

E-Recruitment: The Effectiveness of the Internet as a Source of Recruitment

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Abstract-*"The smartest business decision you can make is to hire qualified people. Bringing the right people onboard saves you thousands, and your business will run smoothly and efficiently."(Brian Tracy) The process of finding and hiring the best-qualified candidate (from within or outside of an organization) for a job opening, in a timely and cost-effective manner. The recruitment process includes analyzing the requirements of a job, attracting employees to that job, screening and selecting applicants, hiring, and integrating the new employee to the organization. Now a days traditional method of recruitment has been revolutionized by the influence of the internet. Hence in last decade, the use of internet has dramatically changed the face of HR recruitment and the ways organizations think about recruiting method .in the next coming years, online recruitment and hiring new candidate is continued their explosion and growth. Many organizational have already implemented e-recruitment processes for posting jobs and accepting resumes on internet and corresponding with applicants through e-mails. In this paper light will be thrown on the concept, benefits, problems and criteria for effective e-recruitment. It also focuses on the recent trends and methods of e-recruitment.*

Keywords: E-recruitment, internet, methods, organization, trends, growth.

I INTRODUCTION

E-recruitment has been an issue of interest over the past ten years. Internet is considered as the latest tool in hiring. It is a real revolution spreading over the world of job hunting & hiring. The term online recruitment, e-recruitment, cyberwriting, or internet recruiting, imply the formal sourcing of job information online. The first references to e-

recruitment appear in articles of the mid-1980s. E-recruitment can be divided into two types of uses: corporate web site for recruitment and commercial jobs boards (such as [monster.com](#)) for posting job advertisements. Corporate websites are a company's own website with a link for job posting/career options where candidates can log into for current openings. If the company advertises its vacant positions on other website that specialize in recruitment such as - [naukri.com](#), [timesjob.com](#), [monster.com](#), etc., the companies would be adopting commercial job boards for recruitment.

II LITERATURE REVIEW

A literature review is a summary and analysis of what research has been done already of existing research or topic. It is an overview of the previously published works on a topic. This section on literature review is focused on various theories that are relevant to our study.

A study conducted by [Berger and Ghei \(1995\)](#) in his study on a facet of hospitality hiring concluded that the success of the hotel industry depends on the quality of its employees and their effective management in order to assist the organization to achieve its objectives.

[Mencken & Winfield \(1998\)](#) explored the advantages and disadvantages of informal and formal recruiting practices in external labour markets. The authors found that quality was a strong motivator than cost for informal recruiting. The findings from the regression analysis also demonstrated that the quality of applicants was more salient for hiring managers in the private sector. [Smith \(1999\)](#) had worked upon e-recruitment where he had tried to conceptualize that internet helps employer "better target prospective employees. The author mentioned that the career web,

which small companies may consider expensive, could still be less costly than multiple newspaper ads

Galanaki (2002) had conducted a descriptive study on the decision to recruit online, involving 99 UK IT companies whose shares were traded in London stock exchange. A survey was carried out, in the form of a postal questionnaire, followed by an interview to which 34 companies replied. The author found that internet agencies provide the company with fewer but substantially better applicants than traditional recruitment agencies

A Research by *Matthews (2006)* on the recruitment of law students by the United States Internal Revenue Service described how by moving up the start date of its campus recruitment efforts it was able to fill jobs more easily and with better quality individuals. A research conducted by *Verhoeven and Williams (2008)* reports on a study into internet recruitment and selection in the United Kingdom. The study discussed the advantages and disadvantages as identified in literature and considered those against the views of HR Managers in UK.

III WHAT IS E-RECRUITMENT?

According to *Edwin B. Flippo*, "Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization". Recruitment is the activity that links the employers and the job seekers. A few definitions of recruitment are: A process of finding and attracting capable applicants for employment. The process begins when new recruits are sought and ends when their applications are submitted. Online recruitment offers recruiters one of the most powerful and cost-effective ways to recruit staff for an organization. Online recruitment, e-recruitment, or web-based recruitment is the use of online technology to attract and source candidates and aid the recruitment process. What this usually means is the use of a company's own website, a third-party job site or job board, a CV database, search engine marketing or social media platforms to fill vacancies. Many big organizations use Internet as a source of recruitment.

