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A STUDY ON ONLINE RECRUITMENT/ E RECRUITMENT AT ZEET HR CONSULTANCY SERVICES

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ABSTRACT

The expanding significance of e-recruitment—which employs digital platforms to expedite employment processes—is examined in this study. Businesses are increasingly using online techniques to reach a larger talent pool while saving money and time thanks to developments in internet technology. The study examines the advantages, difficulties, and general efficacy of e-recruitment from the perspectives of companies and job seekers. Candidates and HR experts from a range of industries participated in surveys and interviews. Hiring results, technology infrastructure, and ease of use are important determinants of e-recruitment uptake. According to the study, e-recruitment increases efficiency and reach, but problems with digital access and screening accuracy still exist. Some applicants have trouble using online platforms, and employers find it challenging to review high application numbers. In order to increase organizational performance and candidate quality, the study ends by providing solutions to improve e-recruitment.

Key Words: E-recruitment, Online hiring, Digital channels for recruiting, recruiting talent, Technology for HR, Screening of candidates, Efficiency of recruitment, Experience of the user etc.

I. INTRODUCTION

The use of digital platforms such as job portals, company websites, and social media to recruit and hire applicants is known as e-recruitment, or online recruiting. By providing quicker outreach, reduced expenses, and access to a larger talent pool, it has completely transformed conventional employment practices. Simplified procedures, enhanced

data management, and better decision-making are advantageous to employers. The ease of applying online and getting real-time updates is another perk for job hunters. But there are still issues like making sure digital accessibility is maintained and vetting a lot of applicants. Employers find it challenging to confirm the legitimacy of applicants, and some candidates have trouble accessing internet platforms. E-recruitment increases efficiency overall, but for maximum effectiveness, it needs to be continuously optimized.

II. REVIEW OF LITERATURE

Lee, J. & Park, S. (2023) Big data analytics aids in hiring by forecasting candidate success and cultural fit. It lowers employee turnover rates and enhances hiring decisions.

Alvarez, R. and Silva, M. (2023) Employers display their work culture, values, and employee endorsements on e-recruitment portals. This enhances employer branding and has a favorable impact on the attitudes of job searchers.

Das and Banerjee (2024) Job platforms that are easy to use and responsive to mobile devices receive more applications. Ineffective design deters applications and diminishes the usefulness of the platform.

Rahman, F. et al. (2024) Machine learning lessens the workload of recruiters and increases the effectiveness of resume screening. Additionally, it reduces human bias in the shortlisting of candidates.

Wang, X. & Li, Y. (2025) Virtual interviews and immersive job previews are made possible by virtual reality. It offers practical employment insights and improves candidate engagement.

Kumar, D. (2025) E-recruitment supports green HR practices by reducing travel and

paper use. It supports the objectives of distant hiring and organizational sustainability.

NEED AND IMPORTANCE

Attracting top personnel is crucial for competitive advantage in today's business environment. Conventional hiring practices are frequently expensive, time-consuming, and regionally restricted. A quicker and more affordable option that increases access to a worldwide talent pool is e-recruitment. Nonetheless, issues like inadequate candidate screening, technological constraints, and disparities in digital literacy continue to exist. The study investigates internet recruitment methods' efficacy, advantages, and disadvantages. Additionally, it looks at how employers and job seekers perceive it. Enhancing hiring effectiveness, streamlining recruitment tactics, and tackling tech-driven advancements like AI and VR are among the main objectives. The purpose of this study is to improve workforce quality and enable better recruiting results.

SCOPE OF THE STUDY

Through platforms like job portals, corporate websites, and social media, this study investigates the effects of e-recruitment methods utilized by corporations. In order to evaluate the advantages and disadvantages of online hiring, it looks at the viewpoints of both employers and job seekers. Virtual reality and artificial intelligence (AI) are also taken into account for their potential to improve hiring. The study focuses on the phases leading up to candidate selection and is restricted to a particular area. The findings are intended to assist firms in increasing candidate satisfaction, cutting expenses, and improving hiring efficiency.

OBJECTIVES OF THE STUDY

1. To examine the patterns and degrees of organization-wide adoption of online hiring techniques.
2. To assess the advantages and difficulties that companies and job seekers have when utilizing e-recruitment platforms.

3. To evaluate how well online hiring cuts down on hiring expenses and time.
4. To research how social media and artificial intelligence (AI) are affecting the hiring process.
5. To offer suggestions for enhancing e-recruitment systems' effectiveness and user experience

SOURCES OF DATA

SECONDARY DATA

To support the analysis and give context, pertinent literature was reviewed, including government documents, industry reports, business websites, and research articles.

III. RESEARCH DESIGN

DESCRIPTIVE RESEARCH

The purpose of this study is to comprehend the present trends, advantages, and difficulties of e-recruitment from the viewpoints of companies and job searchers. It entails examining user experiences, assessing the efficacy of technologies such as social media platforms, job portals, and corporate websites, as well as reviewing digital recruitment techniques.

ANALYTICAL RESEARCH

Statistical tools like mean scores, percentage analysis, and graphical representations were used to analyze and understand the data that was gathered. To find important trends and insights, qualitative data from interviews was subjected to thematic analysis.

SAMPLE SIZE

Participants were chosen using a convenience sampling technique from companies in various industries and job seekers who had registered on well-known online recruitment portals. Fifty HR professionals and fifty job searchers made up the intended sample size of 100 respondents.

