

EFFECTIVENESS OF E-RECRUITMENT PLATFORMS INCONNECTING JOB SEEKERS

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ABSTRACT

This study aims to investigate the relationship between various factors and the effectiveness of e-recruitment platforms in connecting job seekers with job opportunities. The research employs a descriptive research design with an approach, to collecting data from a sample of job seekers who actively utilize e-recruitment platforms. The study analyzes the relationship between qualification and e-recruitment platforms preferred to use during the job search process, as well as the relationship between employment status and overall satisfaction of user experience of e-recruitment platforms.

Keywords: Effectiveness of E-recruitment platforms for job seekers.

INTRODUCTION

The recruitment world has seen a considerable transformation in recent years, with the emergence of E-recruitment platforms becoming increasingly popular in connecting job seekers with employment opportunities. E-recruitment platforms are digital tools that enable employers and recruiters to advertise job openings, collect resumes, and screen candidates over the Internet. Job seekers can also search and apply for employment opportunities available on these platforms. The rapid advancement of technology has enhanced the recruitment process and transformed the way organizations conduct recruitment activities. In today's competitive business world, the recruitment process has become more challenging, given the dynamic nature of the job market, increasing applications, and the need for a wider range of skill sets.

HUMAN RESOURCE MANAGEMENT Human Resource Management encompasses the activities, strategies, and processes involved in sourcing, acquiring, developing, and managing human capital within an organization. E-recruitment platforms are an integral part of HRM, as they play a crucial role in sourcing and connecting job seekers with job opportunities. HRM is responsible for managing and optimizing the human capital within an organization. This includes activities such as talent acquisition, employee development, performance management, and workforce planning. In today's digital age, E-recruitment platforms have become an essential tool for HRM professionals to attract, screen, and select candidates for job openings. By analyzing the impact of these platforms on HRM outcomes, such as recruitment success rates, time-to-hire, cost-effectiveness, and candidate quality, this aims to provide practical insights and recommendations for HR professionals.

REVIEW OF LITERATURE

Sultana, Sabiha (2023) In his research recognizing the paramount importance of human capital, organizational studies underscore the development of effective human resource management practices as a critical component. Employees wield the power to significantly influence a company's standing, ultimately impacting its overall success. The study recommends integrating online recruitment sources, providing e-recruitment software training to recruiters, addressing technical issues during online assessments, and fostering a strong employer brand to enhance the efficiency and cost-effectiveness of the recruitment and selection process.

Sayantika Polley, Sutapa Chatterjee, and Sukanya Chakraborty's (2021) study paper examine the efficacy of utilizing social media in the e-recruitment process, recognizing the shared desire of both recruiters and job seekers to find a platform that facilitates connection. Specifically, it delves into how recruiters leverage social networking sites to engage with diligent candidates, streamlining the recruitment process.

Atyeh Mohammed Alzhrani (2020) In his qualitative research article evaluates the efficacy of e-recruitment apps by examining the features they offer to employers for streamlining the recruitment process. The study compares AppliView, an e-recruitment app, with LinkedIn, a social media-based recruitment platform, chosen through a Google Search. Findings reveal that while both are effective, AppliView offers more decisive features for recruiters, such as live video chat, automated processes, and rapid alerts, and has a greater potential for reducing recruitment costs.

Mushfiqur Rahman, Erhan Aydin, and Mohamed Haffar (2020) In their study aim to illustrate the influence of social media on the recruitment and selection processes within developing countries. Additionally, it examines how social media impacts business productivity, cost efficiency, broadening search capabilities, reducing employee turnover, and gaining competitive advantages through the adoption of e-recruitment practices. Drawing on social network theory, the research discusses its findings and sheds light on novel mechanisms that facilitate business engagement in the e-recruitment process by leveraging social media platforms.

