A Study of Role of Online Platforms in Modern Recruitment Process

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ABSTRACT

Recruitment plays a pivotal role in organizational success, directly influencing the quality of the workforce. In today's competitive business environment, the process of attracting and selecting top talent has evolved significantly, particularly with the advent of e-recruitment. This paper examines the impact of e-recruitment on talent acquisition, with a focus on how technological advancements, particularly the Internet and social media platforms, have reshaped recruitment strategies. Online job boards, career portals, and professional social media platforms like LinkedIn have become essential tools for connecting employers with potential candidates. These digital tools facilitate the recruitment process by providing greater accessibility, cost-effectiveness, and speed compared to traditional methods. In the context of IT companies, such as Tech Mahindra, Infosys, and Awareness, e-recruitment has proven to be an effective strategy in attracting skilled professionals, especially in the high-demand IT sector. The study explores the benefits of e-recruitment, including wider candidate pools, faster hiring processes, and reduced recruitment costs. Additionally, it discusses the advantages and challenges of using social media platforms for recruitment, highlighting how organizations can leverage these technologies to enhance their hiring strategies. Finally, the paper identifies future research avenues and the evolving role of Human Resource Management (HRM) in a digitalized world, underscoring the importance of balancing technological tools with human judgment in the recruitment process.

Keywords: Recruitment, Talent acquisition, E-recruitment, Technological advancements, Internet, Social media platforms, Online job boards, Career portals

Introduction

Recruitment is a critical component of every organisation since it has a direct impact on worker quality. In today's increasingly competitive business world, organisations must recruit the finest personnel to stay ahead. With the improvement of technology, e-recruitment has become a popular way for organisations to attract and choose job applications. Organisations must constantly recruit and retain the proper personnel in today's changing business climate. With technological advancements, e-recruitment has become a popular way for organisations to attract people. The use of technology, primarily the Internet, to attract, screen, and select job applications is known as recruiting. The recruitment landscape has changed significantly in the current digital era. Online job boards have become essential resources for job seekers and companies alike, transforming the process of identifying, evaluating, and employing talent. Due to their ability to link companies and job seekers more effectively, online platforms have greatly expedited the recruitment process. Using their location, experience, and skill set, candidates can look for relevant employment on job boards and career portals. Employers can also quickly fill positions by using these platforms, which provide them access to a large pool of possible candidates.

Additionally, online platforms with capabilities like chat, video conferencing, and online applications help recruiters and applicants communicate and work together. For both companies and job seekers, using online platforms for recruitment has several advantages. Online job boards offer job seekers a quick and easy way to look for openings, submit applications, and connect with possible employers. Through online portfolios and profiles, these platforms can also assist candidates in showcasing their qualifications and experience. Employers may find talent more quickly and cheaply by using online channels. Employers can save time and money on the hiring process by rapidly identifying

qualified candidates through the use of online applications and screening technologies. Additionally, internet job boards can assist companies in connecting with a larger pool of applicants, including people who might not have typically applied through conventional methods.

Most organisations today rely largely on information technology (IT), and the need for qualified IT people has skyrocketed. To remain competitive, IT organisations must have effective hiring practices to attract and retain top talent. Using e-recruitment instead of traditional methods allows organisations to reach out to more people, expedite the recruiting process, and save money. Tech Mahindra, Infosys, and Awareness are the three largest Indian IT companies having international operations. These firms are critical in attracting IT expertise. Learn about current e- recruitment trends and how these organisations attract and retain the finest personnel by examining their erecruitment strategies. Traditional hiring tactics include candidates looking for job opportunities in the general media and on billboards outside the employer's office.

Applicants can get information on job descriptions and immediately applied resumes online through e-recruitment. From publishing job adverts to receiving resumes and selecting the best candidate for the job, e-recruitment covers the whole recruiting process. According to data, e- recruitment is an excellent option for both job searchers and employers. It will reduce recruiting expenses, boost the number of applications to the organisation, save time for both job searchers and employers, and improve company image. Another research, by Sills (2014), compared traditional recruitment to e-recruitment and concluded that, while certain aspects of traditional recruiting remain important today, e-recruitment is the present and future of recruitment operations. In light of previous research, it appears that e-recruitment may be more advantageous than conventional recruiting; yet, traditional recruitment tactics still require specific elements to be met in order to demonstrate that this approach has not decreased. As a result, the researcher sought to know how the workforce evaluated both old and innovative recruitment tactics. The introduction of technology, particularly the Internet, has revolutionised the recruiting process.

Employers are increasingly using e-recruitment as a means of attracting and choosing candidates for open positions. IT firms are not an exception to this pattern. Because of the great demand for qualified IT experts, they are actually leaders in the implementation of e-recruitment methods. E- recruitment has been used by IT organisations for a number of years, and it has shown to be an effective means of attracting and keeping the right people International Journal of Research Publication and Reviews. Compared to conventional recruitment techniques, e-recruitment offers a number of benefits. It reaches a wider pool of candidates, saves time, and is reasonably priced. An increasing number of candidates are using the internet as a job search tool, according to recent recruitment study. Up to 90% of large Indian companies have integrated the internet into their present recruitment procedures, and up to 15% of job seekers without a job use it for work. Every now and again, technology is advancing quickly around the world. In the contemporary globalisation period, life has experienced profound transformations in every area. The evolution of mass media is influenced by developments in communication and information technology, which are crucial to the occurrence of changes in all of these areas.

The expansion of the internet and other social media, which are now widely used by all people in any commercial activity involving a person's activities, is an example of information globalisation. There is no denying that this affects people and organisations, either directly or indirectly. A company or organisation needs both workers and leaders to be managed. The staff is one of the most important human resource assets that any company or organisation needs to have. A capable and skilled individual is needed to create an organisation or business that is always growing. In order for the business or organisation to properly mobilise and manage its people resources, they must be able to develop more effectively and efficiently.

In a corporate climate that is competitive, personnel are essential to the performance of the organisation, both individually and collectively (Hosain & Liu, 2020). Using human resources effectively—rather than relying just on financial resources or choosing the best course of action—determines an organization's optimal efficacy and efficiency (Hosain, 2017). According to Karim et al. (2015), one of the most important competitive advantages that businesses can build and maintain right now is their human resource base. Hiring the best candidate for the job is crucial to a company's competence and edge over competitors. To compete and expand in the extremely competitive environment, organisations need to draw in, train, and keep competent and skilled employees (Silzer & Dowell, 2010).

Information technology and other scientific advancements have had a huge impact on business as well. This is because employees now have a greater choice of employers to choose from, increasing the need for skilled and talented workers (Cascio & Montealegre, 2016).

People can discuss their accomplishments, goals, and interests on professional and personal social media platforms (PSMPs) (Tobback, 2019). In order to establish a social media profile, acquire job and career possibilities, and showcase information about their credentials, abilities, and work history to potential employers, professionals utilise PSMPs (Zide et al., 2014).