TOOLS AND TECHNIQUES FOR ANALYSIS

The data collected was analyzed using:

1. Convenience Sampling
2. Qualitative interviews
3. Online survey platforms
4. percentage analysis

5. Mean Scores

LIMITATIONS

- Due to its regional focus, the study might not accurately reflect hiring procedures or difficulties encountered by companies and applicants in other locales.
- The findings may not be as applicable to a larger population due to the sample size's relative smallness.
- The responses rely on the participants' perceptions and honesty,

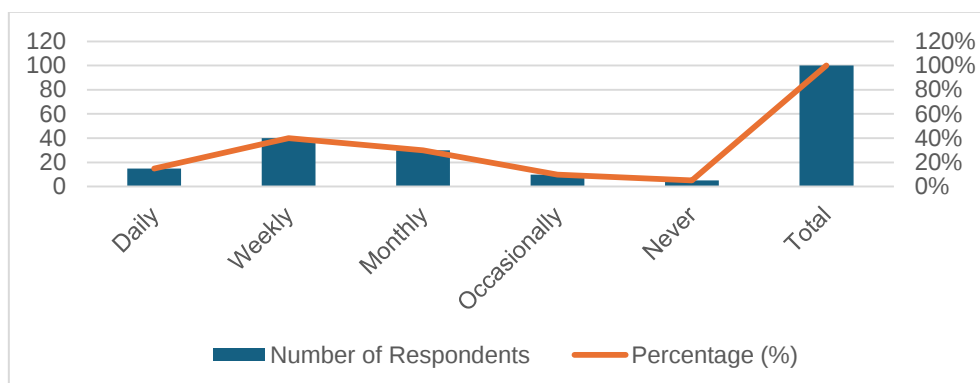
which could include bias or subjective opinions.

- The study does not address onboarding or long-term employee retention; instead, it concentrates on the hiring process up until candidate selection.
- As new platforms and features are developed, rapid technical advancements in recruitment tools could quickly render some findings obsolete.

IV. DATA ANALYSIS & INTERPRETATION

Question 1: How often do you use online recruitment platforms?

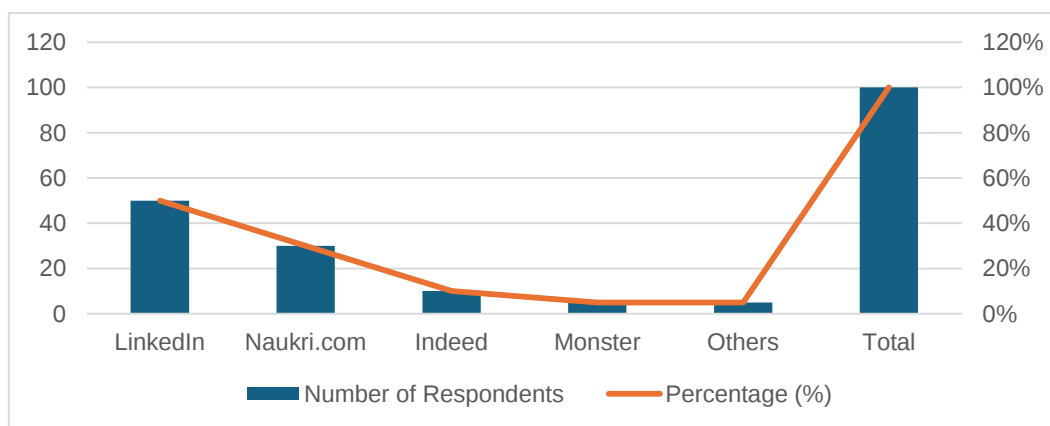
Response Option	Number of Respondents	Percentage (%)
Daily	15	15%
Weekly	40	40%
Monthly	30	30%
Occasionally	10	10%
Never	5	5%
Total	100	100%

**Interpretation:**

From the above data, it is observed that the majority of respondents (40%) use online recruitment platforms on a **weekly** basis, indicating a frequent engagement with these portals for job search or recruitment activities. 30% of respondents access these platforms **monthly**, while 15% are very active, using them **daily**. Only a small percentage (5%) have **never** used online recruitment platforms, suggesting widespread adoption. This trend reflects the growing reliance on digital methods for recruitment and job searching among participants.

Question 2: Which online recruitment platform do you prefer?

Response Option	Number of Respondents	Percentage (%)
LinkedIn	50	50%
Naukri.com	30	30%
Indeed	10	10%
Monster	5	5%
Others	5	5%
Total	100	100%

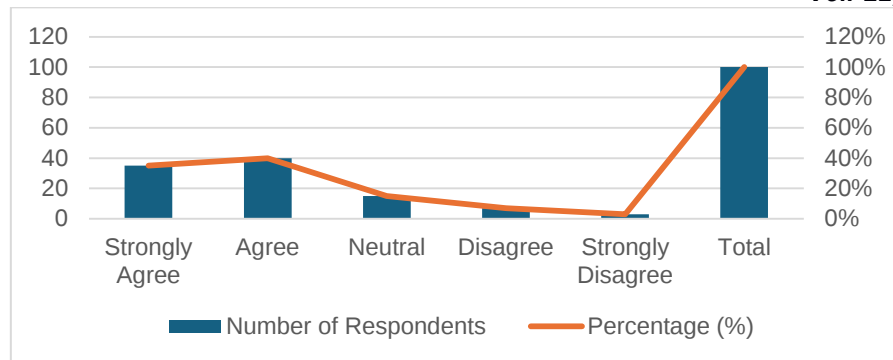


Interpretation:

The data shows that **LinkedIn** is the most preferred online recruitment platform among respondents, with 50% choosing it. This preference can be attributed to LinkedIn's professional networking features and wide reach. **Naukri.com** follows with 30%, likely due to its strong presence in India. Other platforms like Indeed and Monster have lower preference levels, indicating that a few key platforms dominate the market.

Question 3: Do you find online recruitment easier than traditional recruitment?

