



# International Journal of HRM and Organizational Behavior



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**A STUDY ONE-RECRUITMENT PRACTICES AT TEXTUS INFO SOLUTIONS PVT LTD**

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**I. INTRODUCTION OF THE STUDY**

E-recruitment, also known as online recruitment, has transformed the landscape of hiring by leveraging digital platforms and technologies to attract, assess, and hire candidates. As businesses increasingly operate in a digital world, E-recruitment strategies have become crucial in gaining a competitive edge in the talent acquisition process.

The cornerstone of effective e-recruitment is the utilization of various digital channels to post job vacancies. This includes job portals, company websites, professional social networking sites like Linked In, and social media platforms such as Facebook and Twitter. These platforms provide a broad reach and enable employers to connect with potential candidates globally, breaking geographical barriers and reducing recruitment costs.

**II. NEED OF THE STUDY**

Recruitment is very important for the business of all sizes. The need of study is to find about how E-Recruitment strategies and internet is influencing the recruitment process of organization. The research analysis process the effectiveness of E-Recruitment strategies in process of hiring the candidates. To study about E-Recruitment strategies is the well as articulated for effective utilization of internet technology to improve the efficiency as well as effectiveness of the recruitment process Analyze the time consuming and cost effective in the E-Recruitment.

**III. OBJECTIVES OF THE STUDY**

- 1) To study the online recruitment in the HRM and Process of E-Recruitment.
  - 2) To study the effectiveness of E-Recruitment and it advantages and disadvantage
  - 3) To analyze the benefits of the E-Recruitment in the HR management process
  - 4) To compare the difference between online recruitment process with the traditional recruitment process
- To understand the factors, influence to improve the efficient E-Recruitment strategie

**IV. SCOPE OF THE STUDY**

The scope of this research is centered around the examination and analysis of E-recruitment strategies

implemented in IT Industry with a particular focus on understanding the benefits derived from these strategies. E-recruitment, or online recruitment, refers to the use of digital technologies and platforms for sourcing, attracting, assessing, and hiring potential candidates. To explore how organizations leverage technology to enhance communication, engagement, and feedback throughout the recruitment process. The study aims to provide comprehensive insights into the practices, challenges, and advantages associated with E-recruitment methods in IT Industry at Hyderabad

## V. RESEARCH METHODOLOGY

Research methodology is the process of collecting data and analysis of data on a particular topic and to do detailed study on that topic. It deals with the research

design and a research design understands the condition for data collection and analysis in a way that aim to combine relevance to the research's intention

Research design.

The type of research used to descriptive research. In descriptive research various parameters will be chosen and analyzing between these parameters.

### DATA COLLECTION

The data collection is collected by primary and secondary data

#### PRIMARY DATA

In this project the primary collected through the questionnaire of 25 questions are prepared and distributed to the employees at the random and collect the data from employees.

#### SECONDARY DATA

The secondary data collected from textbook, internet website, article etc.**PERIOD OF THE STUDY:** - Data collected in the period of 45 days.

## VI. LIMITATIONS OF THE STUDY

- Limited sample size may not accurately represent the entire population, affecting the generalization of the study findings.
- Rapid technological changes could render the findings outdated quickly, impacting the long-term relevance of the research.
- Participant biases in self-reported data might lead to inaccurate or skewed results, undermining the study's validity.

## VII. REVIEW OF LITERATURE

**Dr. Amit Kumar Srivastava (2023)** E-recruitment, or online recruiting, makes it simpler for companies to discover qualified workers. to improve hiring by matching applicants to vacant openings. This research uses qualitative literature analysis to examine how E-recruitment has helped organisations improve their recruitment and people management during COVID-19.

**Dr. Gaurav Gupta (2023)** This research examined how recruiting and selection affect organisational success. It was to determine recruiting and selection policy or practice, its effect, its obstacles, and solutions to enhance human resource planning and development.

**Janvi Parmar (2023)** This research examined how recruiting and selection affect organisational success. It aimed to determine recruiting and selection policies, its effect, and measures to enhance human resource planning and development. Recruitment and selection improves organisational performance. The main firm was founded in 1978. Technocrat Mr.R.M Sector founded this pharmaceutical process equipment firm.

**DR. P R K RAJU (2023)** Effective recruiting and selection improves organisational outcomes. The kicks tart bpo research paper 'recruiting and Selection' provides insight into the recruiting and selection process. It identifies company strategies for recruiting and selecting employees and analyses how these impact organisational success.

**G N. Sahana (2023)** Technology in recruiting is changing the hiring process, therefore it's crucial to understand how. This research will determine whether e-recruitment produces better hiring and quicker recruiting timelines than conventional techniques. A quantitative method was used to study the effectiveness of talent acquisition through E-recruitment, and a survey is beingconducted to collect employee data on their preferences, e-recruitment, and satisfaction levels.

**Masineni Nikita (2022)** Online recruiting is when firms and HR professionals publish job ads online, on social media, or on their in-house platforms to find applicants. My work is titled "A study on the effectiveness of E-recruitment method in IT industries in Bangalore city".

**Ghulam Muhammad (2022)** Human resources management in modern companies uses technology. Although e-recruitment and selection is crucial in HR, poor nations lack study on it.

**Tanuja Nihalchandani (2022)** Recruitment requires business perspective, expertise, the ability to find and nurture the best cap candidate for the organisation, diplomacy, advertising skills (to promote the placement to the candidate), and awareness to align recruitment approaches for the organization's benefit.

**P. Avinash Goyal (2022)** Modern companies value their personnel or human capital most. Highly skilled and efficient workers are scarce. Therefore, recruiting is the core of each business. Choosing the ideal individual for a position is a monumental undertaking since it helps companies flourish.

