



# A Study on - Assessing the Impact of E-Recruitment at Axiom HR Services Pvt. Ltd. Vadodara

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## Abstract

Human Resources (HR) consulting is a specialized management field that centers on aiding companies in recruiting and hiring the most suitable talent to meet their specific needs. HR consultants provide valuable expertise and guidance to organizations, helping them optimize their recruitment processes, identify top candidates, and streamline hiring procedures. They may offer services such as talent sourcing, candidate screening, conducting interviews, and assessing potential hires. By leveraging their knowledge of industry trends and best practices, HR consultants assist businesses in making informed decisions to build strong and effective teams that contribute to the company's overall success. HR consultants can help companies enhance their overall productivity and performance. A proficient and effective HR consultant plays a crucial role in identifying and addressing HR-related challenges and opportunities within an organization. They provide valuable insights and recommendations to help businesses create a conducive work environment, attract and retain talented employees, and align HR practices with the company's overall strategic objectives. One of the specific areas in which HR consultants can make a significant impact is in the realm of recruitment. E-recruitment, also identified as online recruitment, refers to the practice of web-based technology and digital platforms for several stages of the recruiting process. This study focuses on examining the E-Recruitment process at Axiom HR Services Pvt. Ltd. The main objectives are to analyze the process, identify key elements contributing to its success and efficiency, and investigate any difficulties encountered by the HR department during its implementation. By exploring these aspects, the study aims to provide valuable insights into the effectiveness of E-Recruitment methods, offer recommendations for improvement, and enhance the understanding of how technology-driven recruitment impacts HR practices in the organization.

## Keywords

Human Resource Department, E- Recruitment, Axiom HR Services Pvt.Ltd., HR Consultancy, Efficiency and Challenges of E-Recruitment.

## Introduction

E-recruitment, also known as online recruitment, refers to the process of leveraging technology and web-based resources to manage various tasks associated with finding, attracting, evaluating, interviewing, and ultimately hiring new personnel for an organization. It involves utilizing digital tools and online platforms to identify and engage potential candidates. Through e-recruitment, organizations can capitalize on the power of the internet to reach a broader and more diverse talent pool. This wider reach is beneficial as it increases the chances of finding highly qualified candidates who may not have been accessible through traditional recruitment methods. One of the significant advantages of e-recruitment is its ability to streamline and optimize the hiring process. Online recruitment platforms often integrate features like automated applicant tracking systems, video interviews, and online assessments, making the entire process more efficient. This leads to a reduction in the time and effort required to sift through applications and identify suitable candidates. Moreover, e-recruitment can be a cost-effective solution for organizations. Posting job openings on online job boards or company websites tends to be more affordable than traditional print advertising or other forms of recruitment. Additionally, the automation of certain tasks reduces the need for manual intervention, saving both time and money. Another crucial aspect of e-recruitment is the enhanced accessibility for job seekers. Candidates can easily search and apply for jobs from the comfort of their homes or mobile devices, increasing convenience and encouraging a higher volume of applications. Despite the numerous benefits, organizations must ensure that their e-recruitment processes are user-friendly and bias-free to

maintain a fair and inclusive hiring practice. Moreover, the human touch should not be entirely replaced, and the technology should complement the efforts of recruiters and hiring managers rather than replacing them.

E-recruitment revolutionizes the hiring landscape by harnessing web-based technology to reach a larger and more diverse talent pool, enhancing efficiency, and reducing costs. It has become an indispensable tool for modern organizations seeking to stay competitive in the fast-paced and interconnected job market. E-recruitment practices encompass a range of dimensions, including corporate websites, commercial websites/job boards, and social network sites (Lee, 2005; Girard & Fallery, 2009; Sills, 2014; Kaur, 2015). The internet has brought about significant changes in the way recruitment is conducted. Nowadays, organizations, regardless of their size, are increasingly adopting online technology for hiring, and both employers and job seekers have shown a preference for this medium (Daft, 2000; Kuhn, 2000). The recruitment process has been greatly simplified through online interview scheduling. With access to candidates' applications readily available, organizations can quickly and efficiently manage the entire recruitment process. The system automatically shortlists qualified candidates, expediting the selection process by eliminating those who do not meet the organization's desired qualifications. Corporate websites use their online interface, including a career portal, to engage in E-recruitment with the dual purpose of attracting candidates and strengthening the company's brand. In contrast, commercial websites are distinct from any specific employer and offer an outsourcing solution for companies to manage their recruitment activities through an external service provider (Maurer & Liu, 2007).

