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A Study on Impact of E- Recruitment in Spincotech Private Limited

M.S. Divya

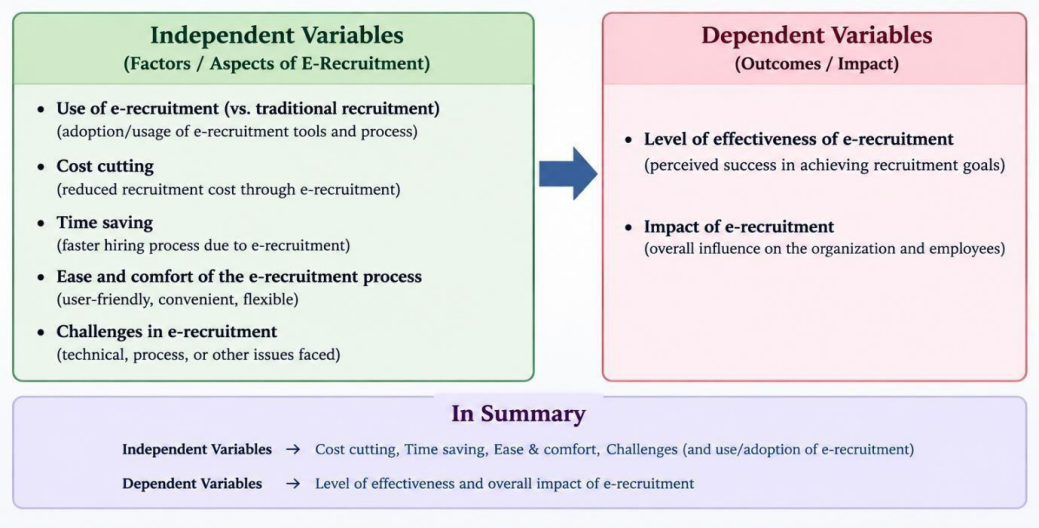
Abstract

The widespread integration of modern technological solutions has reshaped conventional practices. particularly the recruitment and selection process. E-recruitment enables organizations to attract potential candidates, collect applications, communicate with job seekers and manage recruitment activities through online platforms. This study examines the impact and effectiveness of e-recruitment at Spinco Technology Private Limited, with particular emphasis on its perceived contribution to recruitment efficiency, Time efficiency, cost effectiveness, and recruitment quality of applicants and organizational success. The research employed a descriptive research approach and collected primary data through a structured questionnaire from 132 employees of the organization. Additional information was obtained from existing published materials to support the study. The gathered data were statistically examined using percentage analysis, ANOVA, Chi-square test, rank correlation and bivariate correlation. The findings indicate a strong acceptance of e-recruitment among the respondents. The statistical analysis also examined the association between specific respondent profile attributes and perceptions regarding e-recruitment. The study concludes that e-recruitment is perceived as an effective recruitment mechanism that can support organizational efficiency, particularly through faster communication, broader reach and improved access to applicants. The findings underscore the significance of strengthening digital recruitment practices regarding the difficulties faced by associated with candidate selection and the standard of relevance of applicant profiles.

Keywords: E-Recruitment, Human Resource Management, Recruitment Effectiveness, Online Recruitment, Recruitment Cost, Time Saving, Applicant Quality.

I. INTRODUCTION

E-recruitment has evolved into an essential component of organizational strategy to reduce recruitment costs, save time, and improve hiring efficiency, particularly in the present economic environment. The success and sustainability of an organization largely depend on recruiting individuals with the appropriate skills, qualifications, and experience. By leveraging internet-based technologies, e-recruitment enables organizations to attract suitable candidates, advertise job vacancies, receive resumes, and communicate with applicants through digital platforms. It also minimizes paperwork, reduces administrative expenses, improves document management, and facilitates faster communication. Compared with traditional recruitment methods, e-recruitment offers greater flexibility and accessibility, allowing HR professionals to connect with potential



candidates at any time. In this context, the research examines the efficiency and impact of e-recruitment practices at Spincotech Pvt. Ltd., with particular emphasis on improving the hiring process, minimizing recruitment expenditure, shortening the time required to fill positions, and contributing to the organization's long-term development and sustainability.