Recruiters then identify possible candidates based on how well they fit the necessary skill set for a particular position or opening (Koch et al., 2018). Through a workable and affordable approach (Faliagka et al., 2012), PSMPs enable organisations to access a sizable pool of qualified candidates for open posts (Zide et al., 2014). Because of these factors, HRM specialists have switched their attention. from traditional recruitment methods to PSMPs (such Indeed, LinkedIn,

CareerBuilder, Xing, Naukri.com, Indeed, and Monster.com) (Villeda & McCamey, 2019). From 6% in 2002 to 96% in the present, there has been a notable surge in the number of online recruitment platforms (Hebberd, 2017). A decade ago, 20 million resumes and around 110 million jobs were posted on various employment sites, including Monster, in the United States alone (Maurer & Liu, 2007). These figures have grown dramatically over time. As of 2017, 52 million people had registered on Naukri.com, the biggest e-recruitment job search engine in India (Banerjee and Gupta, 2019, Monster Employment Index, 2017, Naukri Job Speak, 2017). Since then, 97% of companies have used LinkedIn, a type of PSMP, for hiring processes, accounting for 90% of organisations' use of online recruitment platforms (cf. Villeda & McCamey, 2019). According to del Cerro Ramon et al. (2017), PSMPs offer job seekers a variety of opportunities for career advancement, including information on open positions, trendy skills for a range of professions, and support in creating or sustaining a professional network. An empirical study (Davis, 2020) links these platforms to a number of advantages for careers.

Because of its strength in networking, LinkedIn is well known (Bendella and Wolff, 2019, McCallum-Ferguson, 2018). Other well-known job-finding websites include Xing, Indeed, and Naukri. PSMPs have made finding work and locating talent easier (Roulin & Levashina, 2019). According to more research, PSMPs' strong profiles help students launch their professional careers (Skeels & Grudin, 2009). These platforms enhance the likelihood of receiving calls for interviews from potential employers (O'Donnell, 2019). According to recent studies, recruiters view online profiles on common PSMPs as trustworthy resources for evaluating and selecting qualified candidates (Roulin & Levashina, 2019; Zide et al., 2014). Furthermore, past research indicates that traditional recruiting methods such as posting job opportunities, collecting applications, shortlisting applicants, holding interviews, and employing eligible candidates are rapidly being replaced by online recruitment (Mishra & Kumar, 2019).

PSMPs have superseded traditional hiring practices, such as outsourcing, consulting, referrals, campus recruitments, and choosing a possible inside candidate for a role move (Acikgoz, 2019, Zottoli and Wanous, 2000). This can be explained by factors like (a) how simple it is to do recruitment online (Aguado et al., 2019), (b) how time and money can be saved (du Plessis & Frederick, 2012), and (c) how widely available knowledge and marketable talent are. When compared to traditional recruitment methods, the expenditures incurred by Indian enterprises employing e-recruitment media have been greatly lowered by over 80% (Tobback, 2019, Tyagi, 2012). For these reasons, academics have acknowledged the significance of PSMPs in fostering evolving HRM practices and dynamic career options. PSMPs actively assist students in advancing their professional careers (Bridgstock, 2019). The use of these platforms in HRM advancements is covered in an overview of the literature on PSMPs. This involves researching how businesses and employees use and benefit from PSMPs. Recruiters can find candidates more affordably by using the professional profiles that users have posted on the platform as a talent pool. The majority of the literature to date has focused on websites such as Xing, Naukri.com, LinkedIn, and Monster.com, which have been demonstrated to influence students' and employees' professional prospects (Grissa, 2017).

This is due to the fact that Xing has 11 million users, CareerBuilder has 45 million users, Naukri.com has 29.3 million, monster.com has 60 million, and LinkedIn has over 800 million users worldwide (LinkedIn, 2022). Although the research articles are dispersed over the regions of Europe and the United States, the applicability of PSMP use suggests practical ramifications (Ruparel et al., 2020). Although LinkedIn's involvement in HRM has been covered in the past (Ruparel et al., 2020), there is still room to investigate other PSMPs. Our study is in line with the demands of the modern business world, where platforms that support networking, career advancement, and recruitment procedures are critical components for success.

For this reason, our goal was to examine the literature as it is today on PSMP applications and HR procedures.

The main and trustworthy databases for management sciences, Web of Science and Scopus, were searched for 51

studies in order to conduct this systematic literature review (SLR).

Predetermined quality evaluation (QE) criteria and a strict process were used in the selection of the studies. To help readers understand this field, a thorough analysis of PSMP-related advancements and trends in HRM was conducted. Subsequently, a content analysis was conducted on a subset of studies to identify study themes. In order to assist them in understanding the position of current literature, stakeholders within the bounds of this research include students, workers, employers, recruiting managers, and strategic decision-makers.

Future study pathways are supported by pertinent gaps in existing studies, and a thorough research profile is offered along with themes that span the major body of literature. The consumption value theory (CVT) (Sheth et al., 1991) and behavioural reasoning theory (BRT) (Westaby, 2005) provide as a comprehensive foundation for future research.

This is how The remainder of the paper is structured. In Section 2, limits for the current investigation are discussed and the background literature on PSMPs is discussed. The selection process and methodologies for SLR, research profile, and study features are covered in Section

The research themes of the reviewed articles are explained in Section 4. Research questions are suggested and possible gaps in the literature are highlighted in Section 5. A research framework is developed in Section 6 to support upcoming research projects.

Finally, Section 7 wraps up the study by outlining its limitations, suggested implications for theory and practice, and future directions for research. The function of human resource management is changing dramatically as a result of digitalisation. Nowadays, HR is totally focused on technology, which increases the efficacy and efficiency of all HR procedures.

Digitalisation has enabled HR to be used as a strategic ally. The selection of human resources who will eventually become an asset to any organisation makes recruitment an extremely important phase in the HR sphere. The process of recruitment itself consists of several steps, such as posting jobs, monitoring the applicant pool, processing application forms, choosing, and sorting candidates till the onboarding phase.

Every stage is essential, and digitisation has impacted each one. All that EHRM entails is providing HR services inside the company by means of internet-based technology. E-HRM has developed to provide HR-related services online as well. It gives HR managers the ability to perform most HR tasks using a desktop, including appraisals, training and development programs, labour turnover, and absence assessments. Since the introduction of E-HRM, HR professionals have been able to efficiently gather, evaluate, and decide.

The functions of e-HRM are divided into three categories: relational e-HRM, which deals with hiring, selecting, and training; operational e-HRM, which deals with payroll functions; and transformational e-HRM, which deals with framing strategic HR functions. All HR functions were replaced by e-HRM, which also brought about e-learning, e-selection, e-performance management, and e-compensation management. E-recruiting is a hiring process that makes use of technological electronic resources with the primary goal of locating, luring, and choosing a suitable candidate for the organisation.

.. Through process automation, this web-based technology helps recruiters and job seekers complete their jobs more quickly and effectively. It also makes it easier for recruiters to make the right judgements.

Application tracking systems, corporate websites, job boards, chatbots, candidate relationship management, and social media are some of the digital tools used in e- recruiting. These tools all make use of artificial intelligence and virtual reality technology, from hiring to onboarding. Recruitment processes that are digitalised have been shown to save time and money, reach job seekers worldwide, be user-friendly, and promote fairness. Technology has fundamentally altered the roles played by human resources (HR). The hiring procedure for new employees is among the operations most impacted.