E- Recruitment is the use of technology to assist the recruitment process. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae i.e. CV through e mail using the Internet. Alternatively, job seekers place their CV's in worldwide web, which can be drawn by prospective employees depending upon their requirements. The term e-Recruitment means the process of finding and hiring the best-qualified candidate (from within or outside of an organization) for a job opening, in a timely and cost-effective manner (*Bhupendra & Swati, 2015*). The recruitment process includes activities like analyzing job requirements, attracting candidates, screening applicants, hiring and welcoming the new employee to the organization. E- Recruitment is the practice of using web-based resources for tasks involved with searching, attracting, assessing, interviewing and hiring new employees. *Armstrong (2009)* defines e-Recruitment as a process that uses the internet to advertise or post vacancies, provide information about the jobs and the organization and enable email communication to take place between employers and candidates. The function of e- Recruitment is to make the processes more productive as well as less expensive. Online recruitment can attract a larger pool of potential employees and smoothen the selection process.

The fundamental of e- Recruitment are as follows:

Tracking: Helpful in tracking the status of candidate with respect to the jobs applied by him/her. **Employer's Website:** Provides details of job opportunities and data collection for same. **Job Portals:** Like career Age, indeed, Monster, times job, etc. these carry job advertisements from employers and agencies. **Online Testing:** Evaluation of candidates over internet based on various job profiles to judge them on various factors.

Social Networking: Sites like google+, twitter, Facebook, linked in, etc. helps in building networking and finding career opportunities- Recruitment started in the form of autonomous job sites called bulletin board systems in the 1980s. A new global trend was started in U.S. when *Jeff Taylor* Launched *Monster.Com* with 20 clients and 200 job openings in 1994.

Today more than three-fourth of the fortune 500 companies use online recruiting and also now people use mobile application for uploading resumes and searching jobs on portals'- Recruitment can be done through company website, social sites and online job portals. There are large number of online job portals like [indeed.com](https://www.linkedin.com), [careerjet.com](https://www.careerjet.com), [freshersworld.com](https://www.freshersworld.com), [Naukri.com](https://www.naukri.com), [Timesjob.com](https://www.timesjob.com), [monster.com](https://www.monster.com), [jobsahead.com](https://www.jobsahead.com), [click jobs](https://www.clickjobs.com), etc. social networking sites like [LinkedIn](https://www.linkedin.com), [Facebook](https://www.facebook.com), [twitter](https://www.twitter.com), [google+](https://www.google.com) also plays a major role in online recruitment. Online portals have played a crucial role in providing companies with the best application with required qualification to be filled at the right place in the organization. Recruitment has proved to be a very convenient mode for both company and job seekers as both can upload the necessary details required and can find a suitable opportunity there (Bhupendra & Swati, 2015). The emergence of e- Recruitment as a strategy of cost and time saving mechanism coincide with the introduction of New Public Management (NPM) in the public-sector geared toward addressing institutional and structural problems afflicting public bureaucracies in both developing and developed countries (Snell et al, 2002). In 1991, British scientist Time Berne's Lee introduced the world wide web (www) to academic scientist. This is a harbinger to internet recruiting Forms of Recruitment Forms of recruitment can be broadly categorized into two. One is centralized and the other is decentralized. Centralized recruitment is in action when the organization is having a centralized power structure and the departments are not involved in decision making, it is only concentrated in one central department. In government Organizations it is visible, like in State Bank of India. Advantages may be Control of the administrative costs, standardization in the process, minimizes biased choices, experts are involved. Decentralized recruitment is having authority to each department to choose their staff. The companies who are geographically spread, or very big in size will find this form convenient. But the philosophy and Organization culture determines which to follow; like Bausch & Lomb have centralized recruitment form as well as G.E Optical have the decentralized form. Cost benefit analysis will determine the source of recruitment. As the process starts by discovering the sources for required

manpower, thus the search should be rigorous. Internal sources are many times over-ruled by the Organizations. One of the reasons is the search is restricted within the company and limited to the suitable existing employees. External search can be done in various ways. Some of them are- employee referrals, campus recruitment, placement agencies, and advertisements. Advertisements are considered to be most effective and common part of recruitment process. Advertisements can take place through several means, like through newspaper, through magazines/journals using specifically job advertisement newspaper, through professional publication, placing advertisements in windows, through online. On line advertisements for recruitment is a minute part of e-recruitment.

SCOPE OF THE STUDY

Followings are the scope of the study.