Ramkumar (2018) In his research investigated how recruitment sources, job seekers' perceptions, and their intention to pursue jobs are interconnected. Data from 257 respondents were collected and analyzed according to the research objectives. The findings revealed that among various recruitment sources, the Internet is the most preferred for job searching. Additionally, it is noted that the effectiveness of e-recruitment is contingent on strategic advertisement placement, with salary emerging as the primary motivator for job interest.

Emmanuel Irabor (2017) In his research E-recruitment represents a modern approach to selecting one of a company's most critical assets: its human resources. In today's highly competitive labor market, recruitment has become a pivotal process. The traditional methods have been transformed by the Internet revolution. E-recruitment, now widely adopted by organizations of all sizes, involves posting job openings, receiving resumes online, and

corresponding with applicants via email. With technology and globalization driving continued expansion, organizations must embrace e-recruitment to enhance the quality of their staffing functions. This study aims to analyze trends in e-recruitment and highlight the opportunities and challenges faced by both job seekers and employers.

OBJECTIVES OF THE STUDY

- To Evaluate the accessibility and user-friendliness of E-recruitment platforms for job seekers
- To understand the challenges faced by job seekers in utilizing E-recruitment platforms, in finding relevant job opportunities.
- To examine the impact of E-recruitment platforms on job seekers' privacy and data security, and identify ways to protect personal information.
- To Investigate the use of social media and online professional networks together with E-recruitment platforms for job seeking, and the potential benefits.

SCOPE OF THE STUDY

- The study will primarily focus on understanding the experiences, challenges, and outcomes of jobseekers who are utilizing these E-recruitment platforms.
- The study will assess the efficiency of each platform in accurately matching job seekers with job opportunities that align with their skills, qualifications, and preferences.

RESEARCH METHODOLOGY

Research Design: A descriptive research design is used for this study.

Tools Used: Percentage analysis, Chi-square analysis, Correlation, and ANOVA. **Sampling Method:** Simple Random Sampling Technique is used for data collection. **Sample size: 103**
 Sources of Data

Primary Data: A questionnaire was prepared to collect data from the job seekers.

Secondary Data: Secondary Data are the data collected from company journals and official reports.

Results and discussions

Table 1 Demographic classification of Respondents

Particulars		No of Respondents	% of Respondents
GENDER	Male	56	54%
	Female	47	46%
AGE	18-25 years	86	83%
	26-35 years	13	13%
	36-45 years	2	2%
	46-55 years	2	2%
QUALIFICATION	SSLC	2	2%
	HSC	5	5%
	UG	47	46%
	PG	49	47%

EMPLOYMENT STATUS	Employed full-time	29	28%
	Employed part-time	11	11%
	Searching Job	61	59%
	Not working	2	2%

From the above table inferred that the survey of 103 respondents provides valuable insights into their age, gender, qualification, and employment status. The majority 54% of the respondents are male respondents. The majority 83% of the respondents are in the age group of 18-25 years. The majority 47% of the respondents are post-graduates. The majority 59% of the respondents are Searching Job.

AGE AND MOST USER-FRIENDLY E-RECRUITMENT PLATFORM OF THE RESPONDENTS

H0: There is no significant difference between Age and most user-friendly e-recruitment platform of the Respondents

H1: There is no significant difference between Age and most user-friendly e-recruitment platform of the Respondents

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	8.126 ^a	9	.521
Likelihood Ratio	8.728	9	.463
Linear-by-Linear Association	.001	1	.981
N of Valid Cases	103		
a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .43.			

INTERPRETATION:

The chi-square test results indicate no significant difference between the age of individuals and their perception of the user-friendliness of e-recruitment platforms. The p-value obtained from the test is 0.521, greater than the significance level of 0.05. This suggests that the observed data is consistent with the null hypothesis, as the p-value obtained from this test is 0.981 which states that there is no association between age and the perception of user-friendliness.

GENDER AND AWARENESS OF THE DATA-SHARING WITH THIRD PARTIES

H0: There is no significant relationship between Gender and Awareness of data-sharing with third parties.

