TRANSFORMING EMPLOYEE ACQUISITION AND ORGANIZATIONAL SUCCESS: THE POWER OF E-RECRUITMENT

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ABSTRACT: E-recruitment has grown in popularity and may be partly responsible for the dramatic shift that has occurred in the talent acquisition environment since the introduction of digital advancements. Examining E-Recruitment's many applications, benefits, drawbacks, and future advances, this essay delves into its profound effects on organizational efficacy. Before suggesting that non-traditional recruitment strategies are preferable, this paper first analyzes the pros and cons of conventional tactics. As a result of its capacity to shorten the hiring cycle, cut costs, and introduce firms to a wider range of qualified candidates, technology-driven e-recruitment has seen explosive growth in popularity. Successfully attracting, screening, and engaging qualified candidates requires the integration of digital channels such as online job portals, social media, and application tracking systems. This essay also explores the many benefits of E-Recruitment for organizations. Faster and more precise application selection processes could boost productivity and efficiency in businesses. Since e-recruitment helps present an accurate picture of a company's beliefs, work environment, and potential, it is essential for attracting top personnel.

Keywords: E-recruitment, Online recruitment, Talent acquisition, social media, Recruitment process, Hiring process.

1. INTRODUCTION

A company's growth and success depend on its ability to find and keep excellent employees. Human resource management's ultimate objective is to find qualified individuals to fill open positions within an organization. E-recruitment is one example of how talent acquisition has progressed over time, replacing more conventional approaches like newspaper ads and job fairs. Talent acquisition encompasses the search for, attraction of, and retention of exceptional individuals. Finding the right person for the job might be difficult, but it will offer you a leg up on the competition if you succeed in recruiting and keeping the greatest personnel. Companies are investing more than ever in the recruitment process as the battle for top talent increases. (TYAGI, 2012) E-recruitment, or internet-enabled recruiting (Afshar, 2014), is the practice of seeking for and selecting potential new employees using electronic means. E-recruitment, often known as electronic recruiting, is the process of finding and hiring new employees through the use of electronic means. Academics

and industry experts disagree on whether or not online job boards are effective for finding candidates. Reasons for this include lower costs, greater accessibility, and quicker results compared to more conventional employment approaches. The proliferation of everything associated with the digital age, such as online courses, tests, payments, and even job openings, is plain to see today. As an imitation of (Johnson, 2016). The advent of online resources for personnel recruitment provides context for this discussion. Firms need to adapt their recruitment techniques when new technologies become available in order to remain competitive in the modern job market. Therefore, many businesses are turning to online recruitment to save money and boost productivity. (Singh, 2022). E-recruitment has matured into a standard technique for finding new talent as the recruitment process has advanced. Critics of e-recruitment say it lacks the personal touch that is important to create great employees, while proponents highlight the time and money savings it brings. The proliferation of new technology in the workplace serves as the backdrop for this

discussion. Employers have been able to experiment with new methods of finding and keeping employees thanks to the widespread availability of computers and the web. Because of the larger pool of applicants and the low barrier to entry, electronic recruitment is now a real option. E-recruitment has its proponents, but not everyone is convinced of its ability to consistently unearth elite talent and guarantee seamless cultural integration. There is some evidence to suggest that online job boards use biased algorithms. Therefore, knowing where and how e-recruitment came from is essential for assessing its value in the context of talent acquisition. Innovation in employee recruitment and retention is essential for any company hoping to stay up with the lightning pace of technological change. Companies who intend to use e-recruitment as part of their talent acquisition strategy should familiarize themselves with its history and intricacy.

Theoretical investigations into the effectiveness of talent acquisition through online recruitment have been conducted by both academics and industry professionals. E-recruitment's theoretical implications show that it has the ability to efficiently attract and select high-quality candidates for available positions. Companies can find and interact with eligible individuals faster with the help of technology that streamlines the recruitment process. Because it takes human subjectivity out of the recruiting process from the start, electronic recruitment can help lessen discrimination. This is growing in significance as issues of diversity and inclusion receive more focus in the corporate sector. However, putting all of your eggs in the digital recruitment basket could prove risky. If, during the recruitment process, a candidate does not have any opportunities to interact with actual people, for instance, they may feel disengaged with the organization. There are risks associated with using the internet to look for a job. When developing a talent acquisition strategy, businesses should weigh the benefits and drawbacks of e-recruitment, despite its numerous potential advantages.

