The study on the effectiveness of talent acquisition through E-recruitment

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Abstract

Purpose: With the increasing use of technology in recruitment, it is important to understand its impact on the hiring process. This study aims to examine whether e-recruitment leads to better quality hires and faster recruitment times compared to traditional methods. The findings will provide valuable insights for organizations looking to optimize their recruitment strategies and improve their talent acquisition processes.

Design/methodology/approach: To study on the effectiveness of talent acquisition through E-recruitment, a quantitative method has been used and also the survey is been made respectively to collect data from employees about their preferences on the talent acquisition process, e-recruitment and satisfaction level towards the same. The chi-square test has been implemented effectively in order to analyse the categorical data where the data has a fixed number of variables such as age, gender, which helps in determining a significant difference with respect to the effectiveness of talent acquisition through E-recruitment with the help of the demographic variable.

Findings: The study on the effectiveness of talent acquisition through e-recruitment aimed to determine the impact of online recruitment methods on the hiring process. The research found that e-recruitment is an effective tool for attracting and selecting top talent. It allows organizations to reach a wider pool of candidates, reduce recruitment costs, and streamline the hiring process. However, it also highlighted potential drawbacks such as increased competition and reduced personal interaction with candidates. Overall, the study suggests that e-recruitment should be integrated into traditional recruitment methods for optimal results in talent acquisition.

Research limitations: Firstly, the sample size used in the study may not be representative of the entire population. Secondly, the study is limited to a specific industry or organization, which means that it may not be applicable to other industries or organizations. Thirdly, the study only focuses on one aspect of talent acquisition and does not consider other factors such as employee retention and engagement. Lastly, the study relies on self-reported data from participants which may be subject to bias and inaccuracies. Therefore, while this study provides valuable insights into e-recruitment's effectiveness in talent acquisition, it is important to consider these limitations when interpreting its findings.

Practical implications: The study on the effectiveness of talent acquisition through e-recruitment has practical implications for organizations seeking to attract and retain top talent. The findings suggest that e-recruitment can be an effective tool for reaching a wider pool of candidates, reducing recruitment costs, and improving the overall hiring process. However, it is important for organizations to ensure that their e-recruitment strategies are user-friendly, accessible, and aligned with their overall recruitment goals. By leveraging the

benefits of e-recruitment while addressing potential challenges, organizations can enhance their talent acquisition efforts and gain a competitive edge in today's job market.

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

Paper type: Research paper

INTRODUCTION:

Talent acquisition is a crucial aspect of any organization's success. It involves identifying and recruiting the right individuals with the necessary skills, knowledge, and experience to fill vacant positions within an organization. Over the years, talent acquisition has evolved from traditional methods such as newspaper ads and job fairs to more modern approaches such as e-recruitment. Identification, attraction, engagement, and retention of highly qualified and talented people are all parts of the talent acquisition process. Finding the best talent and keeping it is a competitive advantage, but finding the appropriate person for the position is equally crucial and challenging. Organisations are devoting more time, energy, and resources to establishing their recruitment strategy as a result of the recruitment market's rising competition. (TYAGI, 2012) E-recruitment is the use of internet enabled technologies to attract and select candidates for a live vacancy existing in an organization (Afshar, 2014). E-recruitment refers to the use of technology, particularly the internet, in sourcing and hiring potential candidates. The effectiveness of e-recruitment has been a topic of interest for many researchers and practitioners alike. This is because it offers several advantages over traditional recruitment methods such as cost-effectiveness, wider reach, and faster turnaround times. Online testing, e-learning, electronic remuneration, and web-based hiring are all. (Johnson, 2016). The background of this topic can be traced back to the emergence of technology in recruitment processes. With advancements in technology, organizations have had to adapt their recruitment strategies to remain competitive in attracting top talent. As such, e-recruitment has become a popular choice for many organizations looking to streamline their recruitment processes. (Singh, 2022). The recruitment process has undergone a significant transformation over the years, and e-recruitment has emerged as a popular method for talent acquisition. The effectiveness of e-recruitment has been widely debated, with some arguing that it is more efficient than traditional methods while others believe that it lacks the personal touch required for successful hiring. The background of this topic can be traced back to the rise of technology in the workplace. With the advent of computers and the internet, companies began to explore new ways of recruiting talent. E-recruitment emerged as a viable option due to its ability to reach a wider pool of candidates and streamline the hiring process.