- It is much faster than traditional modes of recruitment.
- Access an online pool of resumes on a 24X7 basis. It allows the hiring manager to screen out unqualified candidates in an automated way. One can track the progress that the candidate is making in various stages of the hiring process. It saves the time for hiring manager to found out right candidate

IV Why E-Recruitment?

e-recruitment can overcome the barriers of traditional recruitment methods for easy access of the candidates. To be a successful Organization and to maintain the position recruiting high caliber staff is fundamental. Not finding the right person can lead to frustration. Many employers now aren't limited to attracting candidates from their own country and they can appeal to qualified candidates all over the world. The same holds true for job seekers. They can search and apply for jobs in areas where their skills are in demand regardless of geographical location. The widespread use of internet today has meant that advertising for candidates has become cheaper while at the same

time appealing to the wider audience. This is the secret of e-recruitment gaining popularity in a short time span

Advantages of E-Recruitment

Reduced time-to-hire- E-Recruitment allows for immediate real-time interaction and 24x7 hiring/job search activity. Employers can post a job in as little as 20 minutes on a career site such as Bayt.com with no limits to ad size and start receiving CVs in response immediately. The posting typically remains active for as long as 30 days and continues to receive applicant CVs immediately as job seekers come across it. This is in comparison to traditional methods where a newspaper ad may take appear a week later and only for a day, or a recruiter has to wait till month-end to reap the benefits of an ad in a monthly industry or geography-specific publication. Typically, e-recruitment hiring is on average 70% faster than traditional hiring methods and the recruiting cycle is speeded up at every stage from posting, to receiving CVs to filtering to managing the contacts and workflow

Reduced cost-of-hire -Costs of posting jobs and/or searching for candidates on job portals can be up to 90% lower than the costs of using traditional search firms and/or advertising methods. Online postings at approximately USD250 on a site like Bayt.com are substantially more cost-effective than the 30% of annual salaries fee that many traditional recruiters charge or the costs of newspaper publication ads for the same reach and time period.

Wider reach for employers- Unlike traditional methods which are usually restricted by career level, geography, industry or other parameters online recruitment portals typically have current and active talent databases that cover all career levels, industries and regions. Top marketing dollars are spent ensuring the databases are diverse, updated regularly, relevant and high quality. Sprawling business development teams also ensure that affiliations are established

whereby the portals are always prominent and top-of-mind with the relevant candidates and are visited by the target job seekers regularly

Wider reach for candidates- benefit immensely from the wider scope they gain through online job sites. They are able to access jobs in companies, industries and locations they 1, Issue9, October 2014 ISSN 23486848 may not otherwise have learned of and can apply immediately with the click of a mouse. By posting their CVs online they can be contacted by employers/recruiters directly for opportunities that may not even be advertised

State-of-the-art filtration tools- Leading job sites like Bayt.com offer employers the latest technologies and filtration criteria that help them find potential future candidates in the easiest, most rapid and efficient way. Bayt.com provides its community of employers with more than 33 unique search criteria and state-of-the-art screening and sorting tools to help them quickly and easily target and contact both active and passive professionals without the delay of using a go-between

Branding opportunity for employers- can use their job ads to project a consistent brand and company image/values to prospective job seekers. With the heat on for top talent, candidates can be very particular about who they work for and these company descriptions often serve as a basis for their application decisions

Sophisticated management tools -The entire recruitment process is managed from one location which allows the employer to post vacancies, receive CVs, screen, prioritize and contact candidates individually or collectively and track all activities from the confines of a private and highly functional employer Workspace. job seekers similarly can track the progress of their application at every stage of the hiring process from their own functional Workspace. This allows for an enhanced user experience for both employer and job seeker. Allows for confidentiality Both employers and job seekers can elect to maintain their confidentiality. Employers can elect to search

the databases without posting a job if the vacancy is sensitive in nature, or they can post a vacancy while keeping the company name confidential. Similarly, candidates can post their CVs online while keeping their names and present employer's name confidential.

Allows for proactivity -The employer/recruiter is in full control of the hiring process with online recruitment, can contact candidates real-time and directly and does not require a middleman to sift through, filter, assess or select the required candidates. By being in the driving seat, the employer gains valuable insight into the nature of the marketplace and the competitive landscape for the position. He is also able to ensure a superior match and a better fit for the long-term

Drawbacks of E-Recruitment

Require being computer savvy -the process is restricted within computer savvy candidates. As the search is based on various websites, their screening, keywords application demands for a computer savvy person and company.

Legal consequences- Alike other recruitment sources this source also should be aware of the words used in the advertisements otherwise it may lead to the charge of discrimination. For example, Disney World was sued for screening the resumes preferring the key words used by whites.

Vast pool of applicants- This benefits the Organizations as well as it is disadvantage to them also. Because the huge database cannot be scanned in depth. Either first few candidates are called for interview or the resumes are screened based on some key words. On the other hand, applicants also face global competition.

Non-serious applicants- Lot of applicants forward their resumes just to know their market value. As personally the candidates are not checked thus whether they are serious is not known. At the time of interview, the recruiter might realize that the candidate is not serious in leaving the current job.

But by that time some serious candidates might have been rejected.

Disclosure of information- Candidates profile and company details are available to public. The applicants do not want their employer to know that they are looking for a change. Phone number, address information has led to many security problems. Again, the companies do not want their competitors always to know the current scenario.