Overall, e-recruitment has become a favoured and efficient method for hiring new talent. It offers organizations immediate access to a wide range of potential candidates, streamlines the screening of applicants, and facilitates seamless communication with job seekers. As a result, the internet technology has revolutionized the way recruitment is managed, making it a vital tool for modern businesses seeking to optimize their hiring processes. This study aims to investigate the effectiveness of E-Recruitment in the recruitment process at Axiom HR Services, while also identifying and analysing the challenges encountered by the company and its recruiters. The primary focus will be on assessing how E-Recruitment enhances the efficiency of the hiring procedures within the organization and the potential benefits it brings. This study seeks to contribute to the understanding of the advantages and challenges of E-Recruitment in the context of Axiom HR Services. The findings are expected to shed light on the practical implications of implementing E-Recruitment and provide actionable recommendations for the company to enhance its recruitment efficiency and overall effectiveness.

### **Work of Axiom HR Services Pvt. Ltd.**

AXIOM is a company that specializes in HR services, particularly in the field of technical recruitment. With more than a decade of experience in the industry, their primary focus is on identifying and sourcing the most suitable and skilled workforce to meet their clients' needs. They aim to provide their clients with the right manpower at the right time. The company's expertise lies in offering high-quality technical recruitment services across various sectors. They are dedicated to executing recruitment operations effectively, ensuring that the hiring process is efficient, thorough, and aligned with their clients' specific requirements. By emphasizing their recruitment operations, AXIOM demonstrates their commitment to delivering top-notch talent acquisition solutions. They understand the importance of finding the best candidates who possess the necessary technical skills and expertise to excel in their clients' organizations. Through their years of experience and specialized approach to HR, AXIOM strives to be a trusted partner for businesses seeking the right talent to drive their success.

At AXIOM HR Consulting, they have a fully integrated and comprehensive recruiting and selection process. This process includes a thorough assignment briefing, ensuring that they fully understand their clients' specific requirements. They also establish relevant selection criteria, enabling them to identify the most suitable candidates for the positions. To ensure the highest quality of candidates, AXIOM conducts extensive reference checks on applicants. By doing so, they can confidently refer only those candidates who align best with their clients' needs and are likely to excel in the roles. This research focuses specifically on E-Recruitment at AXIOM HR Consulting. E-Recruitment refers to the use of online platforms and technology to attract, assess, and select job candidates. E-Recruitment is a modern approach to talent acquisition that harnesses online platforms and technological tools. It involves creating an online presence through job boards, social media, and company websites to attract potential candidates. Through digital means, organizations assess applicants using automated screening processes, online tests, and questionnaires. This method also enables streamlined candidate selection, as employers can manage applications, schedule virtual interviews, and communicate electronically. E-Recruitment offers enhanced efficiency, broader candidate reach, and data-driven insights, transforming the traditional hiring process into a technologically advanced and effective strategy for identifying and securing suitable job candidates. The study aims to understand how AXIOM employs E-Recruitment in their HR consulting processes. It explores the various aspects of their online recruitment practices and seeks to identify the features that have an impact on their E-Recruitment success. By conducting this study, the goal is to gain insights into AXIOM ' E-Recruitment process and uncover any factors that influence its effectiveness. Understanding these factors can help enhance their recruitment strategies, optimize candidate selection, and ultimately improve their ability to deliver the best-fit talent to their clients.