However, concerns have been raised about the effectiveness of e-recruitment in identifying top talent and ensuring cultural fit within an organization. Additionally, there are concerns about potential biases in algorithms used by e-recruiting platforms. In conclusion, understanding the background of e-recruitment is crucial in evaluating its effectiveness in talent acquisition. As technology continues to evolve rapidly, it is essential for organizations to keep up with these changes by adopting innovative recruitment strategies that align with their goals and objectives. Overall, understanding the background and nuances of e-recruitment is crucial for organizations looking to leverage this method effectively in their talent acquisition strategy.

Need and importance:

Talent acquisition is a crucial process for any organization, as it involves identifying and hiring the best candidates to fill job vacancies. In today's digital age, e-recruitment has become an increasingly popular method of talent acquisition due to its efficiency and cost-effectiveness. However, it is important to understand the need and importance of this topic for the effectiveness of talent acquisition through e-recruitment.

The rapid development of the Internet during the last decade has also boosted the implementation and application of electronic Human Resource Management (e-HRM). (Strohmeier, 2007). Firstly, e-recruitment allows organizations to reach a wider pool of candidates from different geographical locations. This increases the

chances of finding the right fit for the job vacancy. Secondly, it streamlines the recruitment process by automating tasks such as resume screening and scheduling interviews. This saves time and resources that can be allocated towards other important business operations and has altered the way we recruit, select, train, compensate employees and develop HR strategies. (Parry, 2008)

Furthermore, e-recruitment provides valuable data insights that can help organizations improve their recruitment strategies in the future. By analysing candidate behaviour patterns and preferences, organizations can tailor their recruitment efforts to attract top talent. For example, Web-based recruitment, online testing, e-learning and electronic compensation each represent a form of e-recruitment (Johnson, 2016) and research has shown that e-recruitment can improve HR outcomes. (Bondarouk, 2013) The topic of e-recruitment and its importance in talent acquisition is crucial for the success of any organization. In today's digital age, companies need to adapt to new technologies to remain competitive and attract top talent. E-recruitment provides a platform for organizations to reach a wider pool of candidates, reduce recruitment costs, and streamline the hiring process. The effectiveness of talent acquisition through e-recruitment lies in its ability to leverage social media platforms, job boards, and applicant tracking systems. These tools enable recruiters to identify suitable candidates quickly, screen resumes efficiently, and communicate with potential hires effectively.

Furthermore, e-recruitment allows organizations to create a positive employer brand image by showcasing their culture and values online. This can attract passive candidates who may not have considered applying otherwise. E- Recruitment in Public Service is limited in its use and application to online forms which have been pre-loaded on the Commission's website where candidates can either download or fill online (www.psckjobs.go.ke).

In conclusion, the need for e-recruitment in talent acquisition cannot be overstated and understanding the need and importance of e-recruitment for effective talent acquisition is essential in today's competitive job market. It enables organizations to attract top talent efficiently while saving time and resources. It is an essential tool that enables organizations to find the right fit for their team while reducing recruitment costs and improving efficiency. Companies that embrace this technology will have a competitive advantage in attracting top talent in today's digital world.

Theoretical Implications on the Topic " The effectiveness of Talent acquisition through E-recruitment "

The effectiveness of talent acquisition through e-recruitment has been a topic of interest for researchers and practitioners alike. Theoretical implications suggest that e-recruitment can be an effective tool for attracting and selecting top talent. The use of technology in recruitment can increase the speed and efficiency of the hiring process, allowing organizations to quickly identify and engage with qualified candidates.

Additionally, e-recruitment can help to reduce bias in the hiring process by removing human subjectivity from initial screening stages. This is particularly important as diversity and inclusion become increasingly important considerations for organizations.

However, there are also potential drawbacks to relying solely on e-recruitment methods. For example, candidates may feel disconnected from the organization if they do not have opportunities to interact with human recruiters throughout the hiring process. Additionally, there may be concerns around data privacy and security when using online platforms for recruitment. Overall, while e-recruitment has many potential benefits, it is important for organizations to consider both its advantages and limitations when designing their talent acquisition strategies.

