

# Digital Recruitment in Human Resource Management: Bridging Opportunities and Challenges

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## Abstract

The last ten years have seen a significant shift in how businesses see recruiting techniques and the nature of recruitment due to the widespread usage of the Internet. Many companies post job openings, collect resumes through online for e-recruitment. The key success factors of electronic-recruitment are the value-added services provided by job boards, which include cost-effectiveness, rapidity, adapted solutions, assisting in the development of connections with HR managers, and facilitating the establishment of company branding. Employers and job candidates are increasingly using electronic-recruitment due to its quality, cost, and time benefits. Finding a job that suits one's qualifications, education, and work record is as simple as click a mouse or touch a smartphone or tablet's screen. The main objectives of this study are to identify the various online hiring trends and the opportunities and challenges that businesses and job seekers encounter while using e-hire.

**Keywords:** Recruitment, Electronic-recruitment, E-hire, Human Resource and Job seekers.

## 1. Introduction

The past ten years have seen attention in the field of e-recruitment. The Internet is regarded as the most recent recruiting tool. The employment and job-seeker industries are undergoing a true instability. Cyber crusting, the terms internet recruiting, electronic recruitment, and digital recruitment all refer to the official online source of job information. Electronic-recruitment can be classified into two categories: job posting on commercial jobs boards and hiring via corporate websites. Corporate websites are those run by businesses that have a connection to job postings and career possibilities so that potential applicants can check in for available positions. Should the organization post job openings on other recruitment-focused websites, including naukri.com, timesjob.com, monster.com, etc., the businesses would be using commercial job boards for hiring. Online job portals have been helpful in helping businesses find the most qualified candidates to fill open positions at the appropriate levels within the company. Both employers and job seekers have found e-recruitment to be a highly convenient method because it allows both parties to upload the essential information and locate a suitable opportunity [1-4].

## E-Recruitment Channels



Figure 1 E-Recruitment Channels

### 1.1 Meaning and Definition of E-Recruitment

Digital recruitment, often known as e-recruitment, refers to the use of web-based technology in the employment, evaluation, beginning, and attraction of job seekers. Employers can connect with a wider range of prospects through e-recruitment. Businesses can employ e-recruitment HR software, create their own electronic recruitment platforms, or collaborate with recruitment organizations that

provide electronic hiring services, Figure 1.

- According to Stone, Stone-Remero and Lakuszewski (2003) “E-Recruitment refers to the use of web-based technologies to support recruitment activities”.
- According to Srivastava (2012) “E-Recruitment is the application of internet-based technologies to streamline and enhance the recruitment process”.
- According to Kumar (2014) “E-Recruitment is the process of using internet-based technologies to identify, attract and hire talented individuals”.



**Figure 2 Methods of Online Recruitment**

(<https://factohr.com/hr-glossary/e-recruitment/>)

## 2. Literature Review

- Smaliukienė, Rasa; and Trifonovas, Sergejus (Smaliukienė & Trifonovas, 2012) “ E-Recruitment in the Military : Challengers and Opportunity for Development” The research delivers a valuable analysis of e-recruitment in the military circumstances, with an emphasis on the organizational, technological, and socio-cognitive aspects. It emphasizes the necessity of a well-organized e-recruitment system for effective recruiting and information dissemination, Figure 2.
- Dr. Bhupendra Singh Hada, Swati Gairola (Hada & Gairola, 2015) “ Opportunities & Challenges E- Recruitment” The study paper provides a thorough analysis of e-recruitment

and emphasizes its importance in the technologically advanced world of today. It talks about how e-recruitment has changed the game for both businesses and job seekers by revolutionizing traditional recruitment practices. The article highlights how easy it is for job seekers to identify relevant possibilities online and the growing trend of e-recruitment among all sizes of firms [5-9].