## Review of Literature

Recruitment involves an organization's efforts to attract and acquire human capital by identifying and bringing in new employees (Baum & Kabst, 2014). The primary goal is to retain these recruited individuals for as long as possible, ensuring they contribute to the overall achievement of the organization's objectives (Galanaki, 2002). Retaining talent is considered a competitive advantage that enhances organizational performance (Mahal, 2012). The term "E-recruitment" is used interchangeably with online recruitment, electronic recruitment, web-based recruitment, and cyber recruitment (Greengard, 2012; Chew, 2004).

Scholars in the human resource field have described it as the process of attracting and selecting talent through online methods, as stated by (Allden and Harris, 2013). Essentially, it's the use of digital platforms and tools to search for and engage potential job candidates.. It involves the formal sourcing of job information online (Galanaki, 2002), using online technology to acquire talent through corporate or third-party recruiters (Rao, 2011), and attracting suitable candidates through electronic means (Malik & Razaullah, 2013). Additionally, E-recruitment refers to the use of the internet to identify and attract potential employees (Breagh & Starke, 2000). In this context, talent acquisition is seen as a strategic approach to bringing in individuals with the necessary skills and competencies to meet dynamic business needs efficiently and effectively (Slovensky 2012; Mbugua, et.al., 2013).

The information presented by a company on their E-recruitment platforms plays a crucial role in influencing potential recruits' decision to apply for a job and, consequently, affects their likelihood of staying in that position for an extended period, leading to higher employee retention rates (Trivedi & Muduli, 2015; Peltokorpi & Froese, 2015; Kashyap & Rangnekar, 2014). The process of job analysis, which includes providing detailed job descriptions and specifications, along with the methods used to communicate job vacancies, significantly determines the level of employee retention achieved by a firm through the candidates it hires (Sills, 2014; Trivedi & Muduli, 2015; Fondeur, 2006).

To develop local talent and skills, HR consultancy firm establish graduate trainee programs. Here, E-recruitment practices are valuable for effectively screening graduates for entry-level training and potential absorption into the company (Peltokorpi & Froese, 2015; Mbugua, Waiganjo & Njeru, 2013; Boyd & Ellison, 2008; Fallery, 2009; Gazzawi and Accoume, 2014). E-Recruitment encompasses various practices, and it is particularly favored by HR consultancy companies in challenging economies to broaden their talent pool. These practices also prove essential for cultivating local skills through graduate trainee programs, making the screening process more efficient for potential absorption into the organization.

Two main factors determine the levels of employee recruitment in a firm based on E-recruitment practices. The first is job analysis, which involves providing detailed descriptions and specifications of the vacant position. The second factor is the way in which the job vacancy is communicated to potential candidates. The effectiveness of these determinants plays a significant role in attracting and selecting suitable candidates (Sills, 2014; Masese & Kinange, 2016; Trivedi & Muduli, 2015; Fondeur, 2006). In essence, the way a company presents job details through their E-recruitment platforms influences candidate decisions, job fit, and, ultimately, the length of time employees is likely to stay with the organization. Effective job analysis and communication of job vacancies are essential components of successful E-recruitment practices that contribute to higher levels of employee recruitment & selection within the company.

Through a study focusing on HR Consultancy agency, the adoption of E-recruitment as a human resource information system has been found to positively impact on faster employee recruitment. This is achieved by profiling personnel and analyzing their strengths and weaknesses (Rogers, 2015). By using such a system, businesses can strategically plan human resource activities to optimize employee hiring (Pollitt, 2007; Nwasha, 2013; Trivedi & Muduli, 2015; Rogers, 2015).E-recruitment is viewed as a practice that provides various advantages, such as broader geographical access to potential employees, time and cost effectiveness, easy access to candidates with additional computing skills, user-friendliness, and faster response times to job vacancy postings (Galanaki, 2002; Cappelli, 2001; Mukuna, 2016).

## Objectives

- To study the E- Recruitment process in Axiom HR Services Pvt.Ltd.,
- To examine the elements that contribute to the success or efficiency of using E- recruitment methods.
- To examine the difficulties and obstacles encountered by the HR department at Axiom while implementing E- Recruitment.

