilcoxon W	2589.000	2623.000	2708.500
Z	-1.190	-.992	-.495
Asymp. Sig. (2-tailed)	.234	.321	.621

a. Grouping Variable: GENDER

Source: Author generated

6.2.1 INTERPRETATION

Since the p-value is greater than 0.05, we fail to reject the null hypothesis. There is no relationship between the gender and effectiveness and fairness of digital recruitment platforms, Impact of digital recruitment on candidate experience, Human connection and efficiency in digital recruitment processes

6.3 KRUSKAL WALLIS (H-TEST):

Hypothesis:

H0: There is no significant difference between the mean ranks of Years of experience in the organization with respect to the variables.

H1: There is a significant difference between the mean ranks of Years of experience in the organization with respect to the variables.

Table 3: Kruskal Wallis (H-TEST)

	EFFECTIVENESS AND FAIRNESS OF DIGITAL RECRUITMENT PLATFORMS	IMPACT OF DIGITAL RECRUITMENT ON CANDIDATE EXPERIENCE	HUMAN CONNECTION AND EFFICIENCY IN DIGITAL RECRUITMENT PROCESSES
Chi-Square	6.286	4.231	5.748
df	4	4	4
Asymp. Sig.	.179	.376	.219

a. Grouping Variable: YEARS OF EXPERIENCE IN THE ORGANIZATION

Source: Author generated

6.3.1 INTERPRETATION

Since p-values are greater than 0.05, we fail to reject the null hypothesis. There is no significant difference in Effectiveness and fairness of digital recruitment platforms, Impact of digital recruitment on candidate experience, Human connection and efficiency in digital recruitment processes

6.4 SPEARMAN'S RANK CORRELATION

Hypothesis:

H0: The variables are not correlated with each other.

H1: The variables are correlated with each other.

			RECRUITMENT CHANNELS	RECRUITMENT PRROCESS
Spearman's rho	RECRUITMENT CHANNELS	Correlation Coefficient	1.000	.088
		Sig. (2-tailed)	.	.355
		N	113	113
	RECRUITMENT PROCESS	Correlation Coefficient	.088	1.000
		Sig. (2-tailed)	.355	.
		N	113	113

Source: Author generated

6.4.1 INTERPRETATION

Since the p-value is greater than 0.05, the correlation is not statistically significant. The correlation coefficient is less than the p-value, thus it has relationship between Recruitment channels and Recruitment process

7. SUMMARY OF FINDINGS

1. The majority of the respondents of the Level of experience are at the age of 1 – 3 years (40%)
2. The majority of the respondents are Male (56%)
3. There is no relationship between the gender and effectiveness and fairness of digital recruitment platforms, Impact of digital recruitment on candidate experience, Human connection and efficiency in digital recruitment processes- Mann-Whitney U
4. There is no significant difference in Effectiveness and fairness of digital recruitment platforms, Impact of digital recruitment on candidate experience, Human connection and efficiency in digital recruitment processes- Kruskal Wallis (H-TEST)
5. There is no significant difference in Effectiveness and fairness of digital recruitment platforms, Impact of digital recruitment on candidate experience, Human connection and efficiency in digital recruitment processes-Spearman's Rank correlation

8. SUGGESTIONS

- ❖ Introduce hybrid approaches like video introductions or live Q&A sessions to bring a human touch to the digital recruitment process.
- ❖ Incorporate tools such as psychometric assessments, virtual team activities, or culture-fit surveys to better evaluate candidates' alignment with the company culture.
- ❖ Increase awareness and provide training or mock sessions to encourage more candidates to participate confidently in digital interviews.
- ❖ Continue building a strong employer brand through engaging and transparent content on social media platforms.
- ❖ Ensure that job postings on the company career page and popular job boards are mobile-friendly, regularly updated, and include rich media content.
- ❖ Maintain consistency and transparency in listing responsibilities, qualifications, and benefits in job postings to avoid confusion.
- ❖ Regularly evaluate the effectiveness of digital recruitment tools and make improvements based on candidate and recruiter feedback to ensure inclusivity and efficiency.

9. CONCLUSION

In conclusion, the study underscores that digitizing talent acquisition through effective e- recruitment practices offers significant benefits for IT enabled company, including reduced hiring time, improved candidate quality, and enhanced employer branding. As the recruitment landscape continues to evolve, embracing digital tools and strategies is no longer optional but essential for staying competitive. By

leveraging technology, IT enabled company can create a more agile, data-driven, and candidate-centric recruitment process that aligns with modern workforce expectations and business goals. Overall, digitization in recruitment is transforming how companies identify and engage talent. For IT enabled company, adopting a strategic and holistic approach to e-recruitment can lead to a more scalable and sustainable hiring process. The study confirms that digital platforms, when used effectively, can provide both short-term efficiency and long-term talent acquisition advantages.

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