Objectives of the Study

- To evaluate the influence of e-recruitment among the employees of Spinco tech Pvt ltd
- To study the ease of comfort of e-recruitment process over traditional recruitment process.
- To ascertain the major challenges during the e-recruitment process.
- To measure the effectiveness of e-recruitment in the organization.

Research Scope

E-recruitment encompasses a wide spectrum of activities and processes. Hence, the present study is confined to examining its influence on Workforce of the selected company, with particular emphasis on their convenience, acceptance, and perceived efficiency of the e-recruitment process.

Research Rationale

The research aims to assess the contribution of digital recruitment in shaping an organization's hiring practices and to assess the extent to which this approach benefits its workforce.

Research Purpose

The study aims to examine the strategic significance of digital recruitment in reducing recruitment-related expenses and minimizing the time involved in hiring, particularly during periods of economic uncertainty. It also seeks to assess how the adoption of digital hiring practices enhances the overall efficiency and effectiveness of organizational recruitment.

Research Methodology

Research Design

A descriptive methodology was applied to explore impact of online recruitment.

Data Collection

First-hand information was obtained by means of a well-designed survey instrument administered to participants in Chennai. Supplementary data were obtained from scholarly publications, research papers, and reports related to E-recruitment.

Sample Design

A group of 132 participants was identified using convenience sampling. Although this method limits generalizability, it provides useful insights into employees' perceptions of e-recruitment."

Methods of Statistical Analysis

The collected data were processed and evaluated with the help of SPSS software.

- Percentage Analysis
- ANOVA
- Chi – Square
- Rank correlation
- Bivariate correlation

Study Constraints

The respondents who provided the information were primarily from Chennai, so the conclusions made may not be applicable to other parts of India. Due to scheduling constraints, this survey only included 132 respondents. Therefore, the conclusions and outcomes might not match the facts.

Reviews of Literature

E.M.M.S. Ekanayaka, Prof. Prasadini Gamage (2019), The research paper "Factors Influencing Job Seekers' Intention to Use E-Recruitment: Evidence from a State University in Sri Lanka" (Volume 7, Issue 8, August 2019) indicated that digital hiring portals can increase applicant participation by presenting detailed information on salaries, benefits, incentives, and organizational policies. This enables potential candidates to evaluate prospective employers and identify prospects that are consistent with their career aspirations. The study also emphasized that online recruitment portals can provide useful support in domains including syllabus design, interview techniques, and further learning opportunities. The accessibility of these services increases the perceived value of digital recruitment platforms and motivates job seekers to consider online channels for e-recruitment.

Cross Ogohi Daniel (2018), The study titled "E-Recruitment and its Effects on Organizational Creativity and Innovation in Nigerian Manufacturing Firms" (April 2018) revealed that digital hiring practices are essential in determining sustaining organizational competitiveness and improving productivity. The study recommended adequate financial support for recruitment activities along with regular technological advancements to strengthen overall organizational performance. It also established that the adoption of suitable digital tools and technologies contributes positively to creativity and innovation within private organizations.

Thirupathi Chellapalli, D.V. Srinivas Kumar (2018), The study titled "A Study on Online Recruitment (E-Recruitment) Portals Adoption (Usage)" (Vol. 6, No. 1, May 2018) observed that the rapid expansion of internet accessibility, widespread smartphone usage across different sections of society, and advancements in information technology have increased the importance of digital hiring platforms. In India, employment websites such as Naukri,
TimesJobs, Monster, Indeed, Jobs Ahead, CareerBuilder, Shine, FreeJobAlerts, and Faculty Plus have become useful channels for connecting employers with potential candidates. The study emphasized that greater awareness and utilization of these online recruitment portals can facilitate effective interaction and mutual benefits between Potential applicants and job givers.