Outdated job postings- Occasionally, human resource representatives fail to remove old postings for positions from the website that have been filled. Sometimes this is due to miscommunication between the hiring manager and HR or a glitch in the system .

V Process of e-recruitment

implementing e-recruitment in your company involves a structured approach, a blend of the right technology, and a focus on the candidate experience.



(fig5.1)

Here's a detailed guide to help you introduce an all-online recruitment process:

- *Understand company needs*: Collaborate with department heads to get a clear understanding of the positions to be filled and the desired candidate profiles.
- *Set clear objectives*: Define what you aim to achieve with e-recruitment, such as reduced hiring times, increased application numbers, or more qualified candidates. Selection of technology
- *Applicant tracking system (ATS)*: Choose an ATS that aligns with your company size and hiring needs. An ATS allows you to post jobs, collect applications, filter candidates, and maintain a database.
- *Video interview platforms*: Platforms like Zoom, Skype, or specialized tools like Hire Vue or Spark Hire are essential for remote interviews.
- *Online assessment tools*: For skills testing, platforms like Codility (for developers), Vervoe (for various roles), or Hacker Rank can be useful. Develop a digital presence
- *Company careers page*: Create a compelling online careers page showcasing company culture, benefits, and open positions. Ensure that the application process is user-friendly.
- *Leverage social media*: Utilize platforms like LinkedIn, Twitter, and Facebook to advertise job openings and engage with potential candidates. Posting and promoting job openings Craft
- *compelling job descriptions*: Be clear about the role, responsibilities, and qualifications. Use SEO techniques to make postings easily discoverable
- *.Post on multiple channels*: Besides your company website, use job boards (Indeed, Glassdoor), professional networks (LinkedIn), and niche job boards specific to your industry. Screening and assessments
- *Filtering applications*: Use the ATS to filter applications based on keywords, qualifications, and other criteria.
- *Online assessments*: Send out online tests to assess technical skills, personality, or any other relevant competencies.
- *Initial screening*: Conduct initial rounds of interviews via video calls. These can be either synchronous (live) or asynchronous (pre-recorded questions). Interview process
- *Panel interviews*: Use video conferencing tools to conduct panel interviews. Ensure that all panel members are trained on the software.
- *Structured interviews*: To ensure fairness, use a structured format where every candidate is asked the same set of questions. Offer and onboarding
- *Digital offer letters*: Use e-signature platforms like DocuSign or Adobe Sign to send and get signed offer letters.
- *Online onboarding*: Use HR software to introduce new hires to company policies, get them to fill out necessary forms, and undergo virtual orientation. Platforms like BambooHR or Work Bright can be useful. Feedback and refinement
- *Gather feedback*: After the recruitment cycle, gather feedback from candidates about their experience. Use this to refine your process.
- *Monitor metrics*: Analyze data on time-to-hire, cost-per-hire, source efficiency, and candidate quality to gauge the effectiveness of your e-recruitment strategy. Ensure data security and compliance
- *Protect personal data*: Ensure the software and platforms you use are compliant with data protection laws relevant to your location and the candidate's location.
- *Regular audits*: Regularly audit your systems for any potential vulnerabilities. Continuous engagement Candidate Relationship Management (CRM): Use CRM tools to keep a pool of potential candidates engaged through newsletters, job updates, or webinars.
- *Alumni networks*: Leverage technology to create and manage alumni networks. Rehiring or referrals from ex-employees can be valuable.

VI E-RECRUITMENT METHODS OR SOURCES?

- *Job boards*

These are the places where the employers post jobs and search for candidates. Candidates become aware of the vacancies. One of the disadvantages is, it is generic in nature. Special skill candidates to be searched by certain job boards.

- *Employer web sites*

These sites can be of the company owned sites, or a site developed by various employers. For an example, Directemployers.com is the first cooperative, employer-owned e-recruiting consortium formed by Direct Employers Association. It is a nonprofit organization formed by the executives from leading U.S corporations. Press release by Recruiters Network (February 20, 2003) showed the site has 98 members approximately 45 percent of which are Fortune 500 companies.

- *Professional websites*

These are for specific professions, skills and not general in nature. For an example, for HR jobs Human Resource Management sites to be visited like www.shrm.org. The professional associations will have their own site or society.

VII TRENDS IN E-RECRUITMENT USE AND PRACTICE?

The current trends in the use and practice of e-recruitment include the use of mobile applications for job searches, company websites for potential candidate searches, social networking sites for connecting with job seekers, and the use of blogs. Additionally, there is a trend towards involving line managers in the recruitment process and the use of online databases for storing CVs.

Other trends include the use of software for screening applications, online attitude and aptitude tests, and video conferencing for conducting interviews.