## Research Methodology

### Research Design

This study adopts a descriptive research design to explore the challenges faced by HR Axiom Services Pvt. Ltd. in implementing E-Recruitment. Descriptive research is employed to gain a comprehensive understanding of the current situation, attitudes, and experiences of the HR Manager, HR Recruiter, and Sr. HR Executives in the organization regarding E-Recruitment.

**Participant**

The study focuses on HR Axiom Services Pvt. Ltd., specifically targeting the HR Manager, HR Recruiter, and Sr. HR Executives. A total of 20 candidates from these roles were selected as potential participants for the research.

**Sample Size and Response Rate**

Out of the 33 selected candidates, 20 responses were obtained, representing a response rate of 75%.

**Data Collection**

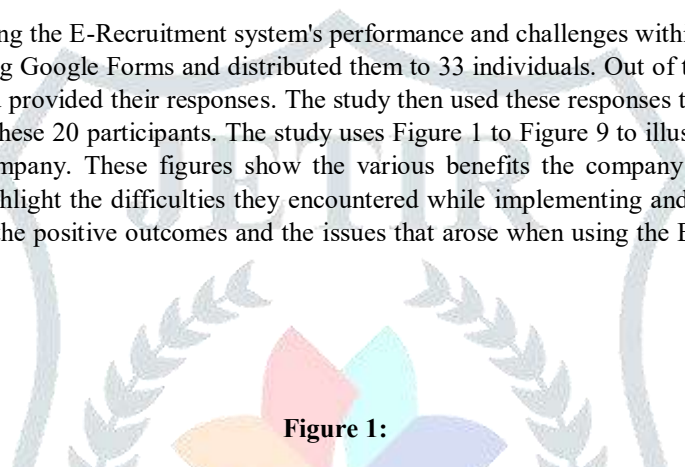
The primary data collection method utilized for this research is a structured questionnaire in Likert scale format. The questionnaire was carefully designed to assess the challenges and experiences of the HR professionals related to E-Recruitment.

**Questionnaire Development**

The questionnaire was developed after an extensive literature review and consultation with experts in the field of HR and E-Recruitment. It consists of both closed-ended and Likert scale questions, allowing participants to express their opinions and perceptions clearly.

**Data Analysis & Interpretation**

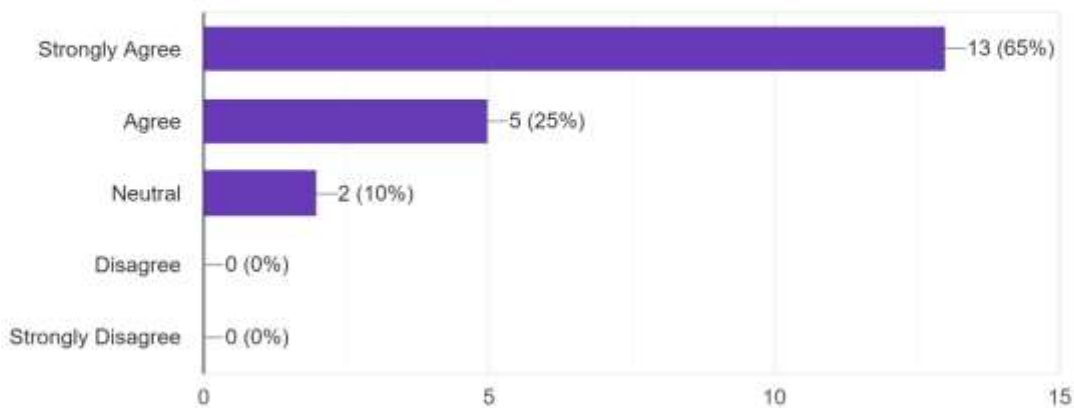
The research is all about describing the E-Recruitment system's performance and challenges within Axiom HR Services Pvt. Ltd. Questionnaires were created using Google Forms and distributed them to 33 individuals. Out of these 33 respondents, 20 people completed the questionnaires and provided their responses. The study then used these responses to create a graph or chart, which displays the data gathered from these 20 participants. The study uses Figure 1 to Figure 9 to illustrate and explain how effective the system has been for the company. These figures show the various benefits the company has gained from using the E-Recruitment system and also highlight the difficulties they encountered while implementing and using it. Essentially, the study provides a detailed overview of the positive outcomes and the issues that arose when using the E-Recruitment system at Axiom HR Services Pvt. Ltd.