For more information on "The effectiveness of Talent acquisition through E- recruitment," keep reading!

In recent years, e-recruitment—the practice of using the internet to find and hire new employees—has become increasingly common. The widespread adoption of technology across businesses is driving this shift in HR practices. When compared to more conventional recruitment methods, e-recruitment has many benefits, including lower costs and faster response times. The usage of social media in the modern electronic recruitment process is a relatively new phenomenon. LinkedIn and Facebook are being utilized by companies to network with prospective employees. Artificial intelligence (AI) resume reviews are a recent development. Automation of repetitive duties and the provision of insights into candidate suitability are two ways in which AI can assist in the recruitment process. E-recruitment has come a long way in recent years, but there are still obstacles to overcome, such as guaranteeing a diverse candidate pool and reducing prejudice in automated screening systems. Despite this, e-recruitment will remain an important part of the talent acquisition process going forward. Companies who anticipate and adapt to this shift will have a leg up on the competition for both new and existing customers.

STATEMENT OF PROBLEM:

E-recruitment, in which the internet is used to locate and entice potential workers, is currently standard practice. Despite electronic recruitment's extensive use, there is ongoing debate over whether or not it is more effective than traditional methods. The purpose of this research is to determine whether or not online recruitment is an effective method for finding and choosing the best candidates for open positions in an organization. The study will examine the comprehensiveness of the labor force, the accuracy with which candidates are appraised, and the overall success rate of e-recruitment. The primary objective of this research was to provide business owners with recommendations for using empirically backed e-recruitment strategies.

OBJECTIVES OF STUDY:

➢ The purpose of this research is to compare the effectiveness of online recruitment efforts to that of more conventional approaches.

Examining the benefits and shortcomings of online recruitment by assessing its accuracy and efficiency.

➢ The cost-effectiveness and efficiency of e-recruitment as a means of selecting the best candidates may be evaluated by looking at the success rate of hiring decisions made using this method.

LIMITATIONS OF THE STUDY:

➢ When making final choices, there could be bias. Often, algorithms and keyword searches are used in internet recruitment. This means that qualified applicants who don't meet all of the standards could be missed. Because of this, the group of job applicants and the company as a whole may become less varied.

➢ Another problem is that managers and people who want to work there don't meet in person. Even though the internet has made it easier to get in touch with job candidates, it still can't show as much about soft skills like communication and teamwork as face-to-face conversations can.

2. REVIEW OF LITERATURE

E-recruitment is an important source of a competitive edge in the global market. Online job postings and applications are becoming more and more common. This study looks at the pros of using online ways to hire people in India. (TYAGI, 2012) This piece talks about how companies in the hospitality and tourism industries can use EHRM and AI to speed up the hiring process, keep more workers, and find new workers faster. It focuses on how AI technologies, e-recruitment, and e-selection can help companies by making hiring and choosing better. (Richard D. Johnson, 2021). The R&S Process is broken up into 11 groups, but most people use job automation tools, screening software, and chatbots. Larger, tech-focused companies are more likely to use AI solutions, but businesses are still hesitant to invest in it. (Albert, 2019) Online recruitment has made work easier than traditional employment methods, and social media has made it easier to share job openings and get quick responses from qualified applicants.

(Kihara, 2015) It is suggested that the Teachers

Service Commission do a similar study to see how good it is at finding the right people for work. Recruiting through social media (SM) is a technique that businesses will need to use to stay competitive. (Sills, 2014) How important marketing is in how good people are found and hired today. It also looks at studies on marketing and hiring, as well as how social media can be used to help fill jobs faster. (Ahmad Alashmawy, 2019) It also looks at how cost-effectiveness, relative gain, support from top management, HR readiness, pressure from competitors, and vendor support affect the use of AI technology for hiring. (Sharma, 2015) Last, it looks at the link between how AI technology is accepted and how it is actually used to find talent. This link is hurt by a company's insistence on using the same old ways to find talent. (Rajasshrie Pillai, 2020)

People are using social media to find, hire, and vet job applicants, but this can lead to bias against minority candidates. This part tells organizations how to avoid any possible biases and gives ideas for where future study could go. (2016) Erica N. Ruggs, Ph.D. Large IT companies hire tens of thousands of workers through many different ways, which makes it hard to find the best ones. Data mining and text mining are used to get information from resumes, make job matching engines, find skills that are similar, and make JD ending modules. All of these things help make the hiring process better.