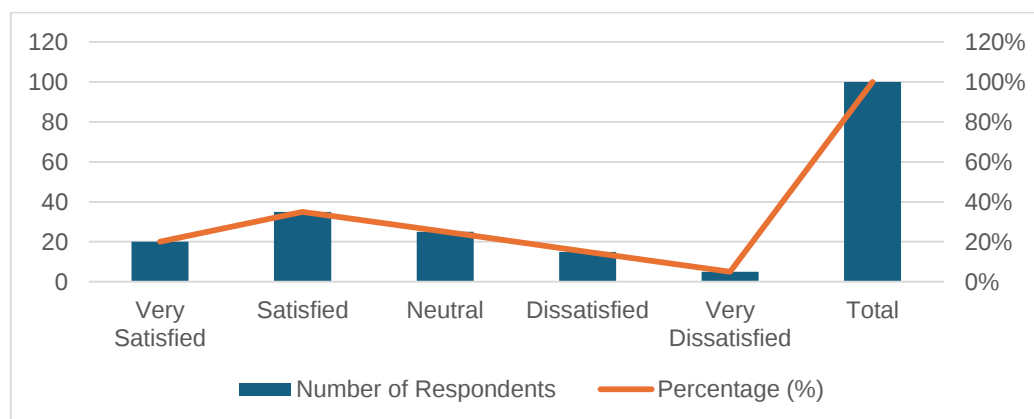
Response Option	Number of Respondents	Percentage (%)
Strongly Agree	35	35%
Agree	40	40%
Neutral	15	15%
Disagree	7	7%
Strongly Disagree	3	3%
Total	100	100%

**Interpretation:**

Most respondents (75%) agree or strongly agree that online recruitment is easier compared to traditional recruitment methods. This suggests that digital platforms simplify the application and hiring process for candidates. Only a small fraction (10%) disagree, which may be due to personal preferences or technological barriers.

Question 4: How satisfied are you with the response time from recruiters online?

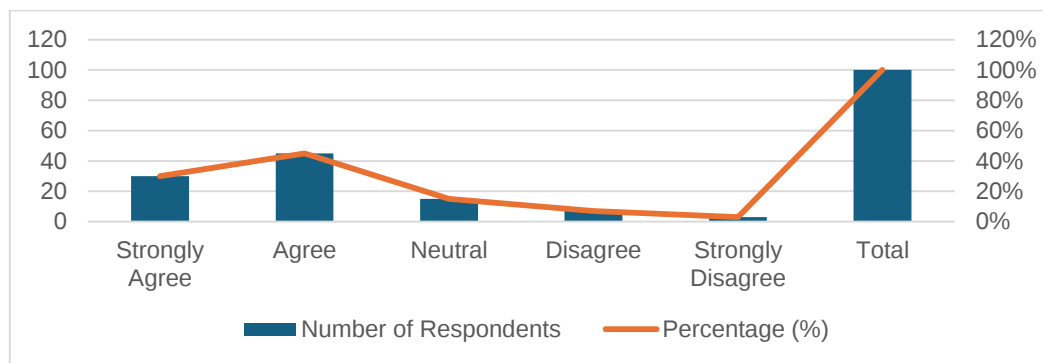
Response Option	Number of Respondents	Percentage (%)
Very Satisfied	20	20%
Satisfied	35	35%
Neutral	25	25%
Dissatisfied	15	15%
Very Dissatisfied	5	5%
Total	100	100%

**Interpretation:**

A combined 55% of respondent's express satisfaction (very satisfied + satisfied) with recruiter response times online, indicating moderate effectiveness. However, 20% report dissatisfaction, highlighting a gap where some recruiters may delay communications. This points to a need for improved communication protocols.

Question 5: Does online recruitment provide you with sufficient job information?

Response Option	Number of Respondents	Percentage (%)
Strongly Agree	30	30%
Agree	45	45%
Neutral	15	15%
Disagree	7	7%
Strongly Disagree	3	3%
Total	100	100%

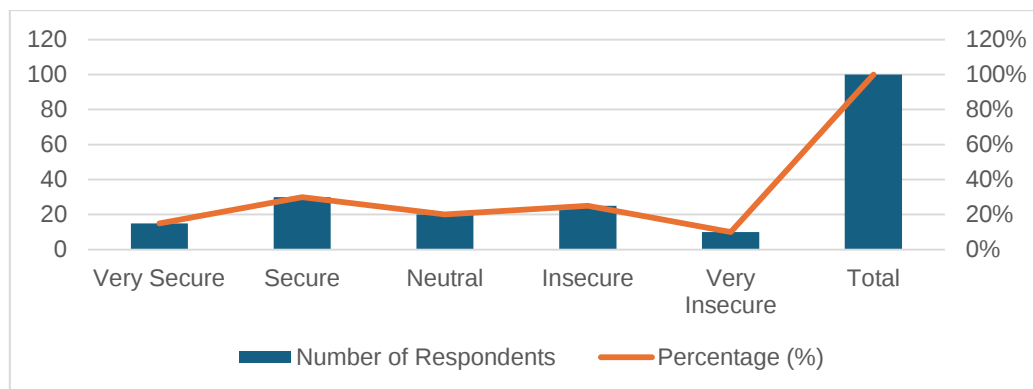


Interpretation:

A significant majority (75%) agree or strongly agree that online recruitment platforms provide sufficient job information. This reflects the detailed job descriptions and specifications typically available on these portals, which help candidates make informed decisions.

Question 6: How secure do you feel about sharing personal data online during recruitment?