H1: There is a significant relationship between Gender and Awareness of data-sharing with third parties.

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	2.600 ^a	3	.457

Likelihood Ratio	2.710	3	.439
N of Valid Cases	103		
a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.65.			

INTERPRETATION:

The chi-square test results indicate no significant difference between gender and awareness of data-sharing with third parties. The p-value obtained from the test is 0.457, greater than the significance level of 0.05. This suggests that the observed data is consistent with the null hypothesis. This indicates that the observed data is consistent with the null hypothesis when compared to the alternative hypothesis which states that there is no association between gender and awareness of data-sharing.

EMPLOYMENT STATUS AND AWARENESS OF THE DATA-SHARING WITH THIRD PARTIES

H0: There is no significant relationship between employment status and awareness of data-sharing with third parties.

H1: There is a significant relationship between employment status and awareness of data-sharing with third parties.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.144a	9	.117
Likelihood Ratio	14.561	9	.104
Linear-by-Linear Association	.206	1	.650
N of Valid Cases	103		
a. 11 cells (68.8%) have expected count less than 5. The minimum expected count is .16.			

INTERPRETATION:

The chi-square test results indicate that there is no significant relationship between employment status and awareness of data-sharing with third parties. The p-value obtained from the test is 0.117, greater than the significance level of 0.05. This suggests that the observed data is consistent with the null hypothesis, suggesting that the observed data is consistent with the null hypothesis compared to the alternative hypothesis indicating that there is no association between employment status and awareness of data-sharing.

AGE AND FREQUENT USE OF E-RECRUITMENT PLATFORMS

H0: There is no significant relationship between age and frequent use of e-recruitment platforms.

H1: There is a significant relationship between age and frequent use of e-recruitment platforms.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.652 ^a	9	.570
Likelihood Ratio	10.407	9	.319
Linear-by-Linear Association	.905	1	.341
N of Valid Cases	103		
a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .23.			

INTERPRETATION:

The chi-square test results indicate no significant relationship between age and frequent use of e-recruitment platforms. The p-value obtained from the test is 0.570, greater than the significance level of

0.05. This suggests that the observed data is consistent with the null hypothesis, suggesting that the observed data is consistent with the null hypothesis compared to the alternative hypothesis indicating that there is no association between age and frequent use of e-recruitment platforms.

EMPLOYMENT STATUS AND CONFIDENCE IN E-RECRUITMENT PLATFORMS THAT PROTECT YOUR PERSONAL INFORMATION

H₀: There is no significant relationship between employment status and confidence in e-recruitment platforms that protect your personal information.

H₁: There is a significant relationship between employment status and confidence in e-recruitment platforms that protect your personal information.

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	20.334 ^a	9	.016
Likelihood Ratio	15.866	9	.070
Linear-by-Linear Association	1.231	1	.267
N of Valid Cases	103		
a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .10.			

INTERPRETATION:

The chi-square test results indicate a significant relationship between employment status and confidence in e-recruitment platforms that protect personal information. The p-value obtained from the test is 0.016, less than the significance level of 0.05. This suggests that the observed data is not consistent with the null hypothesis and provides evidence of an association between

employment status and confidence in e-recruitment platforms.

Based on the chi-square analysis results, we can conclude that there is a significant relationship between employment status and confidence in e-recruitment platforms that protect personal information.

QUALIFICATION AND THE BIGGEST CHALLENGE WHEN SEARCHING FOR JOB OPPORTUNITIES ON E-RECRUITMENT

		Higher Qualification	challenges in searching on E-recruitment
	Pearson Correlation	1	.011
	Sig. (2-tailed)		.909
Higher Qualification	N	103	103
challenges in searching on E-recruitment	Pearson Correlation	.011	1
	Sig. (2-tailed)	.909	
	N	103	103

** Correlation is significant at the 0.01 level (2-tailed)

INTERPRETATION:

The correlation coefficient of 0.011 suggests a very weak positive correlation that there is almost no correlation between these two variables. The p-value of 0.909 indicates that the correlation is not significant at any common significance level ($p > 0.05$). Therefore, we cannot conclude that there is a meaningful relationship between Higher Qualifications and the biggest challenge when searching for job opportunities on E-recruitment, as the correlation is not statistically significant.