**Reshma Vijay (2021)** The research report seeks to improve IT company recruiting strategies via technology assessment and recruitment portal trends. Recruitment might include various unique channels and practices.

### VIII. DATA ANALYSIS AND INTERPRETATION

Q1. Do you feel comfortable with E-recruitment process comparing with conventional mode?

Opinion	No. of Respondents	Percent
Very Satisfied	9	9
Satisfied	68	68
Neutral	15	15
Dissatisfied	4	4
Very Dissatisfied	4	4
Total	100	100

#### Interpretation:

The survey shows that 77% of users are satisfied with E-recruitment, while 15% are neutral and 8% are dissatisfied. This indicates that most users have a positive experience, but there is room for improvement to address the concerns of those who are neutral or dissatisfied.

Q2. Do you agree the effectiveness of E-recruitment platform in IT sector in matching job seekers with suitable position?

Opinion	No. of Respondents	Percent
Strongly Agree	8	8
Agree	34	34
Neutral	46	46
Disagree	7	7
Strongly Disagree	5	5
Total	100	100

**Interpretation:**

The data reveals that while a segment of users acknowledges the effectiveness of E-recruitment platforms in matching job seekers with appropriate positions, a considerable proportion remains neutral.

Q3. How satisfied are you with the user interface and experience of E-recruitment website or portals in the IT Industry?

Opinion	No.of respondents	Percent
Very Satisfied	12	12
Satisfied	37	37
Neutral	42	42
Dissatisfied	5	5
Very Dissatisfied	4	4
Total	100	100

**Interpretation:** The majority feel neutral (42%) or satisfied (37%) with the user interface and experience of E-recruitment websites or portals, suggesting that while many are content, there's room for improvement in user experience design.

The data indicates a significant portion of users are only moderately satisfied with the UI/UX of E-recruitment platforms, pointing to potential areas for enhancement.

Q4. Have you encountered any technical glitches or issues while using E-recruitment portals in IT industry?

Opinion	No.of Respondents	Percent
IT industry	27	27
Most of fake profiles	14	14
Related profiles are not showing	34	34
unable to connect people	25	25
Total	100	100

**Interpretation:** Majority of the issues are (34%) related to irrelevant profiles not showing up, followed by connection problems (25%), indicating technical areas that could be enhanced for better user satisfaction. The predominance of issues like the non-appearance of relevant profiles and connection problems underscores the need for technical improvements in e-recruitment platforms.

Q12. In your opinion the importance of incorporating artificial intelligence in the initial Screening phone of E-recruitment. ?

Opinion	No.of Respondents	Percent
Very important	17	17
Somewhat important	28	28
Neutral	45	45
Somewhat unimportant	6	6
Not important at all	4	4
Total	100	100

**Interpretation:**

While 45% are neutral about the importance of AI in screening, 17% find it very important, indicating a recognition of AI benefits but also a lack of consensus or understanding of its impact. The data reveals a significant neutrality among respondents about AI's role in screening, alongside a minority valuing its importance.

**i. FINDINGS**

- A majority of respondents feel satisfied with the E-recruitment process compared to conventional methods.
- Most of the respondents agree that E-recruitment platforms effectively match job seekers with suitable positions.
- Half of the members satisfied with the user interface and experience of E-recruitment website or portal in the IT industry.
- Negligible percent of respondents encountered technical glitches or issues while using E- recruitment portal in IT industry.
- Greater number of respondents think that E-recruitment platform provide equal opportunities for all candidates regardless of their background.
- Most of the respondent are feeling confident with the security measures implemented in E-recruitent platform to protect sensitive applicant data.

**IX. SUGGESTIONS**

To optimize e-recruitment strategies and enhance the effectiveness of hiring practices in the IT sector, consider

the following suggestions:

1. **Improve User Interface and User Experience (UI/UX):** Enhance the design and functionality of E-recruitment platforms to make them more intuitive and user-friendly.
2. **Address Technical Glitches:** Invest in robust technological infrastructure to minimize technical issues such as connectivity problems and the non-availability of relevant job profiles.
3. **Enhance Security Measures:** Strengthen the security protocols of E-recruitment systems to protect sensitive applicant data.

## X. CONCLUSION

The study concluded underscore the significant impact and growing reliance on E-recruitment strategies with in the IT sector. Linked in emerges as the dominant platform, preferred by the majority for its networking and job-matching capabilities, highlighting the importance of professional social media sites in modern recruitment processes. While the majority of respondents' express satisfaction with E-recruitment systems, pointing to their efficiency and user-friendliness, there are notable areas for improvement. Technical issues such as the relevance of job profiles and connectivity are concerns that need addressing to enhance user experience and satisfaction.

## XI. BIBLIOGRAPHY

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### Books

1. "E-Recruitment and the Benefits of Organizational Web Appeal" by Amanda Davies. This book explores the effectiveness of web-based recruitment and its impact on organizational appeal.
2. "Social Media in Employee Selection and Recruitment: Theory, Practice, and Current Challenges" edited by Richard N. Landers and Gordon B. Schmidt. This collection provides insights into how social media is transforming recruitment practices.
3. "Technology-Driven Talent Management: Power Strategies to Attract and Engage High-Potential Employees" by Diane Arthur. This book discusses various technological strategies, including E-recruitment, for talent management.

### Websites

- SHRM (Society for Human Resource Management) - [www.shrm.org](http://www.shrm.org)
- Recruiter.com - [www.recruiter.com](http://www.recruiter.com)

ERE Media - [www.ere.n](http://www.ere.n)