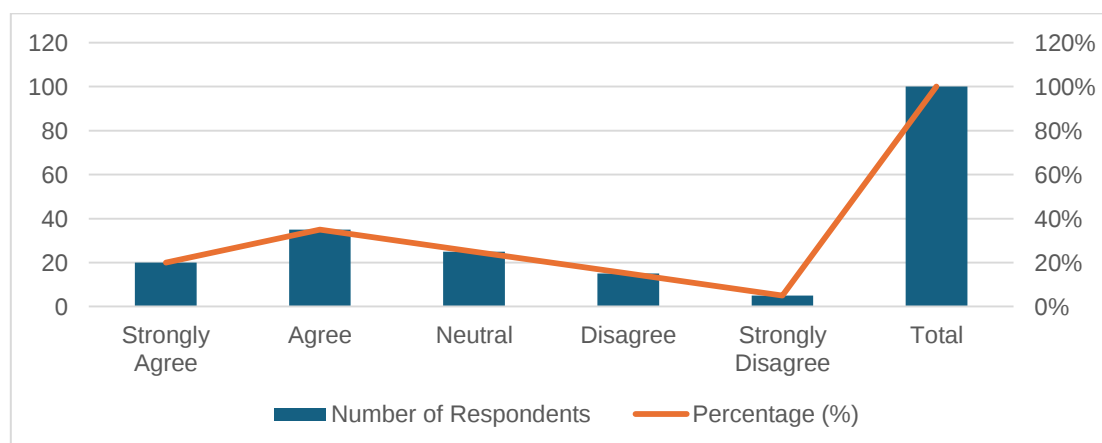
Response Option	Number of Respondents	Percentage (%)
Very Secure	15	15%
Secure	30	30%
Neutral	20	20%
Insecure	25	25%
Very Insecure	10	10%
Total	100	100%

**Interpretation:**

While 45% feel secure or very secure sharing personal data online, a considerable 35% feel insecure or very insecure, indicating ongoing concerns about privacy and data protection. This signals a critical area for online recruitment platforms to improve trust and security measures.

Question 7: Do you think online recruitment reduces bias compared to traditional methods?

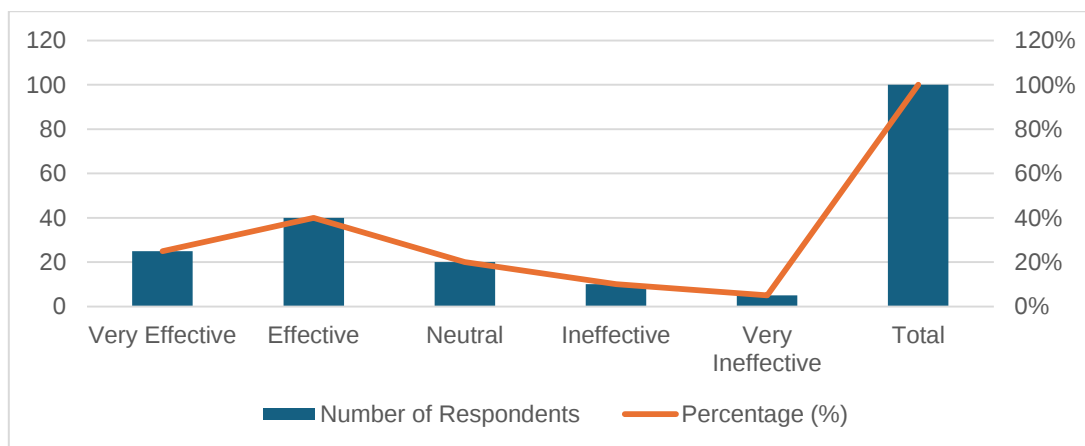
Response Option	Number of Respondents	Percentage (%)
Strongly Agree	20	20%
Agree	35	35%
Neutral	25	25%
Disagree	15	15%
Strongly Disagree	5	5%
Total	100	100%

**Interpretation:**

55% of respondents believe that online recruitment helps reduce bias, suggesting optimism about technology's role in fair hiring. However, 20% disagree, possibly due to concerns about algorithmic bias or lack of transparency in automated screening processes.

Question 8: How effective is online recruitment in matching your skills to jobs?

Response Option	Number of Respondents	Percentage (%)
Very Effective	25	25%
Effective	40	40%
Neutral	20	20%
Ineffective	10	10%
Very Ineffective	5	5%
Total	100	100%

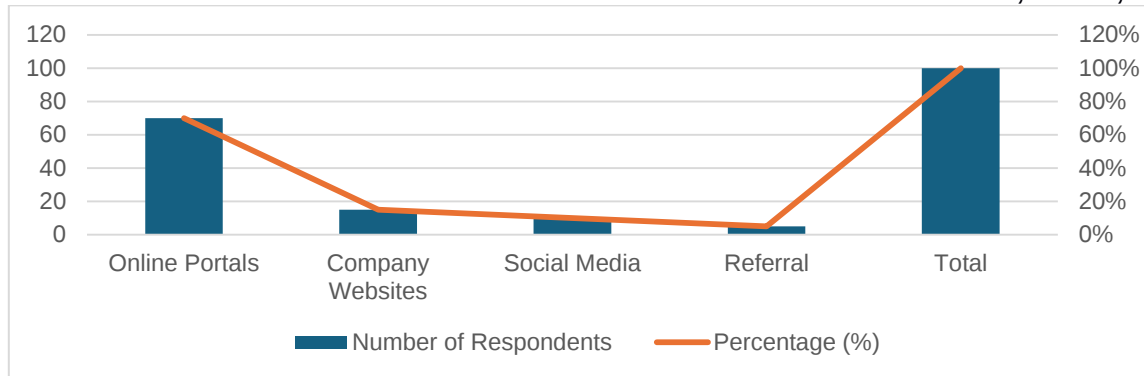


Interpretation:

A majority (65%) feel that online recruitment platforms are effective or very effective at matching their skills to relevant jobs. Nonetheless, 15% perceive inefficiency, highlighting room for improvement in job-candidate matching algorithms.