(Girish Keshav Palshikar, 2018) tries to find out what the company thinks about its plan for recruiting methods. Eleven HR experts took part in semi-structured interviews as part of an inductive qualitative single case study. Look at the facts and use the method that has already been set up to make a grounded theory. (Paramita, 2020) The main goal of the study is to learn more about the recruitment process, with a focus on modern E-Recruitment practices, to find out how E-Recruitment is used and what its benefits are, and to learn how to use online media for Talent Acquisition in a way that can be measured and is still effective. (M. Kavitha, 2021). We looked into whether Web 2.0 tools like podcasts, blogs, and online employee reviews can help a working professional's view of a company. The results

show that showing video clips and honest employee reviews on independent blogs makes job seekers feel better about how good and real the job ad is.

(Pratyush Banerjee, 2019)Social media has had a big impact on HR, including hiring, selecting, onboarding and socializing, employee growth, performance management, and punishment. (Harwell, 2018) There is a look at both the pros and cons of using social media during the hiring process. It looks at how businesses can use social media to offer job seekers something of value and customize material to get better at finding talent. E-recruitment, which has become more important as the internet has grown, is also looked at. (Gloria Phillips-Wren, 2016) The goal of the study is to find out what job seekers and employers can do and what issues they face. It will also look at how and where e-recruitment is used in general.

 (Ugo Chuks Okolie, 2017) This chapter looks at both academic and real-world trends in how talent management (e-talent) uses information technology. It works on key talent management techniques like how to find talent, how to develop talent, how to keep talent, and how to keep talent. (Wiblen, 2018) With a group of high school kids who had already been chosen, surveys and interviews were done using a mixed method. The data showed that the school's use of e-recruitment was linked to the success of its employees.

(Cavaliere, 2021). Organizations can find and evaluate candidates at any time and in any place by using websites, social media, job portals, computerized and online evaluation methods, and mobile devices. (Anna B. Holm, 2018) This chapter looks at how the HR function has changed over time and how it will change in the future. It also gives an evidence-based strategy framework for digital HR concepts and strategies.

(Thite, 2018) The study looks at how talent management in the IT field uses technology and strategies to find and hire bright people in new ways. (Jose, 2019). Organizations must do their best to find the right skill sets and abilities as part of their talent acquisition plan. (Pallavi Srivastava,

2008) This essay looks at how e-recruitment fits into a company's employee management system and how the recruiting business is doing right now. It also looks at how multinational companies (MNCs) in Nigeria use E-recruitment and how well they keep their workers. (Jelena Anđelković Labrović, 2016) This study found that business and corporate websites were a big part of why workers stayed with a company. This shows that HR managers need to know the connection between E-recruitment strategies and keeping employees.

(Solomon Akpoviroro Kowo1, 2019) It also looked at how artificial intelligence technology works and how it can be used for talent management. (R. Vedapradha, 2023). The study's goal is to find out how e-recruitment changes how well banks in Nigeria do. It uses qualitative study methods to look at how e-recruitment affects how well two Nigerian commercial banks do at their jobs. This study is important because it can make or break a brand's image and hurt a company's ability to do its job well. (Saharan, 2021) This study looked at how 8 experienced managers from well-known companies in Thailand found and hired creative people. The data showed that transfers, promotions, newspaper ads, radio and TV ads, and the internet were the most common ways to hire people.

(Daniel, 2019). E-recruitment is an important part of handling human resources, and both line managers and human resource hiring managers can learn from it. Fit-well analysis, the passive candidate approach, business branding, and career consultants are all examples of modern ways to hire people that save money and speed up the process. (Sukmahan, 2017) You can find people to work for you on social media. It focuses on LinkedIn, but other social media sites like Facebook, Instagram, and Twitter can also help with e-recruiting. It also talks about how people's use of social media changes their morals and the law. (Looy, 2022) The goal of this study is to find out how different e-recruitment tools can help with hiring and how they can work well together. (Marques, 2017)