**Figure 1:**

Please rate the extent to which you agree or disagree with the following statement "E-Recruitment system have improved the candidate sourcing"

20 responses

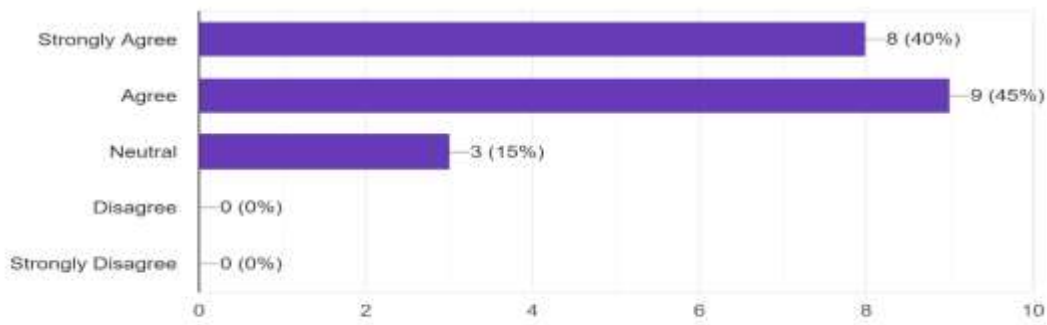


Regarding the statement "E-Recruitment has improved Candidate sourcing," approximately 65% of the respondents strongly agreed with this statement. Additionally, around 25% of the respondents agreed with the statement, while only 10% of the respondents remained neutral and did not express a strong opinion either way. Hence, a significant majority of the participants showed a positive response, indicating that they believe E-Recruitment has indeed enhanced the process of sourcing candidates.

Figure 2:

Please rate the extent to which you agree or disagree with the following statement " E – Recruitment system have improved the CV Screening process"

20 responses



Regarding the statement "E-Recruitment has improved CV Screening," approximately 40% of the respondents strongly agreed with this statement. Additionally, around 40% of the respondents agreed with the statement, while only 15% of the respondents remained neutral and did not express a strong opinion either way. Hence, a significant majority of the participants showed a positive response, indicating that they believe E-Recruitment has indeed enhanced the CV Screening process.

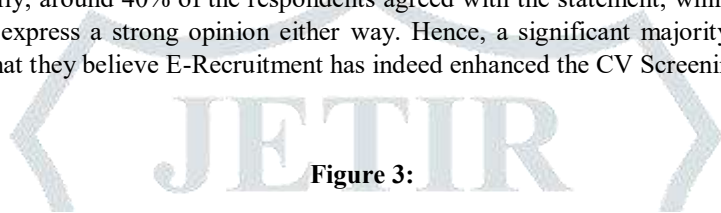
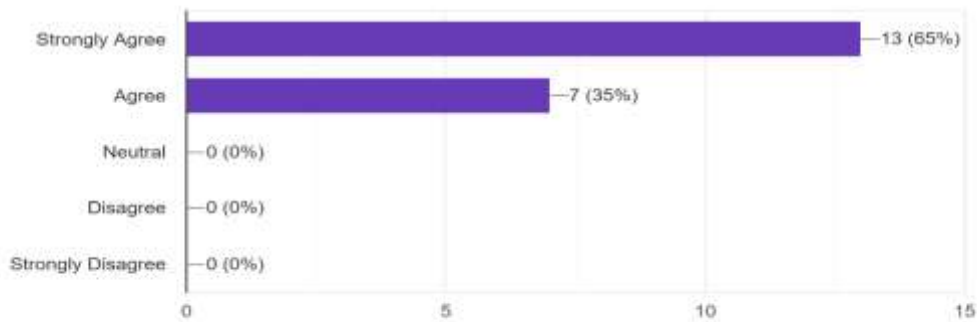


Figure 3:

Please rate the extent to which you agree or disagree with the following statement "E- Recruitment system has reduced the manual and paper work"

20 responses



Regarding the statement "E-Recruitment has reduced paper work," approximately 65% of the respondents strongly agreed with this statement and 35% of the respondents agreed with the statement. Hence, a significant majority of the participants showed a very positive response, indicating that they believe E-Recruitment has reduced manual & paper work.