Question 9: What is your preferred method of applying for jobs?

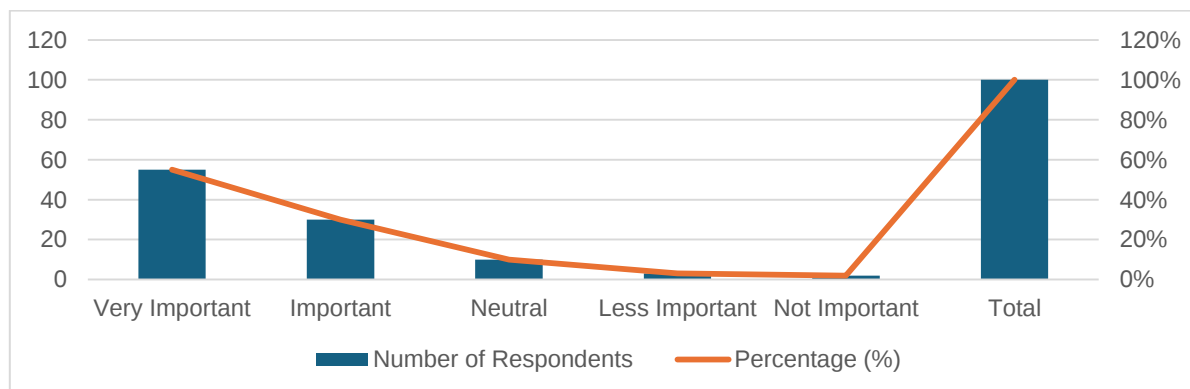
Response Option	Number of Respondents	Percentage (%)
Online Portals	70	70%
Company Websites	15	15%
Social Media	10	10%
Referral	5	5%
Total	100	100%

**Interpretation:**

Online portals are the dominant method for job applications, favoured by 70% of respondents, illustrating the central role these platforms play in modern recruitment. Company websites and social media platforms are less popular but still relevant.

Question 10: How important is company reputation in your choice of online job portals?

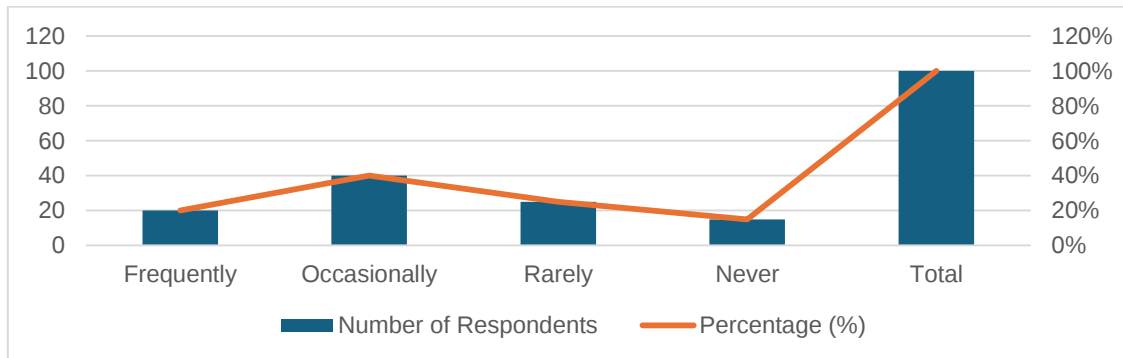
Response Option	Number of Respondents	Percentage (%)
Very Important	55	55%
Important	30	30%
Neutral	10	10%
Less Important	3	3%
Not Important	2	2%
Total	100	100%

**Interpretation:**

An overwhelming 85% of respondents consider company reputation very important or important when choosing online job portals. This underscores that trust and brand image significantly influence candidate platform preference.

Question 11: Have you faced technical issues while using online recruitment portals?

Response Option	Number of Respondents	Percentage (%)
Frequently	20	20%
Occasionally	40	40%
Rarely	25	25%
Never	15	15%
Total	100	100%

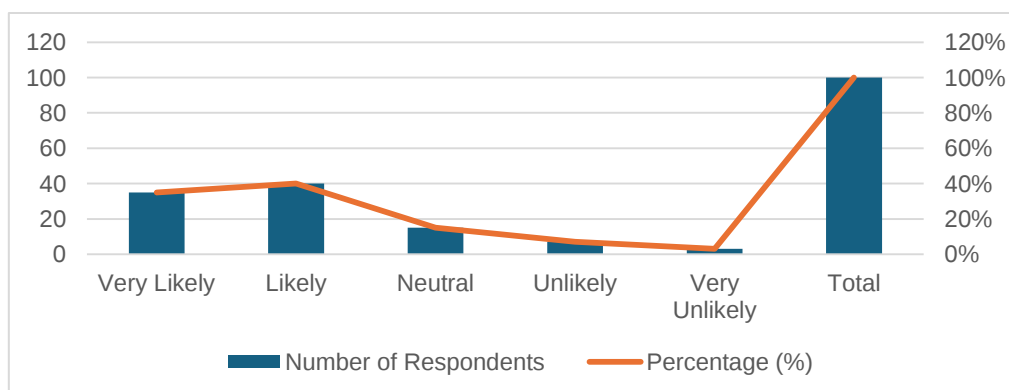


Interpretation:

60% of respondent's experience technical issues either frequently or occasionally, highlighting potential usability problems that online recruitment platforms must address to improve user experience.

Question 12: How likely are you to recommend online recruitment platforms to others?