Recent Trends related to the topic "The effectiveness of Talent acquisition through E-recruitment"

In recent years, there has been a significant shift towards e-recruitment as a means of talent acquisition. This trend is driven by the increasing use of technology in all aspects of business, including HR. E-recruitment offers several advantages over traditional recruitment methods, such as cost-effectiveness and faster processing times. One recent trend related to e-recruitment is the use of social media platforms for talent acquisition. Companies

are leveraging platforms like LinkedIn and Facebook to connect with potential candidates and build relationships with them. Another trend is the use of artificial intelligence (AI) in screening resumes and identifying top candidates. AI can help recruiters save time by automating repetitive tasks and providing insights into candidate suitability.

Despite these trends, some challenges remain in e-recruitment, such as ensuring diversity in candidate pools and avoiding bias in automated screening processes. Nevertheless, it is clear that e-recruitment will continue to play an important role in talent acquisition going forward. Companies that embrace this trend will be better positioned to attract top talent and stay competitive in their respective industries.

STATEMENT OF PROBLEM:

E-recruitment has grown in popularity as a tool for businesses to find and attract job prospects in the current digital era. Despite growing usage, there is little agreement on whether e-recruitment is more effective than conventional recruitment techniques. In order to ascertain whether e-recruitment is a successful and effective method of selecting the best applicants, this study attempts to investigate how it affects the talent acquisition process. The study will take into account variables including the availability of a larger pool of potential employees, the precision of candidate evaluation, and the general success rate of recruits made through e-recruitment. The ultimate objective of this study is to offer organizations evidence-based guidance on how to utilize e-recruitment as a talent acquisition strategy.

REVIEW OF LITERATURE:

E-recruitment is an important source of competitive advantage in the global economy. It has become more common to post open positions online and accept applications, and this article aims to explore the advantages of adopting e-recruitment methods in India. (TYAGI, 2012) This discusses how businesses in the hospitality and tourism industries can use EHRM and AI to speed up the hiring process, increase employee retention rates, and shorten the time it takes to find new staff. It focuses on how AI technologies, e-recruitment, and e-selection can benefit organizations by improving recruiting and selection outcomes. (Richard D. Johnson, 2021). The R&S Process is divided into 11 categories, but practitioners rely mostly on task automation tools, screening software, and chatbots. Larger, tech-focused businesses are more likely to use these AI solutions, but businesses are still hesitant to invest in it. (Albert, 2019) It is found that online recruitment has made work easier than traditional recruitment practices, and social media has facilitated communication of vacancies and prompt response from suitable applicants. (Kihara, 2015) It is suggested that a similar study be done at Teachers Service Commission to establish its effectiveness in acquiring the right people for vacancies. Recruiting through social media (SM) is a competitive tactic that businesses will need to incorporate into their business strategies. (Sills, 2014) The importance of marketing in today's talent acquisition and recruitment processes. It also studies the literature on marketing and recruitment, and looks at how social media can be used effectively to speed up the filling of job openings. (Ahmad Alashmawy, 2019) It also looks at the factors that influence the use of AI technology for talent acquisition, such as cost-effectiveness, relative advantage, top management support, HR preparedness, competitive pressure, and vendor support (Sharma, 2015) Finally, it looks at the link between acceptance and actual utilization of AI technology for talent acquisition, which is negatively moderated by stickiness to conventional methods of talent acquisition. (Rajasshrie Pillai, 2020)

Social media is being used to attract, recruit, and screen job candidates, but it can lead to biases towards minority applicants. This chapter provides advice on how organizations should steer clear of potential biases and potential directions for future study. (Enrica N. Ruggs Ph.D., 2016) Large IT organizations hire tens of thousands of workers using a variety of sourcing channels, leading to poor talent selection. To improve the hiring process, data and text mining technology is being used to extract resume information, job matching engines, skill similarity, and JD completion modules. (Girish Keshav Palshikar, 2018) Aims to understand the firm's orientation towards its strategy to carrying out recruiting practices. 11 HR experts took part in semi-structured interviews as part of an inductive qualitative single case study. Grounded theory is developed through the analysis of the data and is based on the methodology established. (Paramita, 2020) The main goal of the investigation is to broaden research on the recruitment process, with a focus on contemporary E-Recruitment practices, to identify methods being used and benefits of E-Recruitment, and to identify measurable yet effective methods of using online media for Talent Acquisition. (M. Kavitha, 2021). Investigated if web 2.0 tools like podcasts, blogs, and online