The main drivers behind the decision to pursue e-recruitment are to improve corporate image and profile, reduce recruitment costs, reduce administrative burden, and employ better tools for the recruitment team.

However, there are also challenges associated with e-recruitment, such as the need for effective screening processes and the potential for bias in the selection process



(fig6.1)

- *Data-Driven Strategy*

Recruitment trends 2023 is based on a data driven strategy. Data is everything; it helps you project the past, present, and future! Employers are continuing to hire new employees based on a data-driven approach. New trends in recruitment show that the primary emphasis lies on 'Who to Hire' instead of 'What to Hire.' They deeply analyze budgeting, data, and relevant available information to get the best workforce for their company.

Work From Home Opportunity

According to legit online sources, new hiring trends in 2023 show that almost 98% of employees wish to get remote work options even when the covid-19 situation improves. The primary reason is that employees prefer their safety over work. If not full-time, they like getting a job from home at least 2-3 days every week. Therefore, managers need to come forward with innovative strategies and conditions. It ensures that Work from Home trends bring joy and affectability simultaneously to every concerned person. These strategies need to be formed in a way that works for everybody where they are aware of the pros & cons of teleworking. Remote working is the future as it's the most significant cost-saving alternative for companies.

- *Social Media Recruitment*

The latest recruitment trends 2023 view social media hiring as the top hiring method. During and after the covid-19 pandemic, 90% of the population using social media like LinkedIn, Facebook, Twitter, Instagram, etc., has shown an increased rate of staying online by almost 2x. Therefore, hiring managers see it as the most significant opportunity for connecting with multiple candidates. Global Recruitment trends have identified social media as a powerful medium to attract the right crowd. In addition, it helps in building the brand and the employee value proposition.

- *Automation and Artificial Intelligence (AI)*

Artificial intelligence and automation are expected to rule the world in 2023 like never before in our tech-driven world! Latest recruitment trends show that our dependency on technology is more than 70% for accomplishing basic tasks like shopping, paying bills, entertainment, etc. So, how come the recruitment industry stays behind in using it? Although various professionals consider the upcoming technology a threat to their job roles, few consider it a blessing

- *Flexible Schedules*

The most popular recruitment trend in 2023 is providing employees with flexible working schedules.

Employees' urge to get more flexible hours will continue in 2023. Work from home trend has given birth to increased demand for flexible schedules. While operating from home, committing to a 9 to 5 job gets challenging. Nobody knows the uncertain times that shall come up during covid times while working in a 9 to 5 preset stringent timings schedule. Here, skipping work for one or more hours can lead to a loss of pay for that particular hour and a full-day loss in extreme cases. Working in a flexible work environment helps human resources attend to and cope with such emergencies without losing their salary for that day. Flexibility allows employees to complete their daily tasks at their set timings. Various human resource management reports reveal that companies offering flexible work schedules attract the best talent. It also disclosed that it increases employee retention by 85% and almost doubles productivity.

- *Skills-Based Hiring*

According to the latest talent acquisition trends in 2023, recruitment managers will focus more on the candidates' domain-based experience than resumes and talent acquisition-based experience. The Marketing Head & Global Chief People Officer of Tech Mahindra said, "Company's hiring is 100% based on candidates' skills on latest technologies like blockchain, artificial intelligence, cybersecurity, etc.

- *Virtual Recruitment*

One of India's most time-saving and profitable recruitment trends is hiring employees virtually. With the ongoing pandemic, companies are the least focused on creating walk-ins and offline interview drives. Virtual recruitment saves a lot of cost for companies by providing the most efficient ways to screen out candidates' profiles. More than 65% of the applicants seek hybrid work opportunities to make reasonable monthly incomes. Hiring managers are working smartly with the new hiring trend of remotely taking interviews and onboarding employees

- *Employer Branding*

One of the important recruitment trends of 2023 that most companies fail to follow is employer branding.

We are well-versed in that any job applicant cross-checks the company's work culture, reviews, salary package, and other facilities. Any company with a good brand name and reputation will likely get the maximum number of applicants.