3. TESTING OF HYPOTHESIS

Title of the table: Table showing					
Chi-Square Model Summary					
DATA ANALYSIS:	Independent Variables				Working modal
	Gender	Age	Years of experience	Designation	
Test Variables	p-value	p-value	p-value	p-value	p-value
Satisfaction level towards organization's Talent Acquisition process	0.242	0.156	0.056	0.002	0.033
Considering all of your job responsibility, talent acquisition is	0.154	0.374	0.103	0.938	0.238
Organization's most pressing requirement when it comes to talent acquisition is	0.312	0.17	0.47	0.886	0.14
Social media profiles present unreliable and/ or inconsistent representations of candidates	0.04	0.002	0.046	0.451	0.087
The largest number of candidates are obtained through	0.892	0.846	0.651	0.182	0.363
The hiring decisions made by the hiring managers are	$<.001$	0.524	0.773	0.651	0.437
How can companies measure the effectiveness of e-recruitment for talent acquisition?	0.963	0.018	0.178	0.496	0.186
Do you believe the internet has added value to your recruitment process from both an employer and a candidate perspective?	$<.001$	0.196	0.014	0.372	0.016
Which current trends are you using in e-recruitment?	0.872	0.165	0.173	0.026	0.301
Does your company use AI for e-recruitment process?	0.003	$<.001$	0.085	0.588	0.556
E-recruitment method is more cost effective than traditional method	0.295	0.078	0.235	0.685	0.169
In company, the average time required to hire the talent is	0.046	$<.001$	0.099	0.778	0.229
Apart from social networks and job boards, is company leveraging other marketing tools to stand out and attract best profiles or talents in the market?	0.09	0.226	0.774	0.786	0.499
What are some of the advantages of e-recruitment over traditional recruitment methods?	0.045	0.48	0.752	0.557	0.198
What are some of the challenges associated with e-recruitment?	0.436	0.519	0.269	0.477	0.732
How can companies ensure the effectiveness of e-recruitment for talent acquisition?	0.083	0.057	0.391	0.46	0.323
What are the potential drawbacks of e-recruitment for talent acquisition?	0.223	0.474	0.88	0.684	0.462

➢ According to the information presented above, the value for the chi square statistic can be located in the Chi-Square Tests table under the heading "Pearson Chi-Square" in the Value column. The value of chi-square is 24.817. In the same column, under "Asymptotic Significance (2-sided)", you'll find the p-value (.002). Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. Chi-square analysis yields a value of 16.709. The p-value (0.03) may be found in the same row, labeled "Asymptotic Significance (2-sided)". Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ We can infer that e-recruitment and employees' overall happiness with the company's talent acquisition practices are related, as the p-values for both job title and work mode are less than 0.05.

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. A chi-square value of 16.198 is obtained. Under the heading "Asymptotic Significance (2-sided)", the p-value (.040) may be found in the same row. Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. The resulting chi-square value is 24.071. In the same column, under "Asymptotic Significance (2-sided)", you'll find the p-value (.002). Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. The value of chi square is 15.780. The comparable p-value (.046) may be found in the same row, labeled "Asymptotic Significance (2-sided)".

Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ The p-values for age, gender, and years of experience are all less than.05, suggesting that there is a correlation between the fact that social media sites give inaccurate and/or inconsistent portrayals of candidates and E-recruitment.

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. The chi square value is 32.856, as expected. The p-value (.001) is located in the same row, labeled "Asymptotic Significance (2-sided)". Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ If the p-value for a certain gender is less than 0.05, then there is statistical evidence linking E-recruitment with the choices made by hiring managers.

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. The value of chi-squared is 18.497. The significance level (.018) can be seen in the same column, labeled "Asymptotic Significance (2-sided)". Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ We may infer that E-recruitment is connected to the effectiveness with which talent is recruited online because the age-related p-values are less than.05.

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. The resulting chi-square value is 34.305. The p-value (.001) is located in the same row, labeled "Asymptotic Significance (2-sided)". Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. The

value of chi square is 19.117. The significance level (.014) can be seen in the same column, labeled "Asymptotic Significance (2-sided)". Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. The resulting chi-square value is 18.794. The p-value (.016) is located in the same row, under the heading "Asymptotic Significance (2-sided)". Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ E-recruitment seems to have benefits for both the business and the applicant (p-values for gender, years of experience, and job title are all lower than 0.05), so it's worth exploring.

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. The chi square value is 26.016%. The p-value (.026) is located in the same row, labeled "Asymptotic Significance (2-sided)". Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ If the p-values for designation are less than 0.05, we can infer that there is a correlation between talent acquisition and the strategies you are implementing in e-recruitment.