Today's organisations make considerable use of internet technologies to quickly and affordably solicit applications in order to find and hire talented people. This phenomena is referred described as electronic recruiting, or e-recruitment (Maurer and Liu, 2007; Maurer and Cook, 2011). Online recruitment can occur on a variety of platforms, including company-run career websites, career columns in online newspapers, e-recruitment portals (also known as job boards or third-party e-recruitment service providers), and professional job networking sites such as LinkedIn, where job postings are posted (Borstroff, Marker & Bennett, 2007; Walker, Field, Giles, Armenakis, & Bernerth, 2009).

Ten years ago, in the United States of America (USA), alone, about 110 million jobs and 20 million resumes

were placed on various job portals, including Monster (Maurer & Liu, 2007). These figures have risen considerably over time. The largest e-recruitment job search website in India, Naukri.com, has 52 million registered job searchers by 2017 (Naukri Job Speak, 2017; Monster Employment Index, 2017).

Journal of Information Systems in Australia Banerjee and Gupta 2019, Vol 23, Studies on Technology's Function in the Workforce Managing Talent Attraction via Online Hiring 2 When considering alternatives to traditional recruitment channels including print advertisements, walk- in interviews, and campus placement, e-recruitment has proven to be a very cost-effective choice.

For instance, by implementing e-recruitment techniques, Dow Chemical's shortened its hiring cycle from 90 to 34 days and cut its cost per hire by 26% (Maurer & Liu, 2007). E-recruitment and selection procedures are now used by the majority of Fortune 500 companies (Chapman & Webster, 2003). Since social media has emerged, e-recruitment strategies have the potential to save even more time and money (Vicknair, Elkersh, Yansey, & Budden, 2010). Third-party e- recruitment companies like Naukri and Monster have established a significant foothold in the Indian employment market (Doh, Stumpf, Tymon, & Haid, 2008; Kumari, Bhat, & Pandey, 2010). Indian companies who use e-recruitment media have seen a huge decrease in expenses; they now spend about 80% less on these services than they did on traditional recruitment efforts (Tyagi, 2012).

Many researchers have questioned the validity of online job ads because empirical research shows that job seekers consider campus placements and employee referrals as more reliable sources of job advertisements than do contemporary channels like career websites and job portals (Cable, Aiman-Smith, Mulvey & Edwards, 2000; Cable & Yu 2006). The overuse of employee testimonials in e-recruitment, which mostly highlight the positive aspects of the workplace, could be one cause of this unfavourable mindset (Reeve, Highhouse, & Brooks, 2006). The unattractiveness of website designs could be another factor contributing to the low adoption of e- recruitment methods.

Empirical evidence suggests that inadequately designed websites could negatively impact applicants' attitudes towards the portal, which in turn could impact their willingness to apply for the jobs advertised on such portals. The goal of the current study is to investigate how working professionals' attitudes towards e-recruitment websites are influenced by the credibility of the advertisement and the quality of the website. This will have an impact on how attractive they perceive the employer to be, and ultimately, how likely they are to apply for that job. In particular, the study investigates whether, as opposed to a traditional textual description, an inventive corporate preview of the company, such as a streaming podcast, can affect the perceived quality of the e-recruitment advertisement, which in turn affects organisational attractiveness.

This study investigates if the perceived trustworthiness of job adverts on corporate career websites may be improved by using genuine employee testimonials rather than ones that are presented in a good light. This study also explores the prospect of posting corporate entity job- related material online via a third-party blog platform, with the aim of determining whether doing so could improve the trustworthiness of the information that is projected about the company through job adverts. Lastly, this study investigates the impact of these impressions on job seekers' intentions to apply to a specific job posting from a certain e-recruitment channel.

Online platforms are becoming a crucial component of contemporary hiring practices, changing the process of finding, evaluating, and selecting talent. These platforms facilitate communication, give employers access to a larger candidate pool, and streamline the hiring process, which helps both job seekers and employers greatly. But it's crucial to handle the drawbacks of online hiring, like the sheer number of applicants, possible prejudice, and the decrease in in-person contacts. Organisations may effectively utilise online platforms to attract top talent and create successful teams by carefully weighing the advantages and disadvantages of these technologies.

Literature Review

A literature review on the use of social media for recruitment reveals that social media platforms, such as LinkedIn, Facebook, and Twitter, are becoming essential tools for both job seekers and recruiters. Job seekers benefit from these platforms by building professional networks and creating a personal brand, which enhances their visibility and job search efforts (Sivertzen et al., 2013). Social media platforms also facilitate active job searches, where candidates can network and explore job opportunities on a single platform (Kane et al., 2012). Additionally, social media helps attract passive candidates, those not actively seeking jobs, by showcasing their profiles to recruiters (Nikolaou, 2014).

From a recruiter's perspective, social media offers access to a broader talent pool, helping to save time and money in the recruitment process (Santhosh Kumar, 2012). Recruiters can use these platforms to validate candidate

credentials and build employer branding, which attracts high-quality candidates by promoting the organization's reputation (Turban et al., 1998; Knox & Freeman, 2006). Social media also enables recruiters to manage resume databases and search for profiles that match job descriptions (Holmes, 2017).

Moreover, privacy concerns are addressed by social media platforms through customizable privacy settings, allowing job seekers to control their information (Scott, 2014). The ease of use and wide network connectivity of social media makes it a powerful tool for both recruiters and job seekers, simplifying the recruitment process and facilitating targeted searches (Ngai et al., 2015; Boyd & Elison, 2007). This literature suggests that social media plays a vital role in modern recruitment by offering a dynamic and effective platform for both applicants and recruiters.

Social media has become an essential tool for recruitment, offering organizations a competitive edge in attracting high-quality candidates. Businesses that fail to adopt social media risk losing top talent to competitors (Hunt, 2010). Social media enables recruiters to identify candidates who are innovative, tech-savvy, and aware of emerging trends (Joos, 2008; McEntire & Greene-Shortridge, 2011). Platforms like LinkedIn and Facebook also help recruiters find the best match by connecting job seekers with relevant job opportunities (Dev, 2016; Khan, 2012).

E-recruitment platforms have become an efficient way to identify and retain potential employees globally, offering numerous advantages, such as wider geographic reach, faster processing, and cost-effectiveness (Avinash, 2012). Unlike traditional methods, e-recruitment allows real-time interactions and operates 24/7, shortening recruitment cycles and reducing costs (Florea & Badea, 2013). Additionally, social media allows recruiters to reach passive job seekers—those not actively looking for jobs but still open to opportunities (Galanaki, 2002).

Despite its advantages, e-recruitment faces challenges, including vetting job applications and ensuring the credibility of job information. Studies suggest that the effectiveness of e-recruitment can be influenced by factors like website design, realistic job previews (RJPs), and user-generated content such as employee testimonials (Van Hoye & Lievens, 2007). Websites that incorporate RJPs, blogs, and podcasts are perceived as more trustworthy by job seekers (Banerjee, 2016).

Moreover, e-recruitment enables companies to tap into niche markets and attract passive candidates, providing a broader pool of applicants and facilitating faster recruitment processes (Galanaki, 2002; Ahmed, 2009). The growing importance of e-recruitment is evident in various industries, from IT to hospitality, where social media platforms are used to attract younger, tech-savvy generations (Bicky & Kwok, 2011). Overall, e-recruitment is reshaping how companies recruit, offering efficiency, cost savings, and a broader talent pool, but also presenting new challenges that require strategic management and innovation.

Objective

- To Understand the recruitment process using social networking sites.