VIII OBJECTIVE AND BACKGROUND OF SURVEY:

A research objective is a clear and concise statement that describes in detail various aims or goals of a study. This sets out purpose of data collection carried out by researchers involved in finding statistical truths. Research objectives narrow down the study; guiding the way for designing methods, collecting data and analyzing results. These objectives should be measurable, achievable, relevant and time-bound so they offer roadmap throughout research process. Research objectives help in the formulation of Hypothesis for the study and it also helps in narrowing down the research and helps in focusing on the point. Here are some of the objectives of the study:

- **Evaluate the Efficiency of E-Recruitment Platforms:** *Assess how quickly and effectively e-recruitment platforms can match job seekers with job openings compared to traditional recruitment methods.*
- **Examine Trends and Innovations:** *Study current trends and innovations in the e-recruitment industry, such as mobile recruiting, social media integration, and gamification. Measure Reach and Accessibility Investigate the extent to which e-recruitment broadens the pool of applicants, including its ability to reach a more diverse and global audience.*

IX METHODOLOGY

A research methodology describes the techniques and procedures used to identify and analyze information regarding a specific research topic. It is a process by which researchers design their study so that they can achieve their objectives using the selected research instruments. It includes all the important aspects of research, including research design, data collection methods, data analysis methods, and the overall

framework within which the research is conducted. While these points can help you understand what is research methodology, you also need to know why it is important to pick the right methodology. Its empirical study done on the residents and individual behavior. Around 52 responses were collected, as they were completely filled and used as a data for analysis. The topic was taken for study to assess people awareness of effectiveness of e- recruitment. The data was collected through self-designed questionnaire. The Information was collected from the people who are a student that are currently searching from jobs and have already got jobs in their particular fields

STUDY TOOL

Study tools are defined as any mean to collect data that support the claims of the study. Study tools include Qualitative tools and Quantitative tools. Information was collected by using self-designed simple questionnaire regarding the usage of UPI and other methods of digital payment apps over cash through interview technique information related to demographic factors like age, name, gender, religion etc. General awareness regarding the e-recruitment which includes general information about the e-recruitments. It includes questions related to effectiveness of e-recruitment method from traditional method of recruitment. It includes questions related to problems they face while using e-recruitment It includes questions related to impact of e-recruitment in individual.

STATISTICAL ANALYSIS:

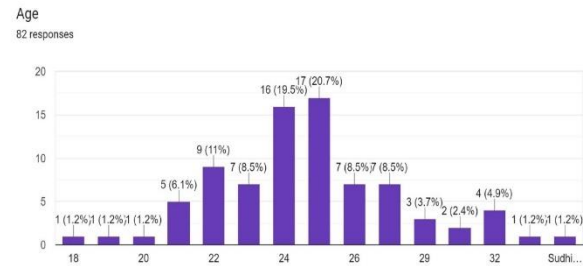
Data was entered in Microsoft Excel and analyzed using Statistical Method. Descriptive statistical measures like percentage were calculated. Other methods and explanation also carried out to draw graphs and table to compare data

RESULT AND ANALYSIS:

- **Among 82 people surveyed, which constituted by-**
- **Name**
- **Age**

- **Gender (male, female,)**
 - **Whether employed or unemployed**
 - **Highest qualification**
 - **How frequently do you use online platforms for job searching?**
 - **What are the primary factors that influence your decision to apply for a job online?**
 - **Have you encountered any challenges or drawbacks while using e-recruitment platforms?**
 - **If yes, please specify the challenges faced:**
 - **How would you rate the effectiveness of e-recruitment compared to traditional recruitment methods**
 - **What features or functionalities do you consider essential in an e-recruitment platform?**
 - **Have you ever experienced any issues related to privacy or data security while applying for jobs online?**
 - **Do you believe that e-recruitment is more inclusive and accessible compared to traditional recruitment methods?**
 - **How do you think e-recruitment has impacted the recruitment process from the perspective of both employers and job seekers?**
- | gender | percentage |
|--------|------------|
| Male | 48.8% |
| female | 51.2% |
- **In your opinion, what improvements could be made to enhance the efficiency and effectiveness of e-recruitment platforms?**
 - **Would you recommend e-recruitment as a preferred method for job seekers?**

DESCRIPTIVE ANALYSIS

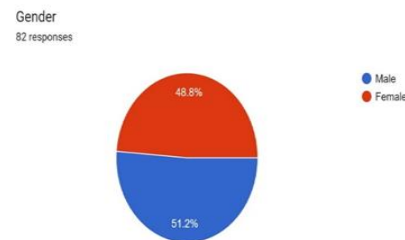


(fig9.1)

Age

by analyzing the above data people who have filled the form are mostly belong to age group of 24 to 26 and of age 22

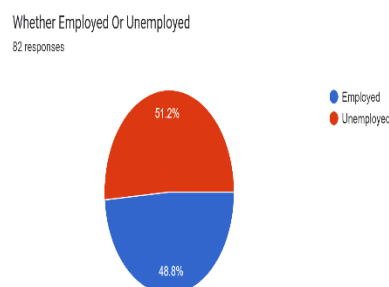
Gender



(fig9.2)

Out of 82 responses people 51% are male and 48.8% are females who have filled the questionnaire form