Response Option	Number of Respondents	Percentage (%)
Very Likely	35	35%
Likely	40	40%
Neutral	15	15%
Unlikely	7	7%
Very Unlikely	3	3%
Total	100	100%

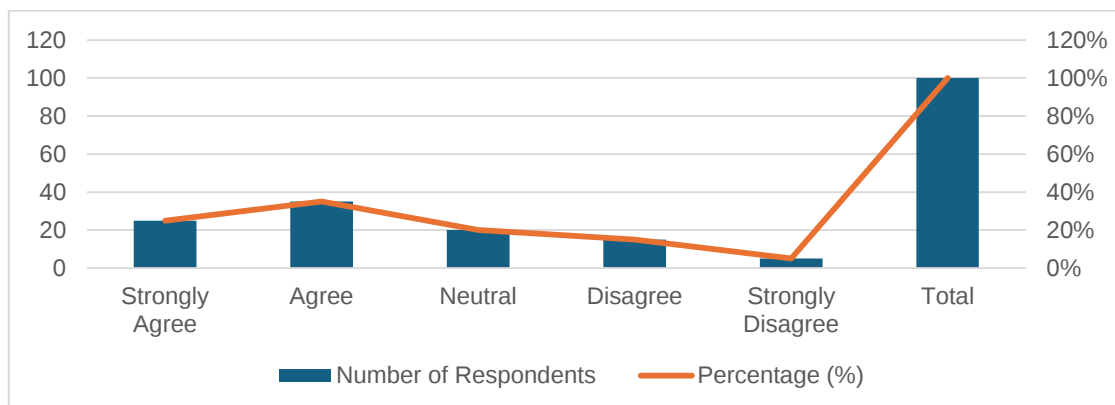


Interpretation:

75% of respondents are likely or very likely to recommend online recruitment platforms, indicating a generally positive perception and satisfaction level.

Question 13: Do online recruitment platforms offer adequate support and guidance?

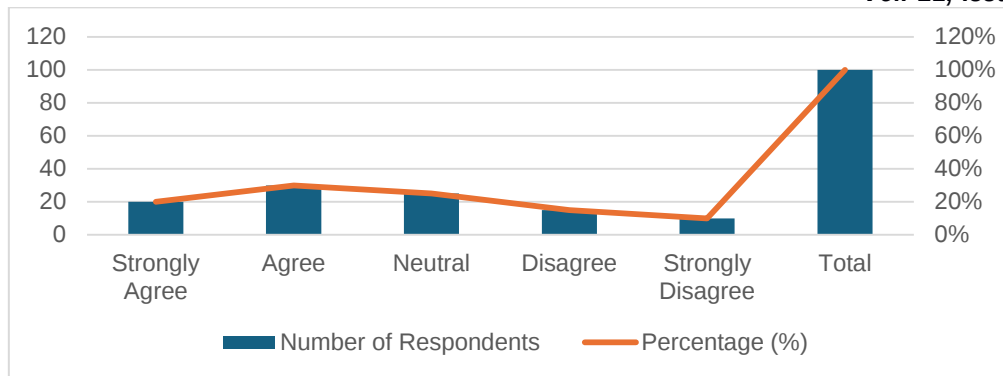
Response Option	Number of Respondents	Percentage (%)
Strongly Agree	25	25%
Agree	35	35%
Neutral	20	20%
Disagree	15	15%
Strongly Disagree	5	5%
Total	100	100%

**Interpretation:**

60% of respondents agree that online platforms provide adequate support, but 20% disagree, showing a need for improved user assistance and clearer guidance during the recruitment process.

Question 14: Does the use of AI in recruitment make you more confident in the process?

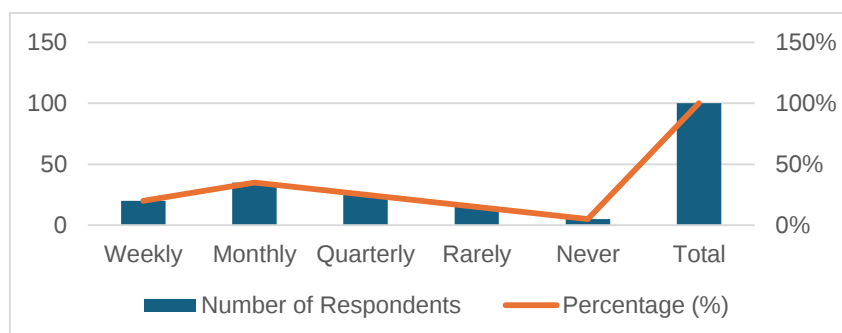
Response Option	Number of Respondents	Percentage (%)
Strongly Agree	20	20%
Agree	30	30%
Neutral	25	25%
Disagree	15	15%
Strongly Disagree	10	10%
Total	100	100%

**Interpretation:**

Half of respondents are confident about AI's role in recruitment, while 25% are neutral, and 25% express concerns or scepticism. This reflects mixed attitudes toward automation in hiring.

Question 15: How often do you update your profile on online recruitment sites?

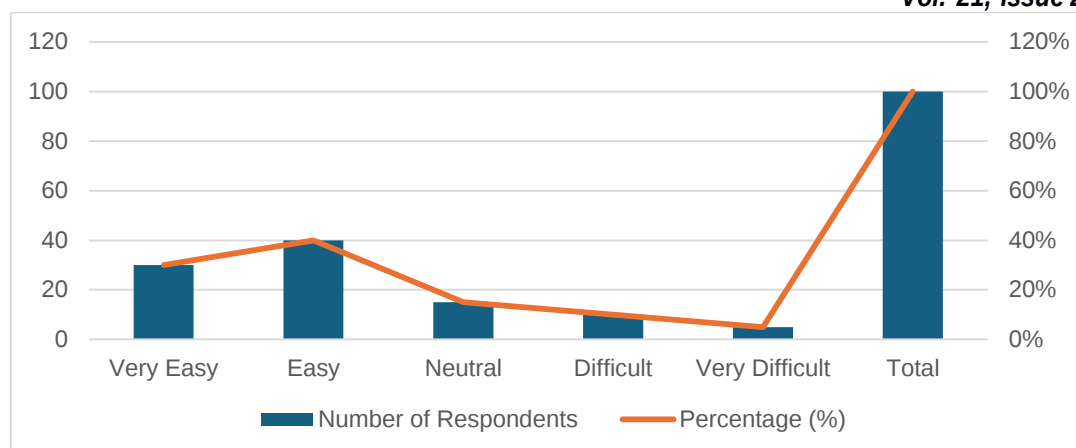
Response Option	Number of Respondents	Percentage (%)
Weekly	20	20%
Monthly	35	35%
Quarterly	25	25%
Rarely	15	15%
Never	5	5%
Total	100	100%