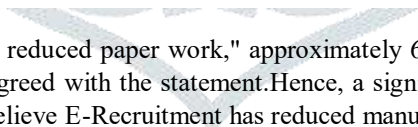
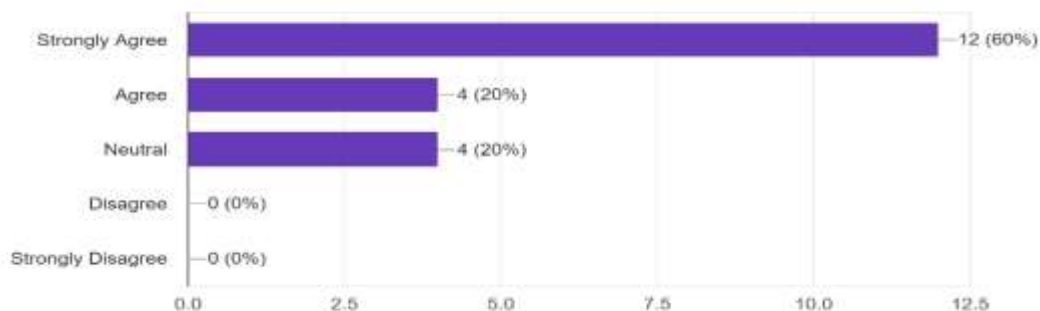


Figure 4:

Please rate the extent to which you agree or disagree with the following statement "E – Recruitment system have improved the recruitment workflow"

20 responses

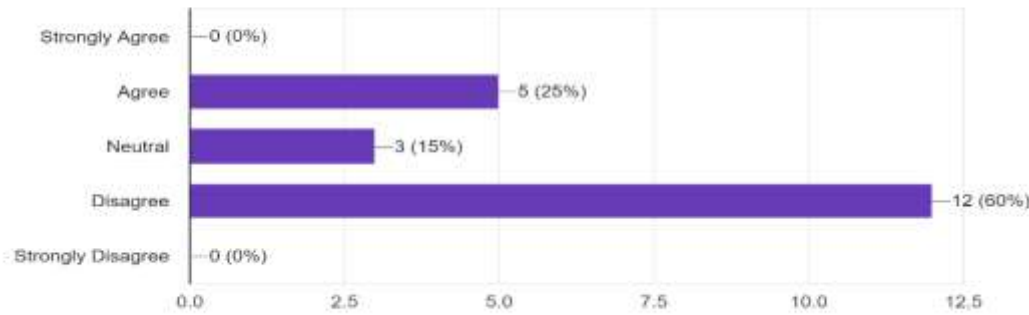


Regarding the statement "E-Recruitment has improved the recruitment workflow," approximately 60% of the respondents strongly agreed with this statement. Additionally, around 20% of the respondents agreed with the statement, while other 20% of the respondents remained neutral and did not express a strong opinion either way. Hence, a significant majority of the participants showed a positive response, indicating that they believe E-Recruitment has indeed enhanced the recruitment workflow.