Employed or unemployed



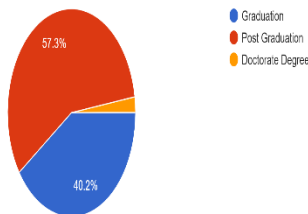
(fig9.3)

Out of 82 people who have filled the form are employed ones are 48.8% and unemployed one are 51.2%.

employed	48.8%
unemployed	51.2%

Highest qualification

Highest qualification
82 responses



(fig9.4)

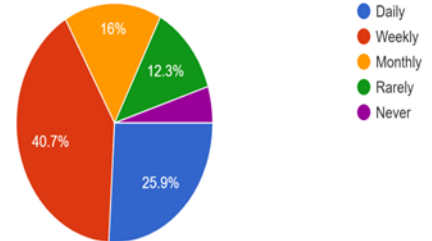
Out of 82 people who have responded 57.3% are post graduated and 40.2 are from graduated and other left belong to the doctorate degree.

Graduation	40.2%
Post Graduation	57.3%
Doctorate degree	2.5%

Duration of online job searching

1-How frequently do you use online platforms for job searching ?

81 responses



(fig9.6)

Out of all the people who use online platforms for recruitment are 25% who use daily 40.7% weekly, 16% monthly, rarely 12.3% and other left have never used the online recruitment platforms

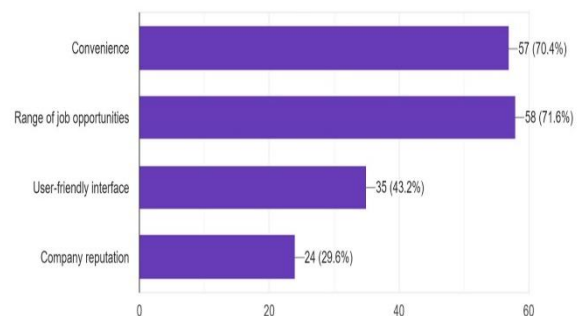
Daily	25.9%
Weekly	40.7%
Monthly	16%
Rarely	12.3%
never	5%

Factors influencing decision making

Out of 82 responses more people have chosen

2. What are the primary factors that influence your decision to apply for a job online ?

81 responses



convenience and range of job opportunities as a

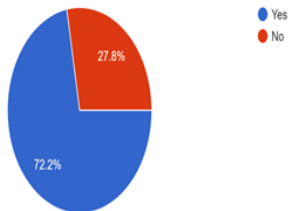
primary factor that influences decision to apply for job online.

Convenience	70.4%
Range of job opportunities	71.6%
User-friendly interface	43.2%
Company reputation	29.6%
other	

(fig9.7)

Challenges faced while using e-recruitments platforms

3. Have you encountered any challenges or drawbacks while using e-recruitment platforms ?
79 responses



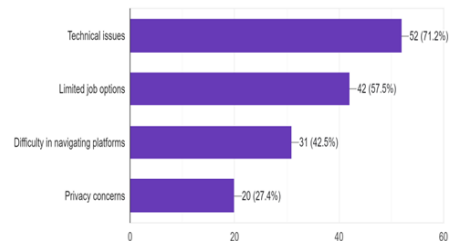
(fig9.8)

Out of 82 people 72.2 % of people have faced a problem or encountered with challenges or drawbacks while using e-recruitment platforms

yes	27.8%
no	72.2%

Specify the challenges faced:

4. If yes, please specify the challenges faced :
73 responses



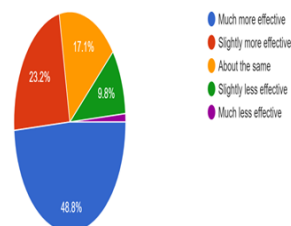
(fig9.9)

Out of 82 responses analyzed maximum of them have faced the challenges of technical issue and limited job options while using online recruitments platforms

Technical issues	71.2%
Limited job options	57.5%
Difficulty in navigating platforms	42.5%
Privacy concerns	27.4%
other	-

Comparison from traditional recruitment method

5. How would you rate the effectiveness of e-recruitment compared to traditional recruitment methods ?
82 responses



(fig9.11)

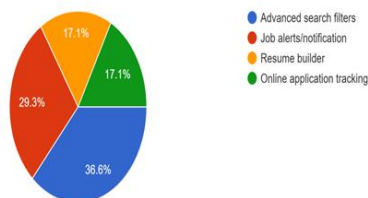
By comparing with traditional method of recruitments out of 82 Repones almost 48.8 % have found it more effective than traditional method of recruitment

Much more effective	48.8%
Slightly more effective	17.1%
About the same	9.8%
Slightly less effective	23.2%
Much less effective	2%

Features essentials for e-recruitment

Out of 82 responses 36.6% of people have given the priority to advanced job filter as a features or functionalities that would be essential in an e – recruitments platforms and 29.3% of people have chosen job alerts/notifications as an essential function.