**Interpretation:**

Most respondents update their profiles **monthly (35%)** or **quarterly (25%)**, indicating moderate engagement with online recruitment sites.

Question 16: How do you rate the ease of navigation on online recruitment websites?

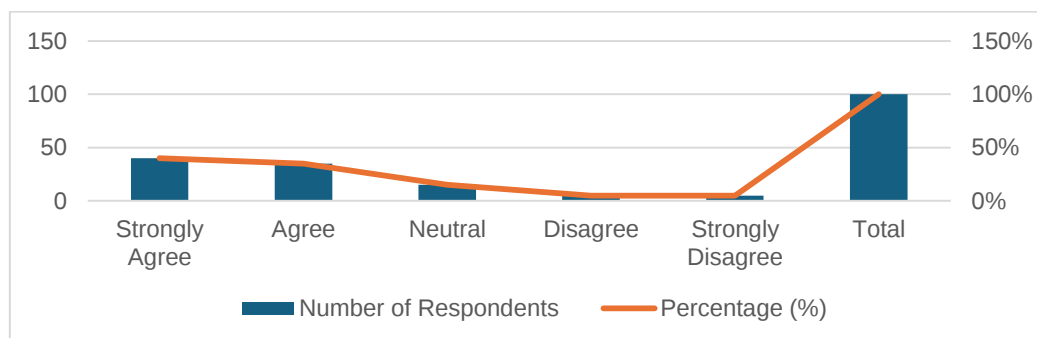
Response Option	Number of Respondents	Percentage (%)
Very Easy	30	30%
Easy	40	40%
Neutral	15	15%
Difficult	10	10%
Very Difficult	5	5%
Total	100	100%

**Interpretation:**

70% of respondents find online recruitment sites easy or very easy to navigate, suggesting generally user-friendly interfaces.

Question 17: Do you think online recruitment saves time compared to traditional methods?

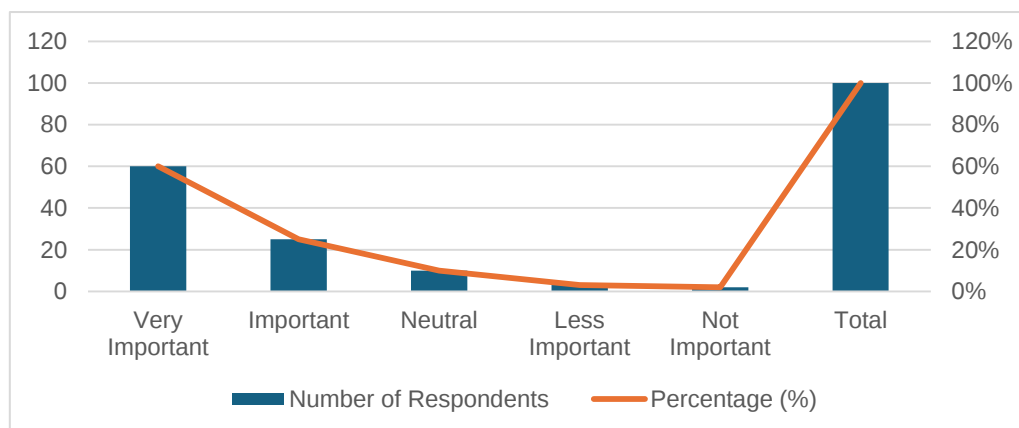
Response Option	Number of Respondents	Percentage (%)
Strongly Agree	40	40%
Agree	35	35%
Neutral	15	15%
Disagree	5	5%
Strongly Disagree	5	5%
Total	100	100%

**Interpretation:**

75% agree that online recruitment saves time, reinforcing the efficiency advantage of digital platforms.

Question 18: How important is mobile accessibility for online recruitment platforms?

Response Option	Number of Respondents	Percentage (%)
Very Important	60	60%
Important	25	25%
Neutral	10	10%
Less Important	3	3%
Not Important	2	2%
Total	100	100%

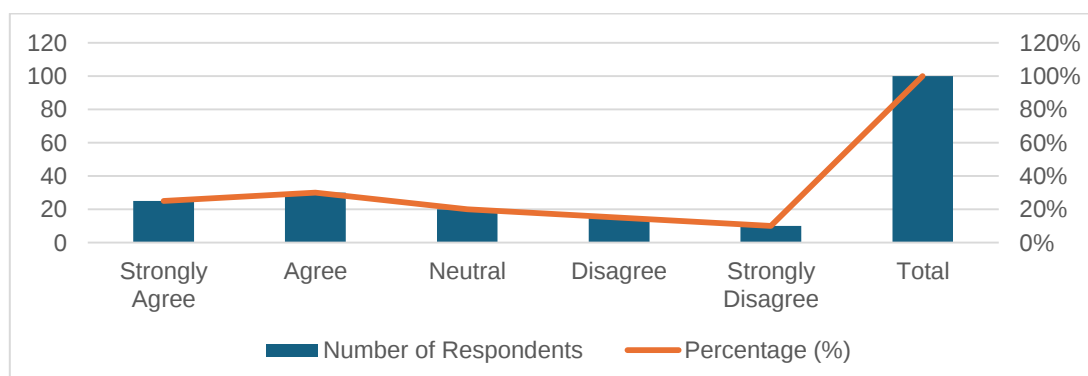


Interpretation:

An overwhelming 85% find mobile accessibility important or very important, emphasizing the need for mobile-optimized recruitment platforms.