Dr.Uttam M. Kinange (2018), The study titled "Effectiveness of E-Recruitment in Organization Development" (Vol. 2, Issue 4) highlighted that digital hiring depends extensively on information and communication technologies, enabling recruitment services to remain accessible to the public without geographical or time restrictions. The study noted that the adoption of digital recruitment has brought substantial changes within HR management operations departments as

well as the behavior and expectations of prospective applicants. Even with its increasing adoption by organizations and candidates, The results highlighted the need for additional research explore and understand the evolving dimensions of digital recruitment.

Manju (2017), The study titled "The Impact of E-Recruitment in HRM Effectiveness" (Volume 04, Issue 05, April 2017) examined the contribution of digital hiring practices in strengthening personnel administration. The findings indicated that online recruitment contributes to effective talent acquisition and management by streamlining various stages of the hiring process. The study also projected continued expansion in the adoption of electronic recruitment in the future. Furthermore, digital hiring was found to offer significant advantages through reduced recruitment expenditure and improved operational efficiency.

Anand J and Dr. Chitra Devi S (2016), The study titled "Literature Review on E-Recruitment and Its Perceived Benefits: A Walk Towards Paperless HR" (2(11): 528–531) focused on understanding the advantages of digital HR professionals' perspectives on recruitment practices. The research sought to develop a measurement framework for evaluating recruiters' perceptions regarding the benefits of electronic hiring. The findings indicated that digital recruitment enables organizations to attract and retain capable personnel while supporting various human resource functions. It is particularly useful for managing, monitoring, and organizing candidate applications, especially in large-scale organizations. The study further emphasized that adopting electronic recruitment can substantially reduce hiring expenses and enhance the overall efficiency of recruitment operations.

ROZY RANI (2016), The study titled "E-Recruitment and Its Impact upon Job Seekers: A Contemporary Approach" (Vol. 2, Issue 4, 2016) revealed that digital employment advertisements are readily accessible through websites, job boards, and online career platforms. The findings indicated that electronic job searching reduces both the time and expenses involved in identifying suitable employment opportunities. Certain recruitment websites also provide CV creation and resume development services, offering additional support to applicants. The findings revealed that the internet has emerged as a convenient and efficient medium for discovering and submitting applications for employment opportunities.

Anand J, Dr. Chitra Devi S (2016), The study titled "The Impact of E-Recruitment and Challenges Faced by HR Professionals" (2(3): 410–413) examined the broader concept and significance of electronic recruitment. It emphasized that successful recruitment extends beyond merely choosing highly qualified applicants; it requires identifying individuals whose skills and

capabilities appropriately match the organization's requirements. The study recognized digital recruitment as an important component of modern hiring strategies, particularly for maintaining and monitoring applicant records in large organizations. It further highlighted that the adoption of electronic recruitment can generate considerable savings in recruitment expenditure while improving the efficiency of the hiring process.

Md. Sajjad Hosain, Kazi Tareq Ullah, Md. Mohsan Khudri (2015), The study titled "The Impact of E-Recruitment on Candidates' Attitudes: A Study on Graduate Job Seekers of Bangladesh" (Vol. 08) examined the growing role of digital recruitment in professional settings. The evidence showed that online hiring can reduce the time required by employers while providing applicants with a convenient and appealing way to search for career opportunities. Although certain challenges remain, the increasing speed, accessibility, and simplicity of internet-based job applications have contributed to their growing acceptance among job seekers. The results highlighted the need for organizations to should enhance the design, accessibility, and user experience of their career websites to attract and engage a larger pool of qualified applicants.

Lakshmi S.L(2013), The study titled "E-Recruitment: A Boom to the Organizations in the Competitive World" (Vol. 6, Issue 3) examined the contribution of web-based recruitment to organizational effectiveness. The findings revealed that digital hiring can lower recruitment expenditure, shorten the hiring cycle, and strengthen an organization's competitive position. It also Contributes to fostering a positive corporate image and facilitates the recognition of applicants with relevant skills and competencies. Furthermore, the study indicated that online recruitment can enhance talent acquisition and management practices. The growing adoption of digital technologies is expected to further expand the use of e-recruitment in the coming years.