6. What features or functionalities do you consider essential in an e-recruitment platform ?
82 responses



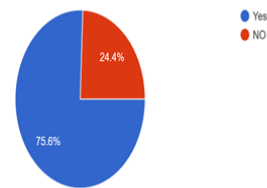
(fig9.10)

Advanced search filters	36.6%
Job alerts/notifications	29.3%
Resume builder	17.1%
Online application tracking	17.1%
other	-

Experience of issue related to privacy

Out of 82 people 75.6% of people have faced the issue related to privacy or data security while applying for jobs online that means privacy issue should be improved.

7. Have you ever experienced any issues related to privacy or data security while applying for jobs online ?
78 responses



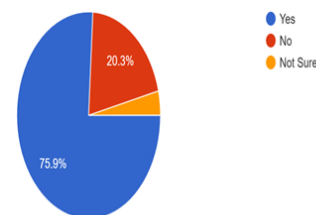
(fig9.12)

Yes	75.6%
No	24.4%

e-recruitment is more inclusive and accessible compared to traditional recruitment methods?

75.9 % of people have found e-recruitment as more inclusive and accessible compared to traditional recruitment method

8. Do you believe that e-recruitment is more inclusive and accessible compared to traditional recruitment methods ?
79 responses



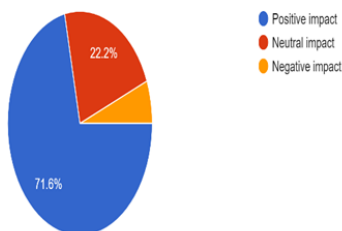
(fig9.13)

Yes	75.9%
No	20.3%
Unsure	5%

e-recruitment has impacted the recruitment process from the perspective of both employers and job seekers?

Out of 82 people 71.6 have found e- recruitment has impacted the recruitment process from the perspective of both the employers and job seekers and other 22/2% of people have not found that impactful

9. How do you think e-recruitment has impacted the recruitment process from the perspective of both employers and job seekers ?
81 responses



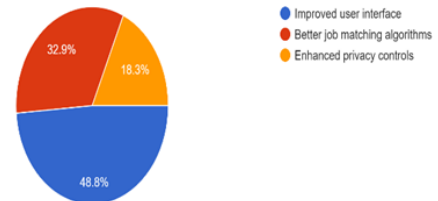
(fig9.14)

Positive impact	71.6%
Negative impact	22.2%
Neutral impact	7%

what improvements could be made to enhance the efficiency and effectiveness of e-recruitment platforms?

Out of 82 responses 48.8% of people have selected improved use interface as improvements that could be made to enhance the efficiency and effectiveness of e recruitment platforms

10. In your opinion, what improvements could be made to enhance the efficiency and effectiveness of e-recruitment platforms ?
82 responses



(fig9.15)

Improved user interface	48.8%
Better job matching algorithms	32.9%
Enhanced privacy controls	18.3%
Other	-

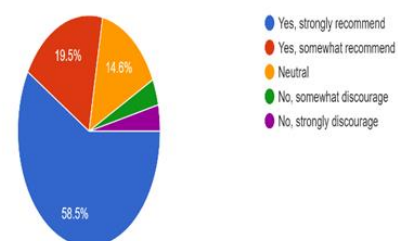
Recommendation for job seekers

58.5 % people would recommend other to use online recruitment platforms

And 19.5 % would somewhat recommend to others

and others are lefts are skeptical about the recommendations

11. Would you recommend e-recruitment as a preferred method for job seekers ?
82 responses



(fig9.16)

<i>Yes, strongly recommend</i>	58.5%
<i>Yes, somewhat recommend</i>	19.5%
<i>Neutral</i>	14.6%
<i>No, somewhat recommend</i>	5%
<i>No, strongly discourage</i>	5%

X CONCLUSION

In conclusion, e-recruitment has significantly transformed the recruitment landscape by leveraging the internet's vast reach and efficiency. Its effectiveness is evident in several key areas: cost reduction, speed of the hiring process, and access to a diverse talent pool. Companies can easily showcase their employer brand and connect with candidates globally, making it easier to find the right fit for their organizational culture and needs.

However, it is essential for organizations to balance technology with personal engagement, ensuring a streamlined yet human-centered approach to recruitment. While e-recruitment offers numerous advantages, companies must also be aware of potential challenges, such as information overload and the need for effective filtering mechanisms. Ultimately, when strategically implemented, e-recruitment can lead to improved hiring outcomes and contribute to a more agile and competitive workforce.

XI REFERENCES

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