EMPLOYMENT STATUS AND STEPS TO PROTECT OUR PRIVACY AND DATA SECURITY WHILE USING E-RECRUITMENT PLATFORMS

		Current employment status	to protect privacy and data security in E-recruitment platforms
	Pearson Correlation	1	.017
	Sig. (2-tailed)		.861
Current employment status	N	103	103
to protect privacy and data security in E-recruitment platforms	Pearson Correlation	.017	1
	Sig. (2-tailed)	.861	
	N	103	103

** Correlation is significant at the 0.01 level (2-tailed)

INTERPRETATION:

The correlation coefficient is 0.017, which indicates a minimal positive linear relationship.

There is a very weak positive correlation between the current employment status and the steps taken to protect privacy and data security while using E-recruitment platforms. The p-value of 0.861 suggests that this correlation is not statistically significant. There is no significant correlation between current employment status and the measures taken to protect privacy and data security while using E-recruitment platforms.

TIME SPENT BROWSING THROUGH E-RECRUITMENT PLATFORMS AND FREQUENT USE OF E-RECRUITMENT PLATFORMS

H0: There is no significant mean difference between the Frequent use of e-recruitment platforms and time spent browsing through e-recruitment platforms during a job search session.

H1: There is a significant mean difference between the Frequent use of e-recruitment platforms and time spent browsing through e-recruitment platforms during a job search session.

Time spent browsing through e-recruitment platforms during a job search session								
Frequent use of e-recruitment platforms	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 30 minutes	43	2.19	1.097	.167	1.85	2.52	1	4
30 minutes to 1 hour	44	1.95	.963	.145	1.66	2.25	1	4
1 to 2 hours	9	2.44	1.130	.377	1.58	3.31	1	4
Over 2 hours	7	1.71	1.113	.421	.69	2.74	1	4
Total	103	2.08	1.045	.103	1.87	2.28	1	4

Time spends browsing through e-recruitment platforms during a job search session					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.307	3	1.102	1.010	.392
Within Groups	108.072	99	1.092		
Total	111.379	102			

INTERPRETATION:

The analysis showed that the p-value is 0.392, greater than the significance level of 0.05, and the

F-value is 1.010. The "Total" row provides the total sum of squares (111.379) and the total degrees of freedom

(102) for the analysis. This indicates that there is no significant mean difference in the time spent browsing through e-recruitment platforms across different levels of frequent use. Therefore, we accept the null hypothesis, which states that there is no significant mean difference.