- Ugo Chuks Okolie and Ikechukwu Emmanuel Irabor(Okolie & Irabor, 2017) “E-Recruitment: Practices, Opportunities and Challenges” The paper discusses the methods, prospects, and challenges of e-recruitment and offers a thorough review of the topic in general. It does an outstanding job of highlighting how technology affects hiring practices and the advantages it may have for companies and candidates together.
- Anișoara DUCĂ and Nicoleta - Valentina FLOREA (Revista Economia Contemporană, n.d.) “Challenges for business- e-recruitment and modelling” The paper offers a thorough analysis of how information and communication technologies (ICT) have affected hiring procedures, with a particular emphasis on how e-recruitment has developed. It addresses the advantages and difficulties of online hiring for companies as well as candidates, and it looks at the variables affecting e-hire adoption in Romania.
- Pavitra Dhamija (Dhamija, n.d.) “ E-recruitment: a roadmap towards e- human resource management” The research paper gives a thorough examination of e-recruitment as a component of E-HRM. It successfully explains the fundamental principles, methodologies, and benefits of using internet-based technology in recruitment processes. It makes a compelling case for integrating e-recruitment into modern HR procedures.

### 2.1 Objectives the study

- To identify the significant trends in the E-Recruitment process.
- To describe the primary opportunities that E-Recruitment provides to business

organizations.

- To identify the primary challenges that organizations face when conducting e-recruitment.

### 3. E-Recruitment Trends

In the ever-changing landscape of talent acquisition, staying ahead of the curve is critical to success. we approach 2024, the recruitment landscape is primed for major change. The majority of the changes are caused by technological improvements, shifting applicant expectations, and global labour dynamics. Furthermore, the coming year promises a diverse range of recruitment trends. Everything from the dynamic interplay of innovation and adaptability to strategic thinking for HR professionals and recruiters is taking place.(Iyer, 2023) In this section, we look at the fascinating developments that are changing the way businesses attract, evaluate, and hire top talent. Here are some techniques for succeeding in the competitive field of talent acquisition, ranging from incorporating cutting-edge technologies to creating personalized apps, Figure 3.



**Figure 3 HR Tech Trends (E Recruitment Trends Images - Google Search, n.d.)**

#### 3.1 Opportunity of Electronic-recruitment

- **Cost Effective:** The benefits of online recruitment over traditional employment is that the costs are reduced. Many online hiring tools, such as job boards and social media platforms, are free to use, but there may be a fee for

promoting or advertising your post. In comparison, recruiting through newspapers, employment fairs, or even universities involves a large monetary expenditure. Online recruitment needs less personnel than traditional recruitment, resulting in significant labour cost savings for the firm.

- **Improved hiring efficiency:** Online recruitment provides several opportunities that increase hiring efficiency. For beginnings, it is more dynamic and versatile; employment advertisements may be readily edited and updated for free or at a little cost. Even job seekers now have easier access to online recruitment.
- **Increase the application of the candidate:** E-recruitment can potentially increase the number of applicants for a position. Applicants find it easier to search for jobs using online platforms, therefore businesses receive more applications. If a job posting generates a large number of applications, firms can better analyse employment market trends. Furthermore, pre-screening techniques can help select the applications, allowing you to benefit from the quantity without diminishing resources.
- **Better chance of success:** A job advertisement's success is determined by the number of applicants and qualified candidates hired. Job advertisements on job portals and company websites are available 24/7. Interested candidates can apply again.
- **Faster Process:** The internet improves up the recruiting process. The hiring process, including CV screening, interview scheduling, and final selection, has become more efficient. Posting a job position on a job site in the early hours, receiving applications by noon, and conducting interviews by the end of the day saves time in the recruitment and selection process.