Figure 5:

Please rate the extent to which you agree or disagree with the following statement "E – Recruitment software are easy to understand"

20 responses

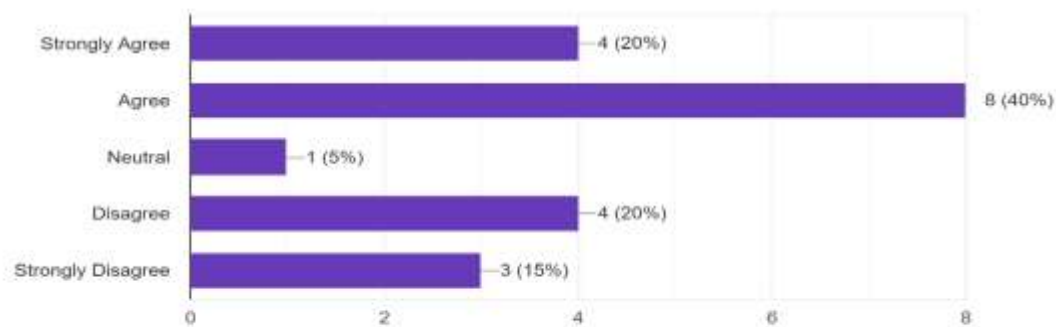


Regarding the statement "E-Recruitment Software are easy to understand," approximately 25% of the respondents agreed with this statement, 3% of the respondents remained neutral and 60% of the respondents disagreed with the statement, suggesting that they did not find the E-Recruitment software easy to understand. Hence, most respondents expressed difficulties or challenges in understanding the software.

Figure 6:

Please rate the extent to which you agree or disagree with the following statement " E – Recruitment system has reduced the verbal communication between the candidate and the recruiter"

20 responses

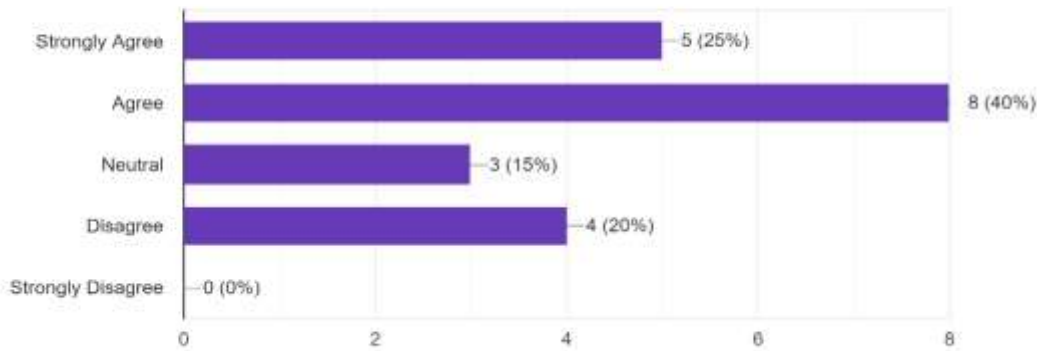


Regarding the statement "E-Recruitment system has reduced verbal communication between the candidates & the recruiter" approximately 20% of the respondents strongly agreed with this statement, 40% of the respondents agreed, 1% remained neutral, while 20% of the respondents disagreed with the statement & 15% of the respondent strongly disagree with the statement. Thus, most of the respondents have agreed that E- Recruitment system has reduced verbal interaction between recruiter and the candidates.

Figure 7:

Please rate the extent to which you agree or disagree with the following statement " There is a concern related to privacy and data security with the application of E-Recruitment system"

20 responses

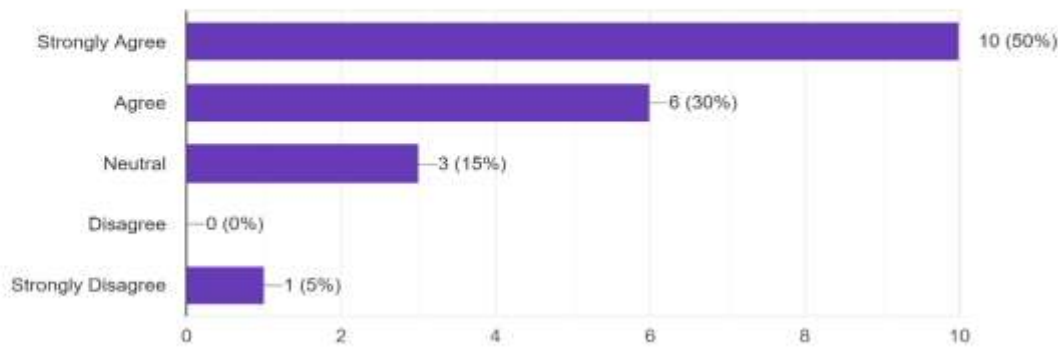


Regarding the statement " There is a concern related to privacy and data security with the application of E-Recruitment system " approximately 25% of the respondents strongly agreed with this statement, 40% of the respondents agreed, 15% remained neutral, while 20% of the respondents disagreed with the statement Thus, majority of the respondents have expressed that they believe there are concerns regarding privacy and data security associated with the implementation of the E-Recruitment system