FINDINGS

- The majority 54% of the respondents are male respondents.
- The majority 83% of the respondents is in the age group of 18-25 years.
- The majority 47% of the respondents are post-graduates.
- The majority 59% of the respondents are Searching Job.
- The majority 58% of the respondents were good at the rate of the overall accessibility of E-recruitment platforms.
- The majority 28% of the respondents are Search Filters the most user-friendly feature in the E- recruitment platform.
- The chi-square test results indicate no significant difference between gender and awareness of data-sharing with third parties. The p-value obtained from the test is 0.457, greater than the significance level of 0.05. This suggests that the observed data is consistent with the null hypothesis. This indicates that the observed data is consistent with the null hypothesis when compared to the alternative hypothesis which states that there is no association between gender and awareness of data-sharing.
- The chi-square test results indicate that there is no significant relationship between employment status and awareness of data-sharing with third parties. The p-value obtained from the test is 0.117, greater than the significance level of 0.05. This suggests that the observed data is consistent with the null hypothesis, suggesting that the observed data is consistent with the null hypothesis compared to the alternative hypothesis indicating that there is no association between employment status and awareness of data-sharing.
- The chi-square test results indicate no significant relationship between age and frequent use of e-recruitment platforms. The p-value obtained from the test is 0.570, greater than the significance level of 0.05. This suggests that the observed data is consistent with the null hypothesis, suggesting that the observed data is consistent with the null hypothesis compared to the alternative hypothesis indicating that there is no association between age and frequent use of e-recruitment platforms.
- The chi-square test results indicate a significant relationship between employment status and confidence in e-recruitment platforms that protect personal information. The p-value obtained from the test is 0.016, less than the significance level of 0.05. This suggests that the observed data is not consistent with the null hypothesis and provides evidence of an association between employment status and confidence in e-recruitment platforms.
- The correlation coefficient of 0.011 suggests a very weak positive correlation that there is almost no correlation between these two variables. The p-value of 0.909 indicates that the correlation is not significant at any common significance level ($p > 0.05$). Therefore, we cannot conclude that there is a meaningful relationship between Higher Qualifications and the biggest challenge when searching for job opportunities on E-recruitment, as the correlation is not

statistically significant.

- The correlation coefficient is 0.017, which indicates a minimal positive linear relationship. There is a very weak positive correlation between the current employment status and the steps taken to protect privacy and data security while using E-recruitment platforms. The p-value of 0.861 suggests that this correlation is not statistically significant. There is no significant correlation between current employment status and the measures taken to protect privacy and data security while using E-recruitment platforms.

- The analysis showed that the p-value is 0.392, greater than the significance level of 0.05, and the F-value is 1.010. The "Total" row provides the total sum of squares (111.379) and the total degrees of freedom (102) for the analysis. This indicates that there is no significant mean difference in the time spent browsing through e-recruitment platforms across different levels of frequent use. Therefore, we accept the null hypothesis, which states that there is no significant mean difference.

- The chi-square test results suggest that there is no significant relationship between gender and comfort in providing personal information on e-recruitment platforms. The obtained p-value from the test is 0.814, which is greater than the significance level of 0.05. This indicates that the observed data is consistent with the null hypothesis, that there is no association between gender and comfort in providing personal information on e-recruitment platforms.

SUGGESTIONS

- Provide resources and support to help job seekers understand how to use E-recruitment platforms effectively.
- Continuously update and improve E-recruitment platforms based on user feedback, new technology, and industry trends.
- Ensure that the E-recruitment platforms are easy to navigate and understand for job seekers, regardless of their technical skills with online platforms.
- Customize the platform to suggest relevant job opportunities based on job seekers' skills, qualifications, and preferences. This can help job seekers find suitable positions more efficiently.
- Promote the E-recruitment platforms widely through various channels, such as social media, job fairs, or partnerships with educational institutions.

Conclusion

In conclusion, this research paper explored the effectiveness of E-recruitment platforms in connecting job seekers in the region of Tamil Nadu. It identified several key factors that can contribute to enhancing these platforms and increasing their success in facilitating job placements. The research suggested making the platforms user-friendly and personalized, providing recommendations based on job seekers' skills and preferences. Increasing the visibility of the platforms through various channels, fostering trust and security, and offering support for remote job seekers were also recommended. The research highlighted the importance of user-friendliness and customization in enhancing the platform experience for job seekers. Additionally, the visibility of E-recruitment platforms through targeted advertising and

collaborations with stakeholders was emphasized as a key strategy for reaching a wider audience. The research also acknowledged the need for remote job seeker support, as well as the incorporation of skill development resources within the platforms. Collaborations with local businesses were identified as another valuable approach, ensuring that the platforms align with the specific needs and demands of the job market. By considering region-specific preferences, E-recruitment platforms can effectively nourish the job seekers in a given area.

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