An Analysis on Leveraging Technology in Recruitment Enhancing Sourcing Efficiency and Effectiveness in Dabster Consultancy Private Limited in BTM Layout, Bangalore

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ABSTRACT

In this study, the Bangalore-based recruiting agency Dabster Consultancy Private Limited examines how technology might improve the efficacy and sourcing efficiency of its hiring procedures. Utilizing technology tools like applicant tracking systems (ATS), artificial intelligence (AI) for screening candidates, social media platforms, candidate relationship management (CRM) systems, and video interviewing platforms has become essential for enhancing recruitment results in today's cutthroat talent market. To analyse the research used a **T-Test** and **Correlation** as a statistical tool. The study looks at the time-consuming procedures, restricted reach, and expensive hiring expenses that Dabster Consultancy is currently facing in its recruitment efforts.

Keywords: Recruitment Technology, Sourcing Efficiency, Application Tracking System (ATS), AI in Recruitment, Social Media Recruitment.

1.INTRODUCTION

Due to technological improvements, recruitment has changed significantly in the modern day. Businesses are increasingly using technology to improve their employment procedures, including recruitment firms like Bangalore's Dabster Consultancy Private Limited. Organizations confront difficulties like long hiring times, restricted access to different talent pools, and the difficulty of screening a high number of applications as the need for talent increases and the competition for qualified applicants heats up. Despite their effectiveness, traditional recruitment techniques are frequently ineffective, resource-intensive, and sometimes non-scalable.

These issues can be resolved by using technology in recruiting, which enables businesses to increase hiring quality, cut expenses, and streamline hiring procedures. The sourcing efficiency and efficacy of recruiting efforts could be improved by using tools like social media recruitment, video interviewing platforms, applicant tracking systems (ATS), and artificial intelligence (AI) for candidate matching.

2.RESEARCH METHODOLOGY

This study examines how technology affects hiring at Dabster Consultancy Private Limited using a combination of qualitative and quantitative research methods. In order to obtain information on current practices and technology adoption, primary data will be gathered through surveys of the recruitment team and interviews with important stakeholders. Company records, scholarly works, and industry reports will be the sources of secondary data. While quantitative data will be assessed using descriptive statistics, qualitative data will be subjected to thematic analysis. The goal of the study is to determine how technology may improve applicant quality, lower hiring expenses, and increase sourcing efficiency. Throughout the study, ethical principles such as informed consent and confidentiality will be upheld.

3.OBJECTIVES OF THE STUDY

1.To evaluate the impact of technology on improving recruitment efficiency at Dabster Consultancy.
2.To identify tools and technologies that enhance sourcing effectiveness.
3.To explore strategies for integrating technology into recruitment workflows.
4.To measure the effectiveness of technology-driven recruitment in reducing time-to-hire.
5.To assess the role of technology in improving candidate quality and experience.

3.1 REVIEW OF LITERATURE

1.   **Stone, D.L., and Deadrick, D.L. (2018):** This study examines the developing effect of innovative headways on enlistment and human asset the executives. The creators make sense of how the incorporation of innovation devices, for example, candidate global positioning frameworks (ATS) and computer-based intelligence driven obtaining instruments can altogether improve obtaining effectiveness via mechanizing redundant assignments and upgrading up-and-comer coordinating.

2.   **Gueutal, H.G., and Stone, D.L. (2019):** In their exploration, Gueutal and Stone investigate the job of online entertainment and computerized stages in enrolment. They declare that stages, for example, LinkedIn and work sheets have reformed competitor obtaining, making it quicker and more far reaching.

3.   **Cappelli, P. (2019):** Cappelli talks about the basic harmony among computerization and human judgment in enlistment. The review features that while computerization further develops proficiency, human association is fundamental to guarantee that the enrolment cycle is compelling. This is especially pertinent for Dabster Consultancy, where a crossover approach of innovation and human mastery could improve the enlistment interaction.

4.   **Tambe, P., Hossain, T., and Goel, R. (2019):** This examination digs into the utilization of computerized reasoning (artificial intelligence) in enlistment and its effect on obtaining adequacy. Artificial intelligence instruments, for example, chatbots and continue scanners, are upgrading enlistment proficiency by rapidly handling huge volumes of candidates.

5.   **Kaufman, B.E. (2022):** Kaufman recognizes a few difficulties in embracing new innovations inside HR, remembering the gamble of over-dependence for mechanization and the requirement for representatives to be appropriately prepared. These difficulties should be addressed by Dabster Consultancy to guarantee effective reception of innovation in their enrolment processes.

4.DATA ANALYSIS AND INTERPRETATION

t-Test

4.1   Table Recruitment technology

Particular	Respondents	Percentage
Applicant Tracking System (ATS)	32	40%
AI Resume Screening Tools	20	25%
Social Media Platforms	23	28.7%
Job Boards	5	6.3%

Table 4.1 Recruitment Technology

P value and statistical significance:
The two-tailed P value equals 0.0550
By conventional criteria, this difference is considered to be not quite statistically significant.