Kia Kashi and Connie Zheng (2013), The study titled "Extending Technology Acceptance Model to the E-Recruitment Context in Iran" (Volume 21) demonstrated that applicants' willingness to apply for employment is influenced not only by the perceived usefulness and simplicity of an online recruitment system, but also by their overall understanding of the recruitment website. The findings suggest that the design, appearance, and impression created by an employment portal can significantly shape applicants' intentions. The study is noteworthy for applying and extending the Technology Acceptance Model within the digital recruitment environment, providing insights from a distinct national and different context.

R. KHAN (2013), The study titled "Impact of E-Recruitment and Job-Seekers' Perception on Intention to Pursue the Jobs" (Volume XI, Issue 1, 2013) revealed

that digital recruitment serves as an efficient channel for both applicants and employers, thereby supporting organizations in sustaining their competitive position within the employment market. The findings indicated that candidates can explore and submit applications for several vacancies within a shorter period and at minimal expense, while organizations can access a wider range of prospective employees. He observed that internet-based job searching has become increasingly popular among applicants and emphasized the need for organizations to reinforce their digital recruitment infrastructure, as it can provide greater economic advantages than conventional hiring methods.

Avinash S. Kapse (2012), The article "E-Recruitment", published in the International Journal of Engineering and Advanced Technology *(IJEAT)* (ISSN: 2249–8958, 2012, Vol. 1, Issue 4), discussed the major advantages and limitations of electronic hiring. The study highlighted that online recruitment can reduce hiring expenses, shorten the selection period, accelerate the recruitment process, extend the reach to a larger candidate pool, and facilitate more effective alignment between candidates and job requirements. Nevertheless, the study also highlighted various difficulties, such as difficulties in filtering and evaluating applications, limited internet accessibility or awareness in some parts of India, and the continuing preference of employers for direct, face-to-face interaction with candidates.

David Yoon Kin Tong (2008), The study titled "A Study of E-Recruitment Technology Adoption in Malaysia" (Vol. 109) identified important implications for third-party recruitment providers, policy developers, and human resource professionals. The findings emphasized the need to enhance existing digital recruitment systems and services to efficiently connect with prospective individuals currently working in existing positions, particularly passive and highly skilled candidates. Such candidates often use online recruitment platforms to explore employment trends and evaluate their commercial worth rather than actively seeking immediate job opportunities. Therefore, improving the capabilities and reach of e-recruitment platforms could help organizations engage a broader pool of qualified talent.

Hadass (2004), The study titled "The Effect of Internet Recruiting on the Matching of Workers and HR Managers" (Vol. 5, Issue 3) examined how internet-based hiring influences the alignment between employees and human resource professionals. The researcher proposed a recruitment framework in which applicants possess personal knowledge about their suitability and preferences for different employment opportunities, while organizations have limited capabilities to accurately assess and screen potential candidates. The study thereby highlighted the role of online recruitment in improving the process

of connecting suitable candidates with appropriate job positions.

Data Analysis Anova

H0 = There is no statistically meaningful association exists between educational qualification and usefulness of E Recruitment for achieving sustainable organizational growth

H1 =There is statistically meaningful association exists between educational qualification and usefulness of E Recruitment for achieving sustainable organizational growth

Sources of Variation	Sum of Square	Degree of Freedom	Mean sum of square	Variation Ratio
Between Columns	134.19	3	44.73	1.44
Between Rows	92.69	3	30.89	3.39
Error	82.06	9	9.11	
Total	308.94	15		

Interpretation

The findings support retaining the null hypothesis, suggesting that academic qualifications are not significantly linked to employees' views on the contribution of online recruitment to organizational performance.

ANOVA

H_0 = There is no correlation between Designation and usefulness of E-Recruitment for the success of the company.

H_1 = There is a correlation between Designation and usefulness of E-Recruitment for the success of the company.

Sources of Variation	Sum of Square	Degree of Freedom	Mean sum of Square	Variation Ratio
Between Columns	88.5	3	29.5	1.53
Between Rows	135.5	3	45.16	3.27
Error	81	9	9	
Total	305	15		

Interpretation

H0 is **accepted,** therefore there is no correlation between Designation and usefulness of E-Recruitment for the success of the company.