- To Understand the factors that influence recruitment on social media sites.

- To Understand the distinctions between social media recruitment and other methods.

Research Methodology

The research utilizes a Descriptive Research Design, focusing on both primary and secondary data sources. Primary data was gathered through a questionnaire, while secondary data was collected from various sources, including research papers, websites, magazines, printed and online media, as well as the researcher's personal knowledge and observations. The study employed both qualitative and quantitative methods to analyze the data. A sample of 82 participants was selected using random and convenience sampling techniques, with questions distributed via Google Forms in both closed and open-ended formats. The data was analyzed using Excel, and the sampling unit consisted of job seekers and employers, providing insights into the recruitment process.

Data Analysis & Results

The following are the results of the Researchers survey. Employee survey results:
The respondents are categorized on their foundation demographic factors such as age, gender, Education level and years of experience in recruitment. The highest number of responses are from individuals aged 30 to 40. The number of responses

decreases with ages, with some fluctuations. The sample size and specific population are unclear, limiting the scope of the findings. According to the analysis, males make up the majority of respondents (51%), and women make up 49%. As may be noted, there was no second gender.

The analysis depicts the distribution of respondents according to education level. The majority (52.4%) fall into the Junior/Mid-Level category. Student/Entry-Level and Senior/Executive- Level account for 28% and 19.5%, respectively. This shows an increased involvement rate among professionals in their mid-career period. According to the analysis, the majority of respondents (42.7%) had 3-5 years of recruitment experience, as shown in the analysisabove. This implies that there are a lot of mid- career professionals working in the industry. 18.3% and 17.1% of respondents have less than a year's experience and 1-3 years' experience, respectively. The percentages of people in the 5–10 and 10+ year groups are 15.9% and 18.3%, respectively.
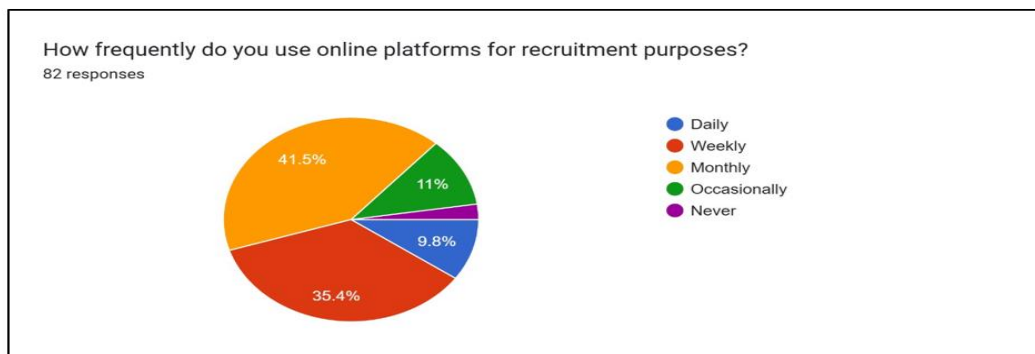

According to the above analysis, the majority of respondents (41.5%) use online platforms for recruitment purpose on a daily basis. 35.4 percent of them use them on a weekly basis. 11% and 9.8%, respectively, are monthly and occasional users. The percentage of respondents who never use online platforms for recruitment is just 9.8%. This suggests that online platforms are heavily relied upon during the hiring process.
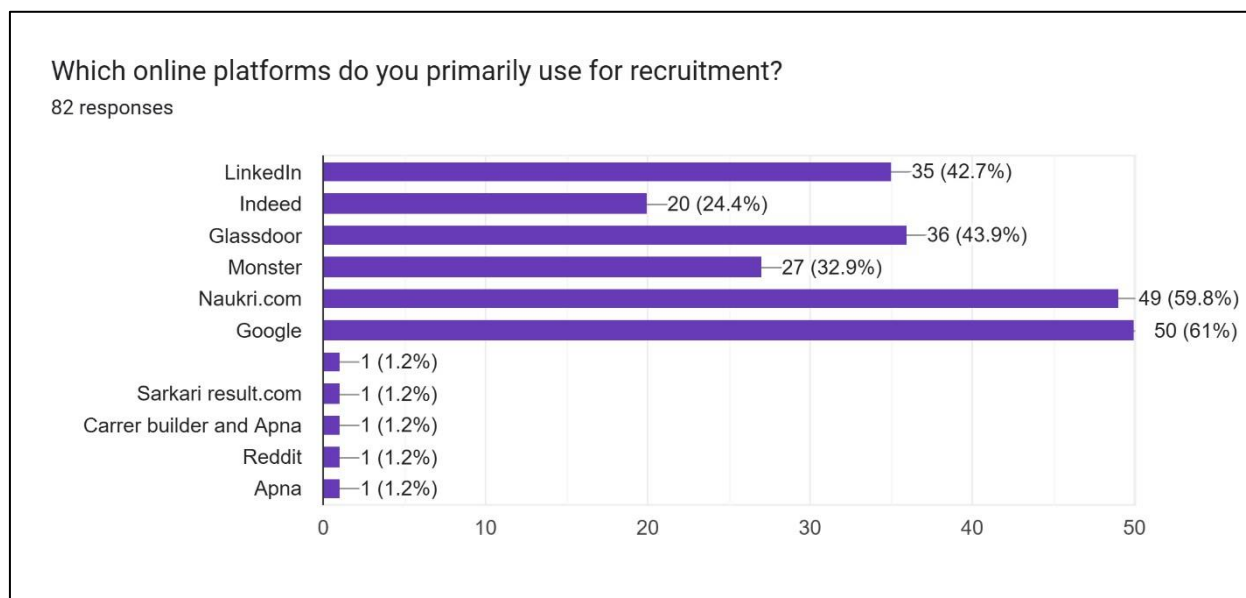