employee reviews can improve an employer's reputation among working professionals. Results show that job seekers' perceptions of the quality and authenticity of the job advertisement are positively impacted by the presentation of video podcasts and truthful employee testimonials through independent blogs. (Pratyush Banerjee, 2019)Social media has had a significant impact on HR, including hiring, selecting, onboarding and socialization, employee development, and performance management and punishment. (Hartwell, 2018) Examines the advantages and disadvantages of using social media during the hiring process. It looks at how companies can use social media to develop a value proposition for job seekers and customize content to improve talent acquisition. It also examines the e-recruitment process, which has grown in importance due to the rise of the internet. (Gloria Phillips-Wren, 2016) The study aims to identify opportunities and obstacles for both job seekers and employers, as well as to examine general trends in e-recruitment use and practice. (Ugo Chuks Okolie, 2017)

The application of information technology in talent management (e-talent) is the subject of this chapter's theoretical and empirical trends analysis. It focuses on key talent management practices, such as talent acquisition, talent identification, talent development, and talent retention. (Wiblen, 2018) A mixed approach methodology was used to conduct surveys and interviews with a predetermined sample of respondents in high schools. The findings demonstrated a connection between employee performance and the adoption of e-recruitment in the school. (Cavaliere, 2021). Organizations use technology to make candidate sourcing and evaluation time- and location-independent, using websites, social media, job portals, computerized and online assessment techniques, and mobile device communication. (Anna B. Holm, 2018) This chapter examines the past and future of the evolution of the HR function and provides an evidence-based strategic framework for digital HR principles and strategy. (Thite, 2018) The study focuses on innovation in recruitment in talent acquisition by making a study on technologies and strategies adopted by the talent management in the IT sector. (Jose, 2019). Organizations must use due diligence in their talent acquisition strategy to identify the right skill sets and competencies. (Pallavi Srivastava, 2008) This essay examines e-recruitment as a component of an organization's talent management system and the current condition of the recruiting industry. It also investigates the connection between multinational corporations' (MNCs) in Nigeria's E-recruitment practices and staff retention rates. (Jelena Anđelković Labrović, 2016) This study found that corporate and business websites were important in explaining employee retention, suggesting that HR managers need to be aware of the link between E-recruitment strategies and staff retention. (Solomon Akpoviroro Kowo1, 2019) It also investigated the understanding of artificial intelligence technology and its use for talent management. (R. Vedapradha, 2023). The study aims to evaluate the impact of e-recruitment on organizational performance in the Nigerian banking sector. It uses qualitative research techniques to assess the impact of e-recruitment on organizational performance in two Nigerian commercial banks. This study is important as it has the power to make or break a brand's reputation and has a negative impact on organizational performance. (Saharan, 2021) This study examined the creative hiring methods, processes, and practices of 8 seasoned recruiters from renowned recruitment firms in Thailand. The results showed that transfers, promotions, newspaper ads, radio and TV ads, and the internet were the most commonly employed methods of hiring. (Daniel, 2019). E-recruitment is an essential part of human resource management and can benefit line managers and human resource hiring managers. Modern recruiting techniques include fit-well analysis, passive candidate approach, employer branding, and career consultants, which contribute to lower hiring costs and shorter hiring times. (Sukmahan, 2017) Social media can be used to recruit new employees. It focuses on LinkedIn, but other social media platforms such as Facebook, Instagram, and Twitter can also promote e-recruitment. It also considers the ethical and legal ramifications of social media use. (Looy, 2022) This study aims to understand the benefits of different e-recruitment tools and how they can be complementary to each other in a recruitment process. (Marques, 2017)

RESEARCH GAP:

The research gap identified is a variety of techniques, including job boards, social media, and online tests, are included in e-recruitment. Which of these strategies is most successful at luring and securing great people is unclear, though. Future studies can examine the efficacy of various e-recruitment strategies and pinpoint best practices.