Confidence interval:

The hypothetical mean is 0.00

The actual mean is 19.25

The difference between these two values is 19.25

The 95% confidence interval of this difference:

From -0.77 to 39.27

Intermediate values used in calculations:

$t = 3.0605$

$df = 3$

standard error of difference = 6.290

GraphPad's web site includes portions of the manual for GraphPad Prism that can help you learn statistics. First, review the meaning of P values and confidence intervals . Then learn how to interpret results from a one sample t test .

Review your data:

Mean 19.25

SD   12.58

SEM   6.29

N   4

Interpretation

With 40% of respondents use Applicant Tracking Systems (ATS), the data shows a significant affinity for these systems and their effectiveness in automating recruitment chores. Additionally, AI resume screening technologies are becoming more popular; 25% of respondents said they use them for quicker, data-driven candidate review. With 28.7% of respondents using social media, these sites are important for sourcing and demonstrate the trend toward digital involvement. However, only 6.3% of people use traditional job boards, indicating that they are losing their relevance in today's hiring practices.

4.2 Table Impacted the quality of candidates you hire:

Options	Technology	Recruitment Process
No impact	18	20
Minimal impact	32	26
Significant improvement	25	27
Significant improvement	5	7

Table4.2: Correlation

Hypothesis

H_1: There is a significant positive correlation between the adoption of technology and the improvement in the recruitment process.

H_0: There is no significant correlation between the adoption of technology and the improvement in the recruitment process.

Data

Correlation	Technology	Recruitment process
Technology	1	
Recruitment process	0.949835831	1

Correlation
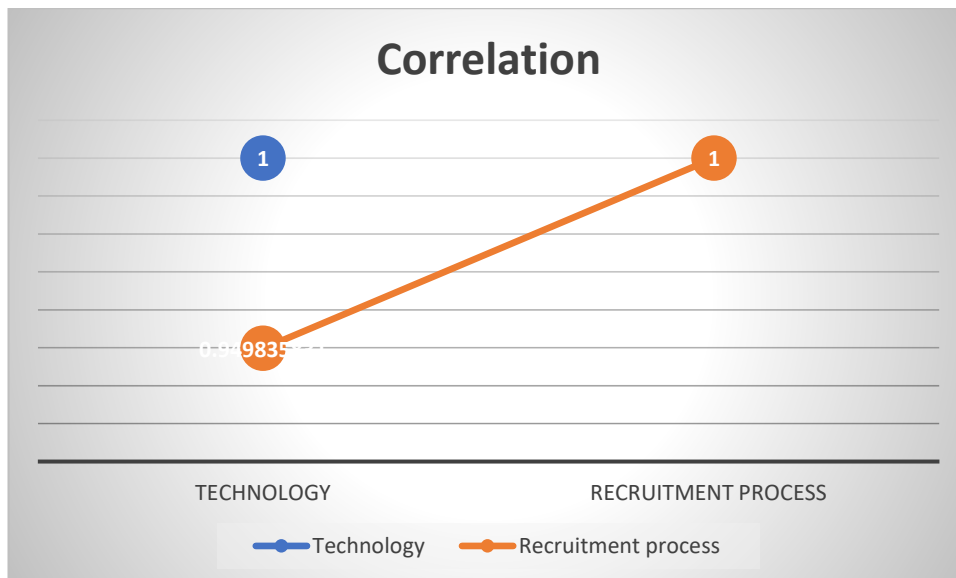
Interpretation

The speculation tests whether there is a huge connection between innovation reception and upgrades in the enrolment cycle. The invalid speculation expects no connection, while the elective theory proposes a positive relationship. On the off chance that the information shows serious areas of strength for a, it would suggest that innovation reception upgrades the enrolment interaction, making it more proficient and compelling.

5.FINDINGS AND SUGGESTIONS

Findings

• The utilization of innovation instruments, for example, Candidate Global positioning frameworks (ATS), artificial intelligence based continue screening, and online entertainment stages, altogether improved obtaining productivity via mechanizing dreary undertakings and decreasing manual responsibility.

• Enrolment cycles were quicker because of the robotization of errands like resume screening and interview planning, lessening the general chance to enlist.

• Selection representatives communicated fulfilment with the innovation's effect on their work process, while competitors appreciated the speedier reaction times and smoothed out screenings.

Suggestions

•   Guarantee that enrolment specialists are consistently prepared on new advances and their successful use to limit obstruction and boost the advantages of robotization.

•   Address specialized messes up and incorporate different innovations (e.g., ATS, man-made intelligence devices, online entertainment) to make a more consistent enrolment work process.

•   Centre around further developing the applicant experience by giving clear correspondence and guaranteeing the innovation doesn't estrange or befuddle up-and-comers.

CONCLUSION

The hiring process has been greatly improved by the incorporation of recruitment technologies, especially in the areas of applicant sourcing and application screening. Organizations may now access a larger talent pool thanks to the use of technologies like AI resume screening and Applicant Tracking Systems (ATS), which have simplified applicant evaluation and increased sourcing efficiency. The complete adoption of recruitment technology is still hampered by problems including technological difficulties, implementation expenses, and data protection issues. Even though onboarding procedures haven't improved as much, there is still room for expansion as automation technologies advance. Organizations may maximize the use of recruiting technologies and enhance hiring results by addressing these issues with improved training, affordable solutions, and more robust data security procedures.

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