According to the above bar graph it indicates that Google (61%) and Naukri.com (59.8%) are the most popular online recruitment platforms. Glassdoor (36.7%) and LinkedIn (42.7%) are also popular choices. The utilisation rates of Monster (32.9%) and Indeed (24.4%) are lower. Only 1.2% of the remaining platforms are used. This implies that recruiters have a strong preference for Google and Naukri.com.
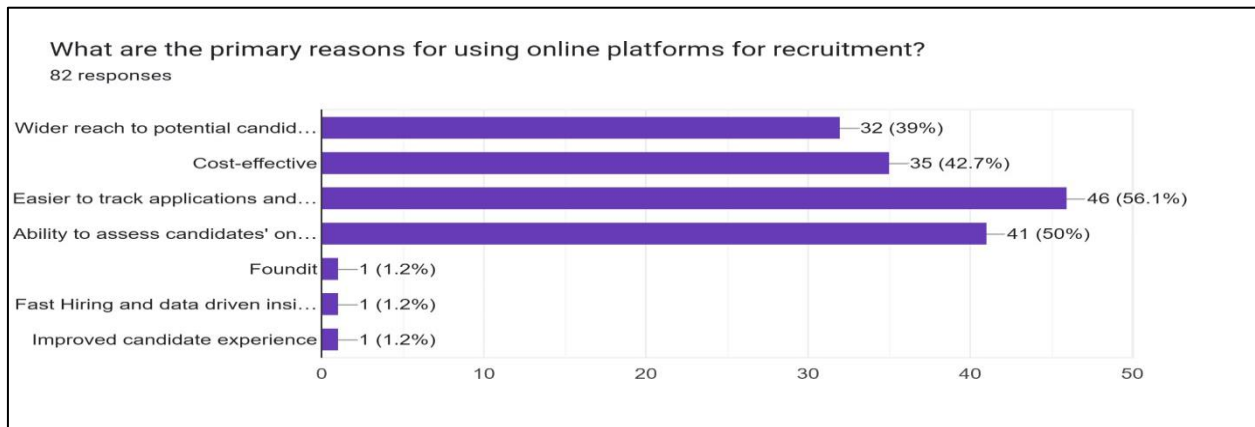
The above bar graph shows the main justifications for hiring through internet channels. The most often mentioned reason (56.1%) is the ability to monitor the status of candidates and applications. The capacity to evaluate applicants' internet presence (50%) and cost-effectiveness (42.7%) are other important considerations. Reaching more prospective prospects (39%) is another significant factor. The remaining reasons include Improved candidate experience, Fast hiring and data driven insights have relatively lower percentage of respondents citing them.
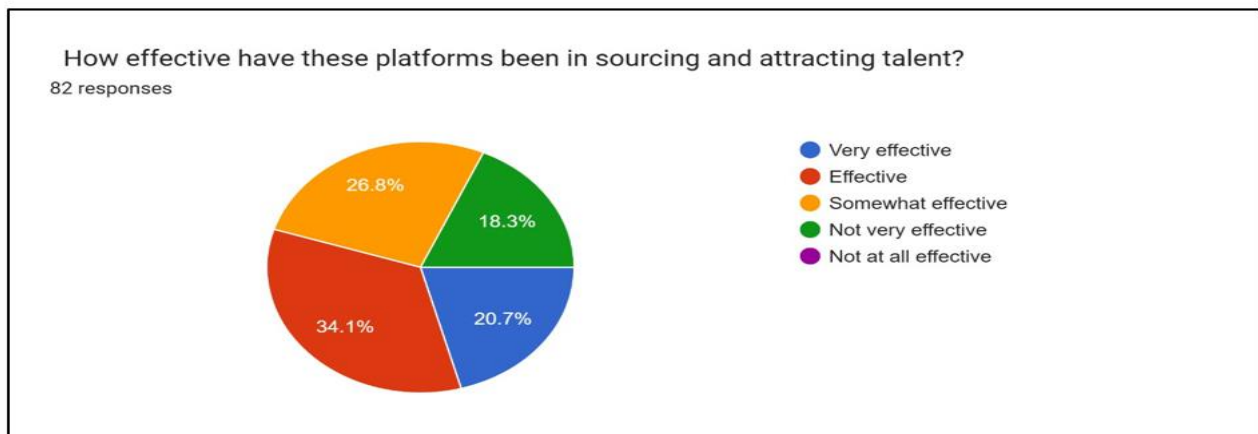
In the above pie chart, the perceived efficacy of internet platforms in attracting and sourcing talent is depicted . A significant percentage of those surveyed (34.1%) consider them to be "very effective." An additional 20.7% think they are "effective." But according to 18.3% and 26.8% of respondents, they are "somewhat effective" and "not very effective," respectively. Just 20.7% of people consider them as not at all effective." This implies yhe opinions regarding the efficiency of internet platforms in attracting talent are divided.
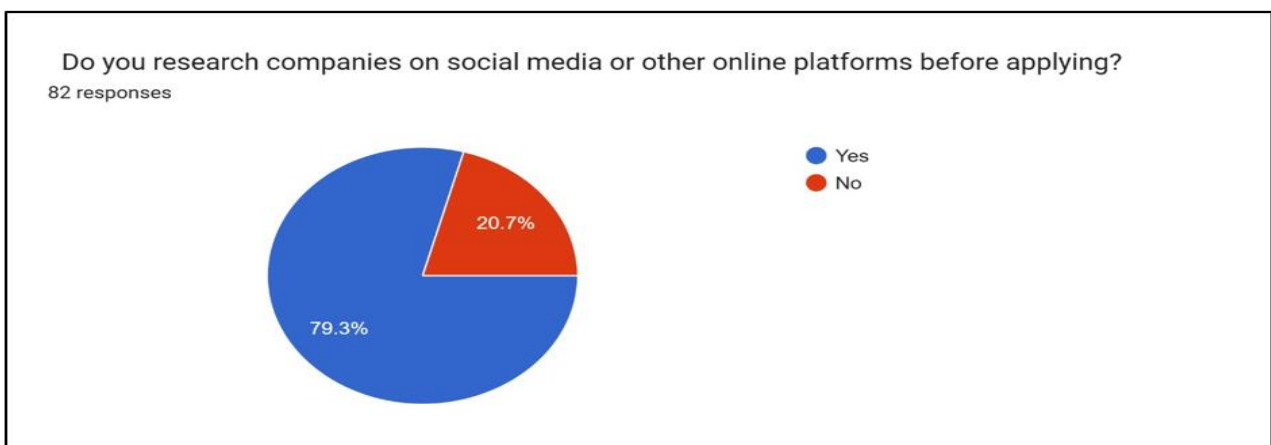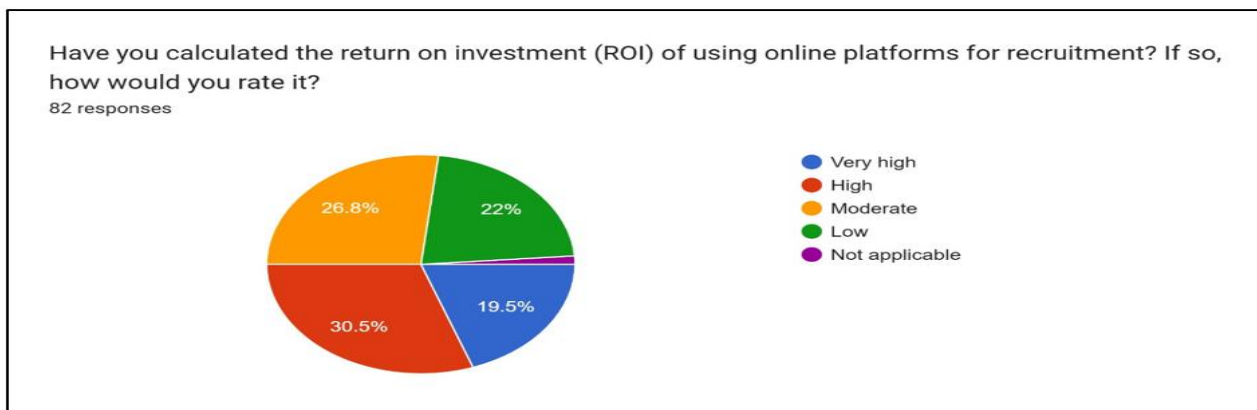