HYPOTHESIS:

H_o: E- recruitment doesn't have an effect on Talent Acquisition
H_1: E- recruitment has an effect on Talent Acquisition

OBJECTIVES OF STUDY:

- To measure the effectiveness of e-recruitment in comparison to conventional recruitment techniques and how it affects the talent acquisition process.

- To assess the efficacy and accuracy of candidate evaluation using e-recruitment and to pinpoint any potential flaws in this procedure.

- To assess whether e-recruitment is a cost-effective and successful method of selecting the best candidates by looking at the success rate of hires made through this method.

SCOPE OF THE STUDY:

- **Recruitment tactics:** The study could look at the various e-recruitment tactics utilised by businesses, such as the usage of job boards online, social media recruiting, and other digital platforms. It can also look into how these tactics affect the amount and calibre of job applicants.

- **Recruitment Process:** Examining the stages involved in advertising job openings, reviewing applicants, and holding interviews, the study can look at the e-recruitment process. It can pinpoint potential stumbling blocks and areas where the e-recruitment process needs to be improved.

- **Impact on the organisation:** The study can evaluate how e-recruitment has affected the organization's capacity to draw in and keep top talent, its efforts to promote diversity and inclusion, and its overall recruiting return on investment.

RESEARCH METHODOLOGY AND DATA COLLECTION:

This study is guided by two variables; one being independent and the other dependent, i.e., talent acquisition being the independent and e-recruitment being the dependent variable This is going to guide by the secondary research, on the other hand there would be primary research on the employees to know the effectiveness of the talent acquisition.

- **Population:** Employees of HR consultancy industry
- **Sample design:** Quantitative
- **Sampling unit:** Employees of SBDK Technologies
- **Method of data collection:** Questionnaire
  - ✓ The study will use a combination of primary and secondary data collection methods.
  - ✓ Primary data will be collected with the help of a questionnaire circulated among the employees.
  - ✓ Secondary data will be obtained from publicly available sources, research papers, company websites or other relevant sources.
- **Instrument for data collection:** The primary data collection instrument will be a set of structured close-ended questionnaire, to gather as much data as possible to support the research.
- **Data Analysis Plan**: Chi-square test
- **Statistical tools for analysis:** The data would be analysed using statistical software like SPSS.

LIMITATIONS OF THE STUDY:

- The potential for bias in the selection process. E-recruitment relies heavily on algorithms and keyword searches, which may inadvertently exclude qualified candidates who do not match specific criteria. This can result in a lack of diversity within the candidate pool and ultimately, within the organization.
- Another limitation is the lack of personal interaction between recruiters and candidates. While technology has made it easier to connect with potential hires, it cannot replace face-to-face communication or provide insight into soft skills such as communication and teamwork.

Table no: 2.1					
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Chi-Square Model Summary					
DATA ANALYSIS:		Independent Variables			
	Gender	Age	Years of experience	Designation	Working modal
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

Testing Of Hypothesis

From the above table, we know that,

- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 24.817. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.002). The result is significant if this value is equal to or less than the designated alpha level (normally .05).
- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 16.709. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.033). The result is significant if this value is equal to or less than the designated alpha level (normally .05)

- As the p-values in the case of designation and working modal is less than 0.05, we can say that there exists a relationship between the Satisfaction level towards organization's talent acquisition process and E-recruitment.

- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 16.198. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.040). The result is significant if this value is equal to or less than the designated alpha level (normally .05).

- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 24.071. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.002). The result is significant if this value is equal to or less than the designated alpha level (normally .05).

- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 15.780. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.046). The result is significant if this value is equal to or less than the designated alpha level (normally .05).

- As the p-values in the case of gender, age and years of experience is less than 0.05, we can say that there exists a relationship between the social media profiles present unreliable and/ or inconsistent representations of candidates and E-recruitment.

- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 32.856. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (<.001). The result is significant if this value is equal to or less than the designated alpha level (normally .05).

- As the p-values in the case of gender is less than 0.05, we can say that there exists a relationship between the hiring decisions made by the hiring managers and E-recruitment.

- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 18.497. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.018). The result is significant if this value is equal to or less than the designated alpha level (normally .05).

- As the p-values in the case of age is less than 0.05, we can say that there exists a relationship between the measuring of the effectiveness of e-recruitment for talent acquisition and E-recruitment.

- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 34.305. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (<.001). The result is significant if this value is equal to or less than the designated alpha level (normally .05).

- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 19.117. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.014). The result is significant if this value is equal to or less than the designated alpha level (normally .05).

- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 18.794. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.016). The result is significant if this value is equal to or less than the designated alpha level (normally .05).

- As the p-values in the case of gender, years of experience and designation is less than 0.05, we can say that there exists a relationship between the internet adding value to your recruitment process from both an employer and a candidate perspective and E-recruitment.

- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 26.016. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.026). The result is significant if this value is equal to or less than the designated alpha level (normally .05).

- As the p-values in the case of designation is less than 0.05, we can say that there exists a relationship between talent acquisition and the current trends are you using in e-recruitment.
- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is11.746. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.003). The result is significant if this value is equal to or less than the designated alpha level (normally .05).
- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 18.521. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (<.001). The result is significant if this value is equal to or less than the designated alpha level (normally .05).
- As the p-values in the case of gender and age is less than 0.05, we can say that there exists a relationship between the company using AI for e-recruitment process and talent acquisition.
- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 15.756. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.046). The result is significant if this value is equal to or less than the designated alpha level (normally .05).

- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 29.143. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (<.001). The result is significant if this value is equal to or less than the designated alpha level (normally .05).
- As the p-values in the case of gender and age is less than 0.05, we can say that there exists a relationship between in company, the average time required to hire the talent and E-recruitment.
- The chi square statistic appears in the Value column of the Chi-Square Tests table immediately to the right of "Pearson Chi-Square". The value of the chi square statistic is 9.732. The p-value appears in the same row in the "Asymptotic Significance (2-sided)" column (.045). The result is significant if this value is equal to or less than the designated alpha level (normally .05).
- As the p-values in the case of gender is less than 0.05, we can say that there exists a relationship between the advantages of e-recruitment over traditional recruitment methods and talent acquisition.

Summary of Findings:

The effectiveness of talent acquisition through e-recruitment has been a topic of interest for employers in recent years. E-recruitment is the process of using electronic resources to attract, screen, and hire candidates for job vacancies. The findings suggest that e-recruitment is an effective method for employers to find and hire talented individuals.

Research has shown that e-recruitment can be an effective tool for employers in finding top talent. It allows for a wider reach and faster response time compared to traditional recruitment methods. Additionally, it can reduce costs associated with recruitment, such as advertising fees and travel expenses. Another advantage is the efficiency and cost-effectiveness it provides. The use of online applications and resume screening tools can save time and money compared to traditional recruitment methods.

However, there are also challenges associated with e-recruitment. The vast amount of information available online can make it difficult for employers to sift through resumes and identify qualified candidates. Furthermore, the lack of face-to-face interaction during the recruitment process may result in a less personal experience for both the employer and candidate. There are also potential drawbacks such as increased competition from other employers using similar methods, as well as potential biases in the screening process.

Overall, while e-recruitment has its advantages and disadvantages, it is clear that it has become an integral part of talent acquisition strategies for many employers in today's digital and it remains an effective tool for employers seeking talented individuals in today's digital age.

Suggestions:

In today's digital age, e-recruitment has become an increasingly popular method for talent acquisition. However, its effectiveness in attracting and retaining top talent remains a topic of debate. To determine the impact of e-recruitment on talent acquisition, a comprehensive study is necessary. This study should examine the effectiveness of various e-recruitment strategies such as social media recruitment, job boards, and online assessments. Additionally, it should evaluate the impact of e-recruitment on candidate experience and employer branding. By analysing these factors, organizations can make informed decisions about their recruitment strategies and improve their ability to attract and retain top talent in a competitive job market. Exploring this topic is to analyse the success rates of companies that have implemented e-recruitment strategies compared to those that rely solely on traditional methods such as newspaper ads or employee referrals. Another approach could be to examine the impact of e-recruitment on diversity and inclusion in hiring practices. Employees can improve their chances of being recruited through e-recruitment by optimizing their online presence. This includes having an updated LinkedIn profile, showcasing relevant skills and experience, and engaging with industry-specific groups.