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. Chi-square = 11.746, which is a notable value. The p value (.003) is located in the same row, labeled "Asymptotic Significance (2-sided)". Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. The resulting chi-square value is 18.521. The p-value (.001) is located in the same row, labeled "Asymptotic Significance (2-sided)". Statistical significance is indicated if this

value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ Since the p-values for both gender and age are less than 0.05, we infer that the usage of AI in the firm's e-recruitment process is associated with the success of the organization in attracting and keeping top talent.

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. Chi-square analysis yields a value of 15.756. The comparable p-value (.046) may be found in the same row, labeled "Asymptotic Significance (2-sided)". Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. A chi-square analysis yields a value of 29.143. The p-value (.001) is located in the same row, labeled "Asymptotic Significance (2-sided)". Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ We can draw the conclusion that E-recruitment reduces the time it takes to fill available positions within an organization because both the gender and age p-values are less than 0.05.

➢ Value appears in the column to the right of "Pearson Chi-Square" in the Chi-Square Tests table, indicating the chi square statistic. The resulting chi-square value is 9.732. The.045 significance level is located in the same column, labeled "Asymptotic Significance (2-sided)". Statistical significance is indicated if this value is less than or equal to the so-called alpha threshold (usually set at.05).

➢ Since the p-values in the gender cases are less than 0.05, we can infer that there is a link between the advantages of e-recruitment over traditional recruitment methods and talent acquisition.

4. FINDINGS & SUGGESTIONS

Employers have increasingly become interested in

studies examining the efficacy of talent acquisition via internet recruitment. E-recruitment, or electronic recruiting, is the practice of finding, interviewing, and ultimately extending job offers to prospective new employees through electronic means. The results indicate that using online resources for recruitment may help businesses locate and entice qualified individuals.

In the quest to fill unfilled positions with qualified individuals, many companies have found e-recruitment to be a useful tool. It's a more effective and efficient alternative to the time-consuming processes of traditional hiring. This can cut down on expenses for marketing and personnel travel. The fact that it is both cost-effective and useful is a nice plus. When compared to more conventional recruitment strategies, online application forms and resume screening technology can expedite the hiring process while saving both time and money.

There are advantages and disadvantages to conducting recruitment online. Given the abundance of data available online, it may be challenging for employers to sort through applications and locate the best prospects. In addition, the lack of face-to-face contact during the employment process may make it seem cold and impersonal. Possible negatives include prejudice encountered during the screening process and competition from other businesses employing the same or comparable techniques. Despite its drawbacks, in today's digital age, e-recruitment has become an essential part of many companies' plans for acquiring talent, and it continues to be an effective tool for businesses in their pursuit of top-notch employees.

SUGGESTIONS:

E-recruitment, or the practice of sourcing and ultimately hiring new employees via the internet, has grown in popularity in recent years. Its effectiveness in luring and maintaining top talent, however, is open to debate. More study is required to completely comprehend how online recruitment influences talent acquisition. The purpose of this research is to assess the efficacy of various electronic recruitment tactics, such as social media recruitment, online job boards, and electronic tests. It is important to measure how e-recruitment changes the candidate experience and how people view the company's brand. Organizations may strengthen their ability to attract and retain top talent in a tight labor market by analyzing these criteria and developing more effective recruitment methods. The goal of this research is to compare and contrast various online recruitment efforts to more conventional ones, such as word-of-mouth and print advertisements. E-recruitment's potential to promote workplace diversity and tolerance is another important consideration. In order to maximize the effectiveness of electronic recruitment, candidates' web profiles should be enhanced. One component of this plan is to keep your LinkedIn profile current and highlight your relevant talents and expertise.

5. CONCLUSION

In conclusion, it is undeniable that online recruitment is an effective method for locating and recruiting A-list talent. It has revolutionized the way companies look for and hire new employees. E-recruitment allows for a quicker screening process, easier access to a larger applicant pool, and lower recruiting costs overall. Recruiters can find qualified candidates faster than ever with the help of social media, applicant tracking systems, and online job boards. Technologies like resume screening and online interviews have streamlined the hiring process. Although electronic recruitment (or "e-recruitment") has its place, it should not completely replace more traditional recruitment strategies such as word of mouth and job fairs. Both methods can help in the search for the ideal candidate for a position. E-recruitment has proven useful in the talent acquisition process because it is more time and cost effective than traditional recruitment approaches. Many businesses now exclusively accept applications submitted online, and this trend is only anticipated to grow as technology advances.

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