Chi – Square

H_0: There is no statistical relationship between gender and the perception that e-recruitment is cost- saving.

H_1: There is a statistical relationship between gender and the perception that e-recruitment is cost- saving.

	Value	**Df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	1.594	1	0.207
Continuity Correction	1.208	1	0.272
Likelihood Ratio	1.612	1	0.204
Fisher's Exact Test	-	-	0.221
Linear-by-Linear Association	1.582	1	0.208
N of Valid Cases	132		

Interpretation

The chi-square analysis indicated that the connection between gender and employees' views regarding the cost-saving benefits of e-recruitment was not statistically significant. Therefore, the analysis provided insufficient statistical support exists to dismiss the null hypothesis, indicating that gender has no significant effect on employees' perception of e-recruitment as a cost-effective recruitment method.

- **Chi-Square**

H_0: There is no link between gender and speed communication between job seeker and job provider.

H_1: There is a link between gender and speed communication between job seeker and job provider.

	Value	**Df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	10.476	1	.001

Continuity Correction	9.180	1	.002
Likelihood	10.170	1	.001
Ratio			
Fisher's Exact Test (2-sided)	—	—	.001
Linear-by-Linear Association	10.397	1	.001
N of Valid Cases	132		

Interpretation:

The Pearson chi-square test revealed a statistically significant association between gender and respondents' perceptions of communication speed between job applicants and employers. Consequently, the null hypothesis was rejected, confirming a significant relationship between these variables in the e-recruitment process.

Rank Correlations

		Male (X)	**Female (Y)**
Spearman's rho	Male (X) Correlation Coefficient	1.000	.903
	Sig.(2- tailed)	-	.014
	N	132	132
	Female (Y)	.903	1.000
	Correlation Coefficient		
	Sig. (2- tailed)	.014	-
	N	132	132

Interpretation

The analysis showed a strong positive relationship between the two sets of rankings. This indicates that male and female employees demonstrate largely comparable views when evaluating the various factors that determine the effectiveness of e-recruitment.

Bivariate Correlation

	Experience	**Factors for company success**
Experience Pearson Correlation	1	.025
Sig. (2-tailed)	—	.776
N	132	132
Factors for company success Pearson Correlation	.025	1
Sig. (2-tailed)	.776	—
N	132	132

Interpretation

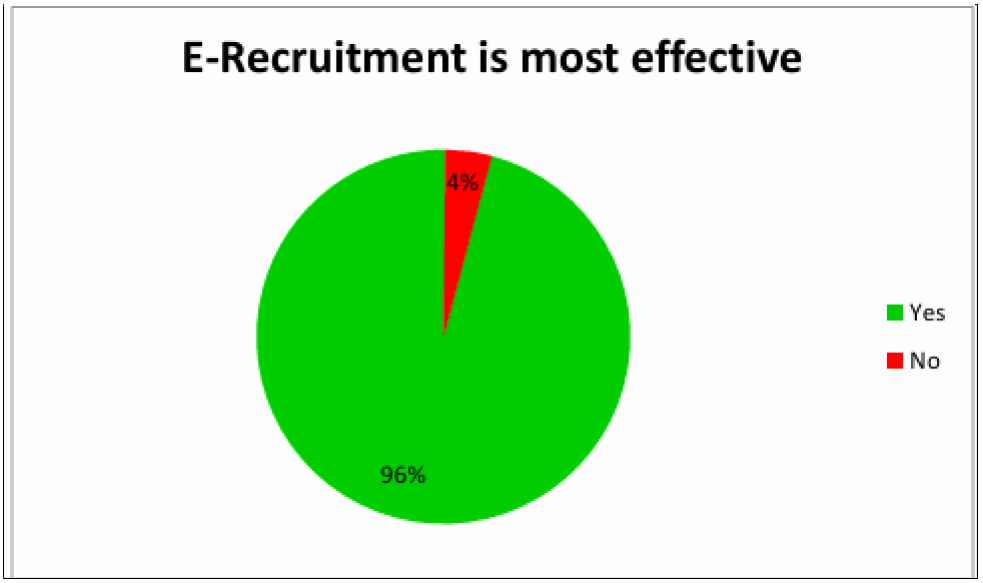
The findings indicated a negligible positive relationship between the variables. As the obtained p-value exceeds the 0.05 significance level, the association is considered statistically insignificant. Hence, The analysis provided insufficient evidence to reject the null hypothesis, indicating a statistically significant association between employees' experience and the factors contributing to organizational success.