Conclusion:

In conclusion, e-recruitment has proven to be an effective method of talent acquisition. It has revolutionized the way companies search for and hire new employees. E-recruitment provides a wider pool of candidates, reduces recruitment costs and time, and allows for a more efficient screening process. The use of online job boards, social media platforms, and applicant tracking systems have made it easier for recruiters to find qualified candidates quickly. The ability to screen resumes and conduct virtual interviews has also streamlined the hiring process. However, it is important to note that e-recruitment should not completely replace traditional methods of talent acquisition such as employee referrals or job fairs. A combination of both methods can lead to better results in finding the right candidate for a position.

Overall, e-recruitment has proven its effectiveness in talent acquisition by providing a more efficient and cost-effective way to find qualified candidates. As technology continues to advance, it is likely that e-recruitment will become even more prevalent in the hiring process.

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Appendix

1. Gender
   a) Male
   b) Female
   c) Other

2. Age
   a) 20-25
   b) 25-30
   c) >30

3. Experience
   a) 0-3
   b) 4-7
   c) 8+

4. Designation
   a) Entry Level
   b) Mid-Level
   c) Senior Level

5. Working modal

   a) Remote
   b) Hybrid
   c) On-site

6. Satisfaction level towards organization's Talent Acquisition process (5-1, Highly satisfied to not satisfied respectively)
   a) 5   b) 4   c)3   d)2   e)1

7. Considering all of your job responsibility, talent acquisition is
   a) Not something I spend much time on
   b) A bit more important than my other responsibilities
   c) Absolutely the most important responsibility I have
   d) Equal in priority to my other responsivities

8. Organization's most pressing requirement when it comes to talent acquisition is
   a) Attract more candidates
   b) Hiring more quickly & efficiently
   c) Best decision made by hiring managers
   d) Hiring high quality candidates

9. Social media profiles present unreliable and/ or inconsistent representations of candidates
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

10. The largest number of candidates are obtained through
   a) Organization's career page
   b) Public job boards (LinkedIn, Naukri, Indeed or others)
   c) Employee referrals
   d) Campus placement

11. The hiring decisions made by the hiring managers are
   a) Usually very good
   b) Fairly good
   c) Hit and miss
   d) Questionable
   e) Poor

12. How can companies measure the effectiveness of e-recruitment for talent acquisition?
   a) Time to hire
   b) Cost per hour
   c) Qualified candidates per opening
   d) Monitoring candidate satisfaction and retention rates
   e) Quality of hire

13. Do you believe the internet has added value to your recruitment process from both an employer and a candidate perspective?
   a) Strongly agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly disagree

14. Which current trends are you using in e-recruitment?
   a) Remote interviewing
   b) Diversity and inclusion

c) Creation and maintenance of talent pools
d) Social media recruiting
e) RPA
f) Skills and competencies
g) Analytics
h) Advances in recruitment AI
i) Branding

15. 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?
a) Analytics software
b) Programmatic advertising
c) Tracking snippets
d) Data visualization platforms

16. What are some of the advantages of e-recruitment over traditional recruitment methods?
a) E-recruitment is faster and more cost-effective.
b) E-recruitment allows for greater access to a wider pool of talent.
c) E-recruitment is less personal and can lead to a lower quality of hire.

17. In company, the average time required to hire the talent is
a) <1
b) 1-3
c) 3-7
d) 7-15
e) >15

18. Does your company use AI for e-recruitment process?
a) Yes
b) No

19. E-recruitment method is more cost effective than traditional method
a) Strongly disagree
b) Disagree
c) Neutral
d) Agree
e) Strongly agree

20. What are some of the challenges associated with e-recruitment?
a) Technical difficulties can arise, such as website crashes or glitches.
b) There is a risk of losing the personal touch that comes with face-to-face interactions.
c) Candidates may not take the application process as seriously when it is online.

21. How can companies ensure the effectiveness of e-recruitment for talent acquisition?
a) Developing a clear recruitment strategy
b) Using a mix of online and offline recruitment methods
c) Focusing on candidate engagement and communication
d) All of the above

22. What are the potential drawbacks of e-recruitment for talent acquisition?
a) Over-reliance on technology
b) Difficulty in assessing non-technical skills
c) Increased competition for top talent
d) All of the above