Figure 8:

Please rate the extent to which you agree or disagree with the following statement "Implementing and maintaining an E-Recruitment system is costly"

20 responses



Regarding the statement "Implementing and maintaining an E-Recruitment system is costly " approximately 50% of the respondents strongly agreed with this statement, 30% of the respondents agreed, 15% remained neutral, while only 1% of the respondents disagreed with the statement. Thus, majority of the respondents have expressed that they believe that implementing and maintaining an E-Recruitment system is very expensive.

**Conclusion:**

Thus, this study focused on examining the application of E-Recruitment within Axiom HR services Pvt.Ltd., specifically assessing its impact on various aspects of the recruitment process. The data analysis revealed several significant findings. Firstly, the majority of the participants responded positively, indicating that E-Recruitment has brought notable improvements to our candidate sourcing process. The system has streamlined CV screening, reduced manual work, and enhanced the overall recruitment workflow. This suggests that E-Recruitment has proven to be effective and beneficial in these areas, aligning with the organization's goals of finding and hiring the best talent efficiently.

However, it is worth noting that the study also revealed some concerns raised by our HR team. A significant number of HR professionals expressed challenges in understanding the E-Recruitment system. This finding suggests that there might be a need for additional training or support to maximize the system's potential fully. Another noteworthy finding is that data privacy and security emerged as a prominent concern among respondents. It is crucial for the organization to address these concerns seriously and implement robust security measures to protect candidate data and maintain trust in the recruitment process. Furthermore, the study highlighted that the adoption of E-Recruitment has led to a reduction in verbal interaction between candidates and recruiters. This aspect requires attention as personal communication plays a crucial role in establishing strong employer-candidate relationships. Lastly, the cost of implementing and maintaining E-Recruitment systems was perceived as a challenge by some respondents. While the benefits are evident, it is essential to carefully evaluate the cost implications and ensure the system's long-term sustainability.

Thus, E-Recruitment has shown promising results in enhancing the recruitment process, but it is equally important to address the identified challenges. By providing adequate training, prioritizing data security, and maintaining a balance between automation and personal interaction, we can optimize the benefits of E-Recruitment while mitigating potential drawbacks. This study serves as a valuable reference for the organization to make informed decisions and improvements in our recruitment practices, ensuring that we remain competitive in attracting and retaining top talent.

### **Limitation and Future Research:**

The current study on E-Recruitment within the HR consultancy firm has provided valuable insights, but it does have certain limitations. These limitations should be considered when interpreting the findings, and they also open avenues for future research to enhance the understanding of E-Recruitment's impact across various industries and organizations.

The study is confined to a single HR consultancy firm, which may not fully represent the broader diversity of practices and challenges faced by other types of consultancy agencies and industries. Future research should explore E-Recruitment in various organizational settings, such as manufacturing, BPO, IT, education, and more, to gain a comprehensive understanding of its implications across different sectors. The current research focused on a single company, which might have specific characteristics or idiosyncrasies that are not representative of the entire HR consultancy industry. Future studies could benefit from a comparative approach, involving multiple companies from the same industry or different sectors, to draw more robust conclusions.

The study utilized a relatively small sample size of 20 respondents, which might limit the generalizability of the findings. Conducting the research with larger samples would offer greater statistical power and reliability, providing more confident and accurate results. The study's data collection has been limited to a specific region, potentially influencing the findings. Expanding the research to cover a broader geographic scope would help understand how regional or cultural factors may affect E-Recruitment practices and perceptions.

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