In the above pie chart, the percentage of respondents that look up businesses on social media or other websites before applying is depicted. 79% of those surveyed do pre-application research. Just 20.7% of them do not investigate companies

prior to applying. This suggests that job seekers strongly prefer to do their research online.
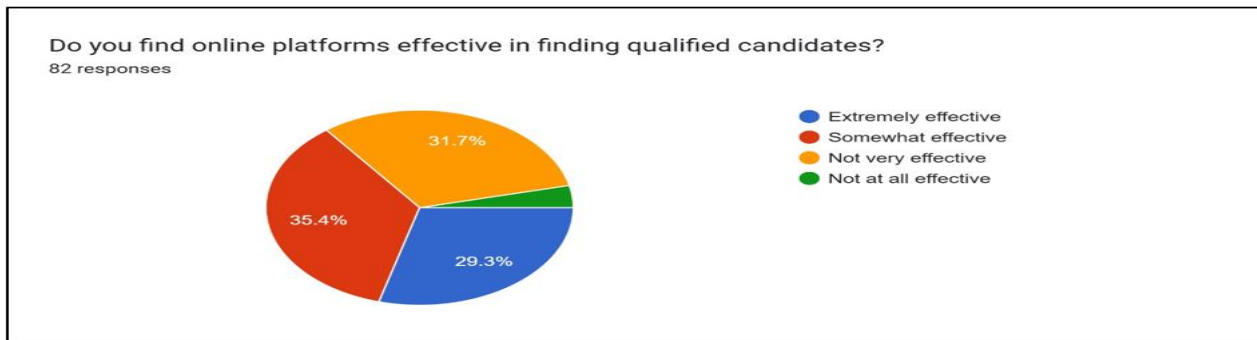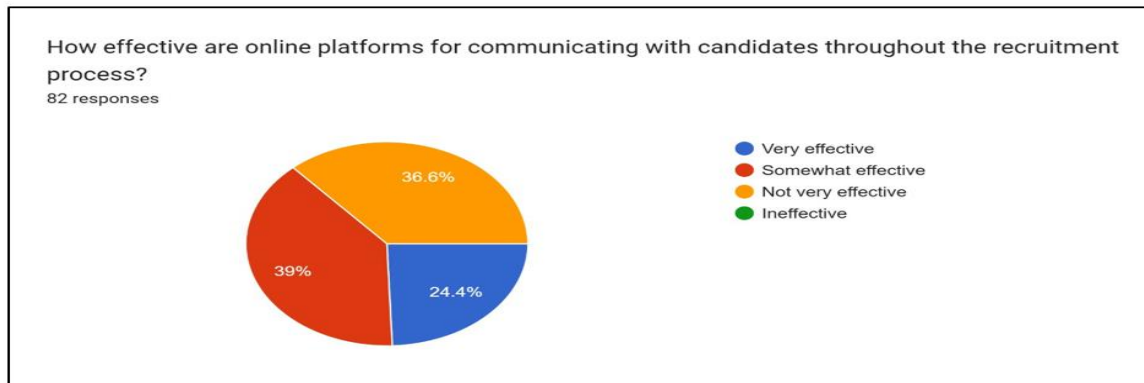

In the above pie chart, the perceived efficacy of internet platforms in identifying eligible candidates is depicted. A sizable percentage of those surveyed (35.4%) believe they are "somewhat effective." An additional 31.7% think they are "extremely effective." But according to 29.3% of respondents, they are "not very effective," and 3.6% say they are "not at all effective." This indicates that opinions regarding the usefulness of online platforms in talent acquisition are very divided, with a sizable percentage of respondents perceiving them to be both beneficial and ineffective.


In the above pie chart, the perceived return on investment (ROI) of using online platforms for hiring is depicted. According to a sizable percentage of responders (30.5%), the ROI is "very high." An additional 26.8% say it's "high." But according to 22% and 19.5% of respondents, it is "moderate" and "low," appropriately. Just 1.2 percent say it's "not applicable." This indicates that the ROI of online recruitment platforms is typically seen favourably, with most people believing it to be high or very high.
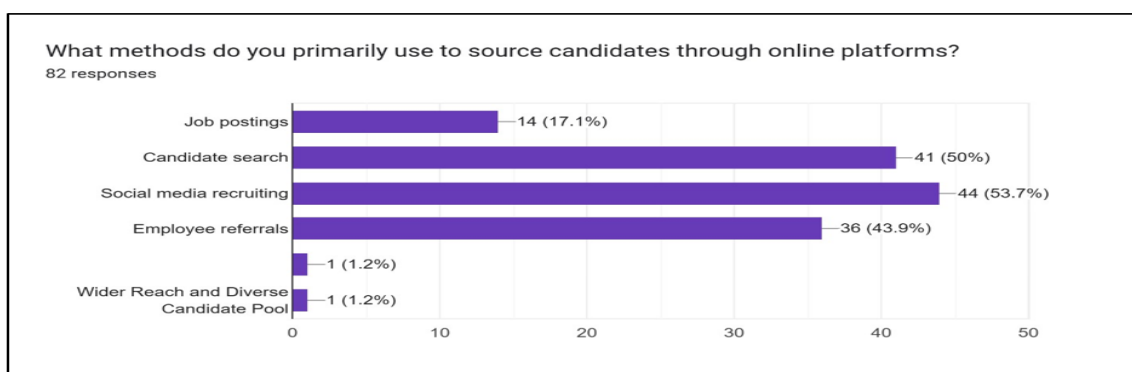

In the above bar chart, the main techniques for finding candidates using internet platforms are depicted. About half of the respondents used social media recruiting and candidate search, making them the most popular approaches. Referrals from employees come in second, with 43.9% of respondents employing this strategy. 17.1% of respondents use job advertisements, whilst 1.2% of respondents use techniques that aim for a broader reach and diversified candidate pools.

In the above pie chart, the efficiency of online platforms in interacting with candidates during the hiring process is depicted. Online platforms are seen somewhat effective by a considerable majority of respondents (39 percent). They are considered extremely effective by a lesser percentage (36.6%) and not very effective by 24.4%. They are only regarded as ineffective by a very small fraction (0%) of people. Overall, the research indicates that although online platforms are thought to be effective, their communication capacities may be enhanced.
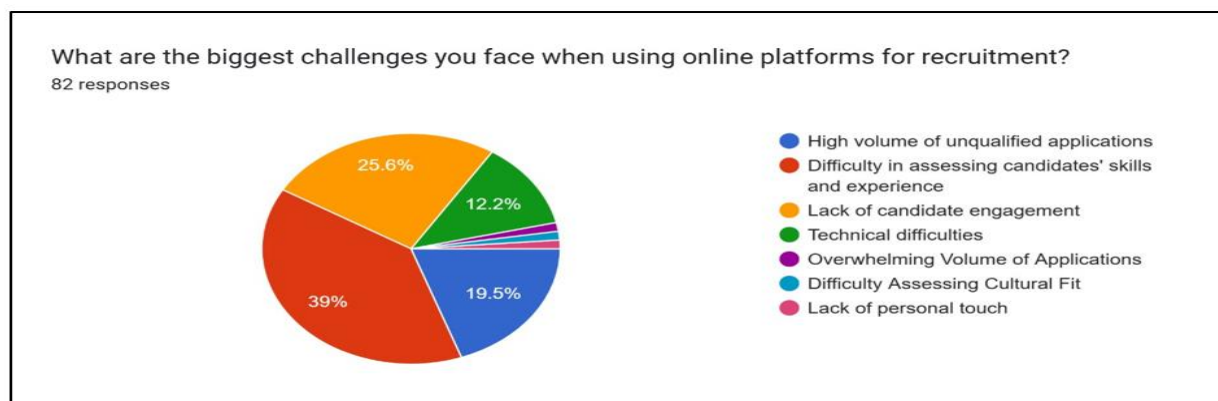