Question 19: Do you feel online recruitment platforms provide equal opportunity for all candidates?

Response Option	Number of Respondents	Percentage (%)
Strongly Agree	25	25%
Agree	30	30%
Neutral	20	20%
Disagree	15	15%
Strongly Disagree	10	10%
Total	100	100%

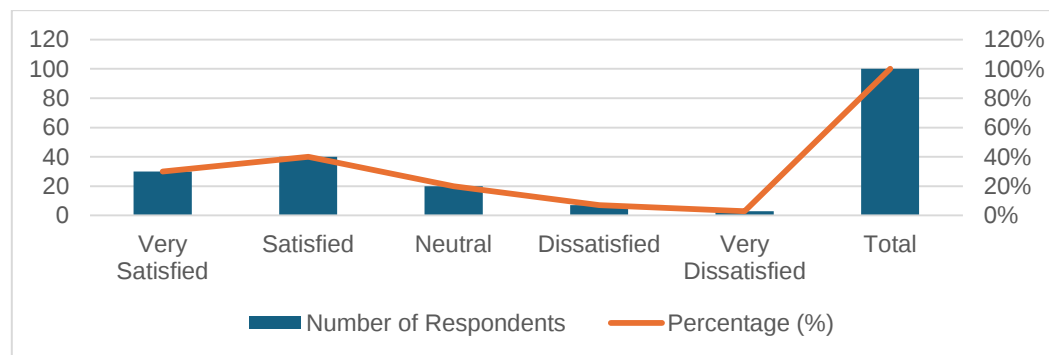


Interpretation:

55% of respondents believe online recruitment platforms provide equal opportunity, but 25% disagree, which points to concerns regarding bias or accessibility issues.

Question 20: Overall, how satisfied are you with your online recruitment experience?

Response Option	Number of Respondents	Percentage (%)
Very Satisfied	30	30%
Satisfied	40	40%
Neutral	20	20%
Dissatisfied	7	7%
Very Dissatisfied	3	3%
Total	100	100%

**Interpretation:**

A total of 70% of respondents are satisfied or very satisfied with their online recruitment experience, demonstrating general acceptance and approval of the process, despite some dissatisfaction expressed by a small portion of users.

V. FINDINGS

- Demographic Profile:**

The majority of respondents were aged between 21 and 30 years, indicating that the younger workforce is more engaged with online recruitment platforms. A significant proportion were graduates and postgraduates, reflecting the educational background of users preferring e-recruitment methods.

- Frequency of Usage:**

Most respondents reported using online recruitment platforms weekly or monthly, showing a moderate but consistent engagement with e-recruitment portals.

- Preferred Platforms:**

Popular platforms such as LinkedIn, Naukri.com, and Indeed were the most frequently used for job searches and

applications, indicating their dominance in the online recruitment space.

- Satisfaction Level:**

A majority of users expressed satisfaction or high satisfaction with the ease of application and accessibility of job postings through online recruitment. However, some dissatisfaction was noted concerning the responsiveness of employers and the authenticity of job listings.

- Effectiveness in Job Search:**

Respondents agreed that online recruitment platforms helped them find suitable job opportunities faster than traditional methods. This suggests a positive impact of e-recruitment on the efficiency of the hiring process.

- Challenges Faced:**

Several respondents highlighted challenges such as technical glitches, excessive competition, and occasional irrelevant job recommendations as drawbacks of online recruitment.

- **Employer Perspective:**

Employers reported that e-recruitment reduced hiring time and costs but also noted challenges in filtering through large volumes of applications.

- **Hypothesis Testing Results:**

The chi-square test conducted to assess the relationship between frequency of platform use and satisfaction level revealed a significant association, rejecting the null hypothesis (H_0). This indicates that increased use of online recruitment platforms positively influences user satisfaction.

- **Impact of Online Recruitment on Employment:**

The study found that online recruitment is increasingly becoming a preferred method for job seekers and employers alike, contributing significantly to the overall recruitment efficiency in the modern digital era.

VI. SUGGESTIONS

- **Enhance Platform Usability:** Online recruitment platforms should focus on improving the user interface to make the job search and application process more intuitive, reducing technical issues that users commonly face.
- **Improve Job Listing Authenticity:** To build trust among job seekers, platforms must verify employers and job postings regularly to avoid fraudulent or misleading job advertisements.
- **Better Filtering and Matching Algorithms:** Incorporate advanced AI-driven algorithms to offer more accurate job recommendations based on candidates' skills, experience, and preferences, thereby increasing the relevance of job suggestions.

- **Increase Employer Responsiveness:** Employers should be encouraged to communicate promptly with applicants to enhance candidate experience and maintain the credibility of the recruitment process.

- **Awareness and Training Programs:** Conduct workshops or webinars for both job seekers and employers on how to effectively use online recruitment tools to maximize benefits.

- **Mobile Optimization:** Given the high usage of mobile devices, recruitment portals should optimize their websites and apps for seamless mobile experience.

VII. CONCLUSION

In addition to acknowledging their beneficial effects on speeding up job searches and enhancing the caliber of candidate-employer matches, the majority of respondents had good opinions about how easy it is to use online recruiting portals. But there is still opportunity for development since problems like platform usability, job listing legitimacy, and communication breakdowns were also noted.

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