#### 3.2 Challenges of Electronic-Recruitment

##### 3.2.1 Connectivity Issues

It is impossible to place the responsibility for internet problems on anyone. On multiple occasions, it has been seen that employers or applicants have severe

connectivity problems that cause disruption, latency, or even worse, phone drop-outs. During the hiring process, these kinds of things can be really annoying. Disturbances may result in a negative recruiting experience for both parties' candidates. They may also result in the recruitment recruiter losing out on a qualified candidate because they were unable to hear the replies well or became irritated with the erratic connectivity. This is an exceedingly typical virtual recruitment difficulty, especially with all the work invested in enhancing the digital connection [10-13].

### 3.2.2 Lack of Digital Infrastructure

Employees may or may not have access to a full digital infrastructure, which can be required for online recruitment. Certain software and hardware are utilized by certain companies, which may not be available to candidates for a variety of reasons. However, this does not necessarily mean that a candidate is a bad fit for the company, even if they were unable to set up an online platform in accordance with the needs and requirements of the organization. Since HR technology is now adaptable enough to support several integrations, digital infrastructure shouldn't present an electronic recruitment barrier. It is imperative for organizations to educate themselves on the subject and establish appropriate protocols.

### 3.2.3 Discomfort on calls or videos

Videos, calls, or follow-on will be used for online recruitment. However, a number of people could feel more comfortable when conversing over the phone or through videoconferencing. It's common for many people to have social anxiety whether on a phone call or during a video session. This can make the candidate feel uneasy and cause them to ignore any communications from the company, wasting time and money.

## 4. Lack of Comprehension of The Corporate Culture

Online recruitment tactics take into account a number of criteria, but one very important one that is often ignored is the candidates' lack of understanding of the company culture. When it comes to selecting a job, understanding the culture and values of the organization is crucial. On the internet recruiting difficulties 2020 will inform you that candidates find

it challenging to assess the organizational culture during digital interviews. Furthermore, recruiters rarely acknowledge the seriousness of this issue, therefore they don't even take it into account as an online recruitment hurdle. That's another of the reasons deserving applicants decline to work for your company [14-18].

### 5. Lack of Appropriate Keywords Choice

The job advertisement is also virtual when it applies to online recruiting, which implies that the application for the position will also be electronic. These days, a lot of websites let companies list open positions and invite candidates to apply. However, picking the appropriate keywords is a crucial step in this process. "Engineer" cannot be used as a keyword by a talent procurement manager to fill a marketing professional position. As a result, there will be less relevant personnel and erroneous applications, Figure 4.

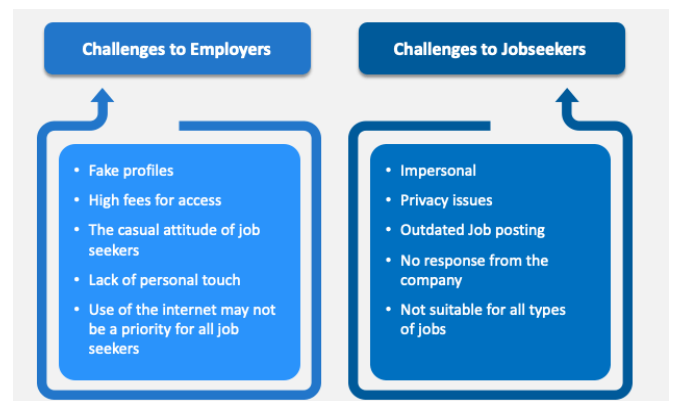


Figure 4 Challenges to Employers and Jobseekers

## Conclusion

Businesses now recruit talent much more effectively because to the internet. From cost-effectiveness to efficiency to a larger talent pool, e-recruitment has several advantages for employers and jobseekers. But there are disadvantages to e-recruitment as well, which demand attention. A few of these difficulties are poor internet access, candidates who are uncomfortable with video calls, and hurdles when evaluating an organization's culture online. Employers must also select their job advertising keywords wisely in order to draw in the proper



applicants. Through an awareness of the potential benefits and obstacles associated with electronic recruitment, companies may create strategies that work in the modern era of attracting and hiring top people.

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