In the above pie chart, the most important difficulties encountered when using online platforms for hiring are shown. According to 39% of respondents, the largest obstacle is the large number of unqualified applications. Next in line are the excessive number of applications (19.5%) and the challenge of evaluating individuals' qualifications and experience (25.6%). Lack of candidate participation, technical issues, trouble determining cultural fit, and a lack of human touch are other concerns. These results imply that, despite their widespread use, internet platforms pose a number of challenges during the hiring process.
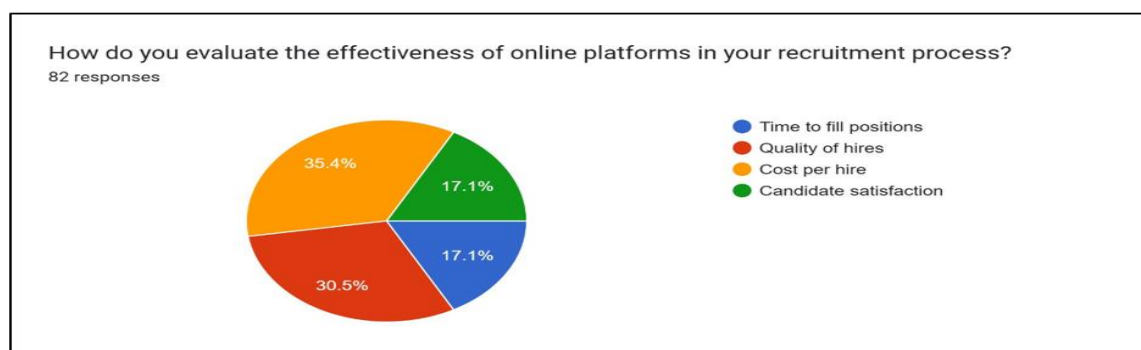

In the above pie chart, the main measures used to assess how well online platforms work in the hiring process are shown. Time to fill vacancies (35.4%) is the most often used metric, followed by hire quality (30.5%). With 17.1% of respondents adopting each indicator, cost per hire and applicant satisfaction are also regarded as significant. According to this research, recruiters give online platforms' efficacy and efficiency top priority when it comes to hiring competent applicants and filling open positions.
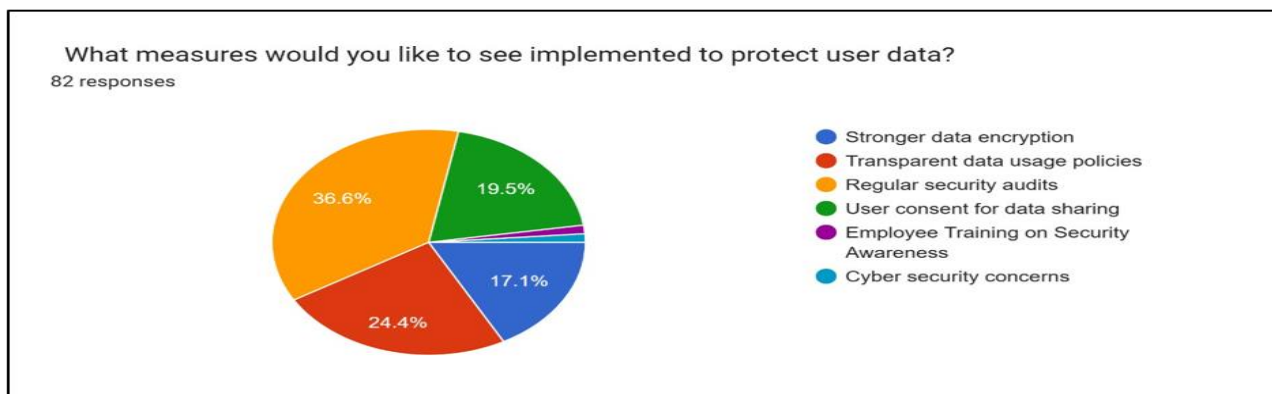
In the above pie chart, the top user data protection methods that respondents would like to see implemented are shown. The most popular measure, chosen by 36.6% of respondents, is stronger data encryption. Regular security audits (19.5%) and transparent data usage policies (24.4%) come in second and third, respectively. Important measures also include personnel security awareness training (12.2%) and user consent for data sharing (17.1%). Just 0.2% of respondents selected cyber security concerns as their least preferred option.
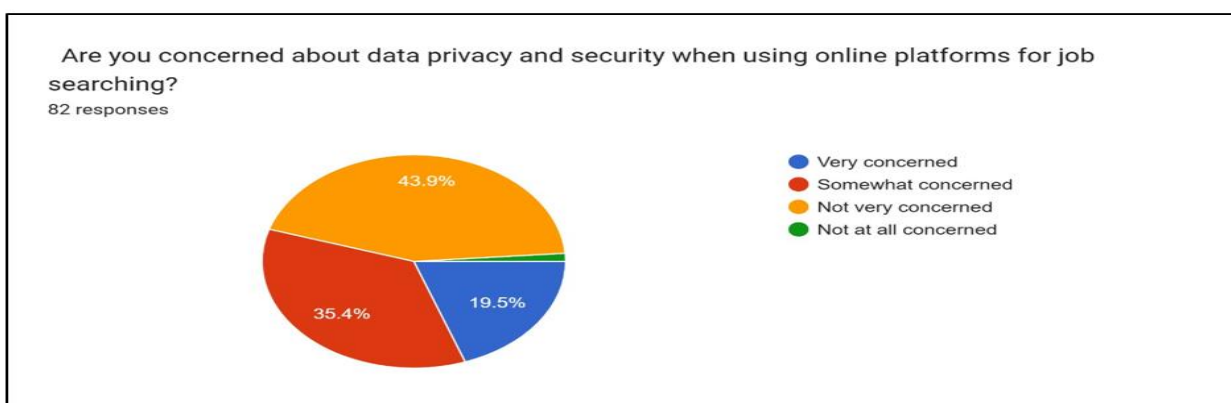
In the above pie chart, it illustrates the level of concern around data security and privacy when utilising online job-search services. Regarding this matter, a sizable majority of respondents (43.9%) express extreme concern. A general awareness of the possible risks is indicated by the additional 35.4% who express some concern. The percentage of respondents who are not at all concerned (1.2%) or not very concerned (19.5%) is quite small. These results emphasise how crucial data security and privacy are for online job seekers.
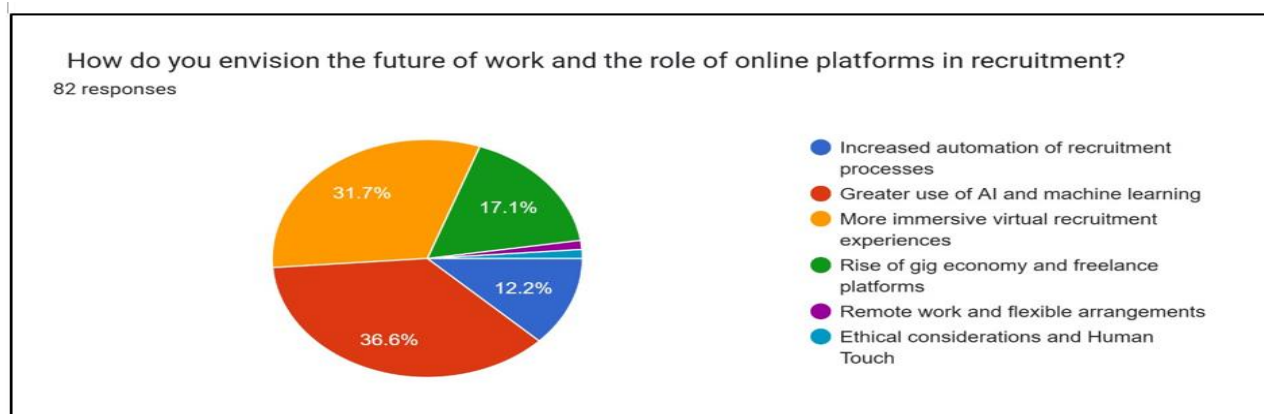
In the above pie chart, it shows the respondents' predictions for the nature of work in the future as well as the use of internet platforms in hiring. The two most popular visions are more usage of AI and machine learning (31.7%) and more automation of the hiring process (36.6%). The rise of freelance platforms and the gig economy (12.2%), remote employment and flexible arrangements (12.2%), ethical considerations and personal touch (0.2%), and more immersive virtual recruitment