E-Recruitment is Most Effective

E-Recruitment is most effective	**No. of Respondents**	**Percentage of Respondents**
Yes	127	96%
No	5	4%
Total	132	100%

Interpretation

The table indicates that a substantial majority of the participants (96%) consider e-recruitment to be highly effective, whereas only 4% expressed a contrary opinion**.**



Findings

- 96% of the respondents perceived e-recruitment as an effective recruitment method.
- 100% of respondents reported that e-recruitment contributes significantly to the success of the organization.
- 94% of the participants agreed that online job postings help reduce recruitment costs.
- 94% of the respondents reported that e-recruitment helps attract quality resumes compared with traditional recruitment methods.
- 89% of the respondents agreed that e-recruitment makes it easier to reach a broader pool of candidates.
- 75% of the individuals surveyed reported faster communication through e-recruitment.
- 45% of the respondents identified time saving as the most important factor
- contributing to the success of e-recruitment.
- 90% of the personnel stated that applications are collected through e-recruitment.
- A substantial proportion of the respondents were female (68%), 43% were below 25 years of age, and 49% had a period of under three years of work experience.

Suggestions

- ❖ The organization should consistently enhance its e-recruitment process to reduce recruitment time and enhance overall efficiency.
- ❖ Advanced screening tools and appropriate selection criteria should be adopted to identify qualified candidates.
- ❖ The firm should regularly evaluate recruitment expenses and make effective use of online recruitment platforms to minimize unnecessary costs.
- ❖ Along with LinkedIn, the enterprise should explore other suitable job portals and professional networking platforms to reach a wider pool of potential candidates.
- ❖ Timely updates, automated notifications and transparent communication should be provided throughout the recruitment process to improve the candidate experience.
- ❖ The company may consider using applicant tracking systems, artificial intelligence-based screening tools and recruitment analytics to improve hiring decisions.

Research Gap

- The study is limited to a single organization, restricting the generalization of its findings to other industries.
- The study focuses mainly on employees' perceptions, with limited assessment of the actual impact of e-recruitment on recruitment performance.
- The study does not provide an extensive comparison between e-recruitment and traditional recruitment methods.
- The influence of emerging technologies, such as artificial intelligence and automated applicant tracking systems, remains insufficiently studied in depth.
- The study gives limited attention to challenges such as data privacy, technical issues and potential algorithmic bias.

Opportunities for Future Study

- Subsequent studies could explore diverse organisations and industries to improve the generalisability of findings.
- Comparative research can be conducted to evaluate the effectiveness, cost and time efficiency of e-recruitment and traditional recruitment methods.
- Further research can examine the impact of artificial intelligence and advanced recruitment technologies on hiring efficiency and candidate selection.
- Future studies can investigate the relationship between e-recruitment and organisational performance, employee retention and quality of hire.

- Further research can explore the challenges of digital recruitment, particularly data security, technical limitations and fairness in candidate selection.

II. CONCLUSION

The study concludes that e-recruitment plays a significant role in improving recruitment efficiency at Spinco Tech Pvt. Ltd. The findings reveal that respondents largely perceive e-recruitment as an effective, cost-saving and time-efficient method that facilitates access to a wider pool of candidates and improves the effectiveness of applications. The study also highlights the relevance of digital recruitment platforms in supporting organisational success and streamlining recruitment activities. However, continuous improvements in candidate screening, communication, technological adoption and data security are essential to maximise its benefits. Overall, e-recruitment serves as a valuable recruitment approach, and its effectiveness can be further enhanced through regular evaluation and the adoption of emerging technologies.

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