experiences (17.1%) are some noteworthy visions. According to these findings, technology, flexibility, and ethical considerations will all play a bigger role in how people work and are hired in the future.

Discussion of Results

- Online platforms are widely used in recruitment, with 41.5% using them daily, 35.4% weekly, and 9.8% rarely, with only 9.8% never using them.

- The most popular online recruitment portals are Google and Naukri.com, followed by Glassdoor and LinkedIn, while Monster and Indeed have lower utilisation percentages.

- The primary reasons for hiring using internet channels include monitoring candidate status, evaluating applicants' online presence, cost-effectiveness, reaching more prospects, improved candidate experience, speedy hiring, and data-driven insights.

- The survey finds a wide gap in perceptions on the efficiency of internet platforms in attracting and sourcing talent, with 34.1% deeming them extremely effective and 20.7% deeming them ineffective.

- 79% of job seekers undertake pre-application research on social media or websites, against 20.7% who do not, demonstrating a substantial preference for online research.

- The survey reveals a wide disparity in views on the effectiveness of internet platforms in talent acquisition, with 34.5% saying they are somewhat effective, 31.7% extremely effective, 29.3% not very effective, and 3.6% not at all effective.

- The majority of respondents (30.5%) believe the ROI of online hiring platforms is high, with 26.8% saying it is high, 22% saying it is moderate, and 19.5% saying it is low.

- The majority of respondents utilise social media for recruitment and applicant search, followed by employee referrals (43.9%) and job adverts (17.1%). Techniques for extending reach are also used.

- According to the study, online platforms are effective in connecting with candidates during the recruiting process, with 39% rating them as somewhat effective, 36.6% extremely effective, 24.4% not very effective, and 0% ineffective.

- The enormous amount of unqualified applications is the most major difficulty for online employment platforms, according to 39% of respondents. Other concerns include an overwhelming number of applications, difficulty evaluating qualifications, a lack of candidate participation, technical issues, and cultural fit.

- According to the report, recruiters prioritise the efficacy and efficiency of online platforms in hiring qualified candidates and filling open positions, with time to fill openings being the most widely cited statistic.

- Respondents believe that better data encryption is the most effective data protection strategy, followed by regular security audits and transparent usage policies. Other steps include security awareness training for employees and user permission.

- According to the study, respondents are very concerned (43.9%) about data security and privacy when using online job-search services, with 35.4% showing some awareness and only 19.5% not bothered.

- The study predicts that in the future, AI, machine learning, automation, freelance platforms, remote employment, ethical considerations, and immersive virtual recruitment experiences will become increasingly important, with technology, flexibility, and ethical considerations expected to have a significant impact on work and hiring practices.

Conclusions and Recommendations
Conclusions:-

Online platforms, which provide efficiency, cost-effectiveness, and access to a larger talent pool, have completely transformed contemporary recruitment. They make data-driven insights, automated processes, and quick screening possible. However, issues including the overwhelming number of applications, lack of personal touch, and data privacy concerns continue to exist. Organisations must prioritise data protection, improve the applicant experience, use AI responsibly, and adjust to new trends if they want to fully benefit from online recruitment. Businesses can successfully use online platforms to draw in top talent and develop a productive staff by finding a balance between technology and human connection.

According to the analysis, there has been a notable movement towards online hiring. Online platforms are efficient, but there are still issues with applicant evaluation, data privacy, and personalisation. Organisations should prioritise data protection, improve the applicant experience, use technology responsibly, and keep up of market developments in order to maximise recruiting. Organisations may successfully leverage the potential of online platforms and develop a robust workforce for the future by attending to these factors.

The future of recruitment is likely to see growing use of AI, machine learning, and automation. Platforms that can effectively use these technologies will be well-positioned to fulfil the changing needs of the recruitment market. Furthermore, as remote work becomes more widespread, platforms built to allow virtual recruitment experiences will expand in importance. Overall, the internet recruitment business is primed for further expansion and innovation. Employers and platforms can prepare for the changing world of work by prioritising efficiency, security, and candidate experience.

Recommendations:-

Based on the survey results, here are some recommendations for employers and online recruitment platforms:

For Employers:

- o **Focus on data-driven decision making:** Use the data supplied by online platforms to track critical metrics such as time-to-fill and cost-per-hire. This allows you to calculate the ROI of various platforms and optimise your recruitment approach.

- **Improve the candidate experience:** Because a large number of job searchers investigate firms online before applying, make sure your company's website and online presence are professional and engaging.
- **Use a multi-pronged approach:** While online platforms are popular, don't overlook other recruitment methods such as employee referrals and social media recruiting.
- **Develop strategies for handling unqualified applications:** Use screening questions, skills evaluations, or explicit job descriptions to decrease the number of unqualified candidates.
- **Prioritise data security and privacy:** To develop confidence with job searchers, implement strong data protection measures and well defined data usage policies.

For online recruitment platforms:

- **Improve filtering and matching algorithms:** To address the issue of unqualified applications, create better filtering and matching algorithms that connect employers with qualified candidates. **Focus on the user experience:** Streamline the application process and provide intuitive interfaces for both companies and job seekers.
- **Invest in AI and Machine Learning:** Use AI and machine learning to personalise the applicant experience, automate repetitive processes, and refer eligible candidates to companies.
- **Implement strong data security measures:** Address data security and privacy concerns by implementing strong data encryption and open data usage regulations.

- **Data Security and Privacy:** Give data security and privacy top priority by putting strong safeguards in place, such as encryption, frequent security audits, and open data usage guidelines. **Candidate Experience:** Put your attention on improving the applicant experience through prompt feedback, tailored correspondence, and a smooth application procedure.
- **Leverage AI and Automation:** Make use of AI and automation to expedite processes such as screening resumes and doing preliminary candidate assessments.
- **Human Touch:** To foster relationships and evaluate soft skills, keep a human touch in the hiring process even when technology is crucial.
- **Constant Learning:** To adjust to the changing environment, stay current on the newest hiring trends, technological advancements, and industry best practices.

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