

This study Examines the Effectiveness of Talent Procurement through the Implementation of Digital Recruitment

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Abstract: In the world with high technology and fast forward mindset recruiters are walking/showing interest towards E-Recruitment. Present most of the HRs of many companies are choosing E-Recruitment as the best choice for recruitment. E-Recruitment is being done through many online platforms like LinkedIn, Naukri, Instagram, Facebook etc. Now with high technology E-Recruitment has gone through next level by using Artificial Intelligence too.

Key Words : Talent Management, Talent Acquisition, E-Recruitment, Artificial Intelligence Introduction Effectiveness of Talent Acquisition through E-Recruitment in this topic we will discuss about 4 important and interlinked topics which are

I. INTRODUCTION

Talent Management:

Talent management is defined as the methodically organized, strategic process of getting the right talent onboard and helping them grow to their optimal capabilities keeping organizational objectives in mind.

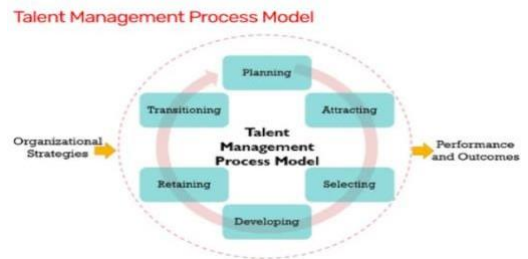
Process thus involves identifying talent gaps and vacant positions, sourcing for and onboarding the suitable candidates, growing them within the system and developing needed skills, training for expertise with a future-focus and effectively engaging, retaining and motivating them to achieve long-term business goals.

Talent Acquisition

Talent acquisition is the strategic process an organization uses to identify, recruit and hire the people it needs to achieve its business goals and optimize its processes.

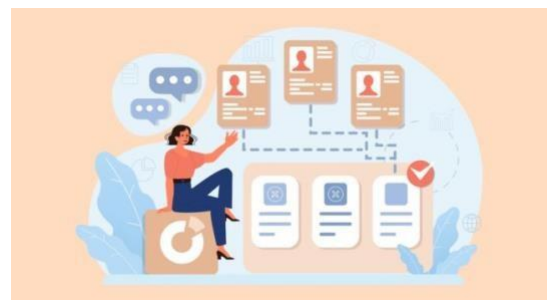


Management and Talent Acquisition. Talent acquisition is part of the talent management process.



E-Recruitment:

Electronic Recruitment refers to the process where HRs actually use internet – based tech or platform to hire new employees for the company. Replacement for using traditional methods for hiring. This process connects organisations with potential employees through the use of technology, and it has changed how employers and employees interact. Employers can use e-recruitment to post job openings and search resumes electronically, and employees can use it to submit applications and resumes electronically, search job postings, and receive job alerts.



II SELECTION OF TECHNOLOGY FOR E-RECRUITMENT

Applicant tracking system (ATS): Choose an ATS that aligns with your company size and hiring needs. An ATS allows you to post jobs, collect applications, filter candidates, and maintain a database.

Video interview platforms: Platforms like Zoom, Skype, or specialized tools like HireVue or SparkHire are essential for remote interviews.

Online assessment tools: For skills testing, platforms like Codility (for developers), Vervoe (for various roles), or HackerRank can be useful.

Develop a digital presence for E-Recruitment:

Company careers page: Create a compelling online careers page showcasing company culture, benefits, and open positions. Ensure that the application process is user-friendly.

Leverage social media: Utilize platforms like LinkedIn, Twitter, and Facebook to advertise job openings and engage with potential candidates.

E-Recruitment Process:



E-Recruitment methods or sources:

With the rise of the digital era, e-recruitment methods have evolved and diversified. Here are some of the most prominent types of e-recruitment:

Company websites/Career portals:

Many companies have a 'Careers' or 'Jobs' section on their website where they post current job openings.

This method offers a centralized place for applicants to view job descriptions, company values, and sometimes even testimonials from current employees.

Job boards and job search engines:

Websites like Indeed, Monster, Glassdoor, and SimplyHired allow employers to post jobs. They often provide a wide reach, enabling employers to tap into large pools of candidates. Professional networking sites:

LinkedIn is the most prominent platform where recruiters can post jobs, search for potential candidates, and even use the platform's advanced analytics to find matches.

It's also common for job seekers to directly apply for jobs through LinkedIn's job section.

Social media recruiting:

Platforms like Facebook, Twitter, and Instagram are increasingly being used for recruitment. Recruiters can post job openings, share company culture insights, or use paid advertising to target potential candidates based on specific

demographics.

Recruitment apps:

Mobile applications like Switch and Job function like the Tinder app but for jobs, allowing recruiters and candidates to swipe right if they find a match.

Online recruitment agencies:

Websites like Ceipal and Talenttrack offer specialized recruitment services and often have their own databases of candidates.

E-Recruitment Statistics:

Technologies, especially web job portals or social networks have also dramatically changed the way people find jobs to begin with, as well as the way employers look for new recruits. In 2018, applications received through job boards accounted for a fifth of job hires worldwide, ranking only behind career sites. During the same period, job boards accounted for almost half of global job applications. According to a global survey of hiring decision makers in North America, 58 percent of the respondents regarded social professional networks as a source for quality hires.

Having a strong presence on social media can work in favor for the job applicant - or not. In 2018, 57 percent of hiring professionals decided not to hire a candidate based on content found on social

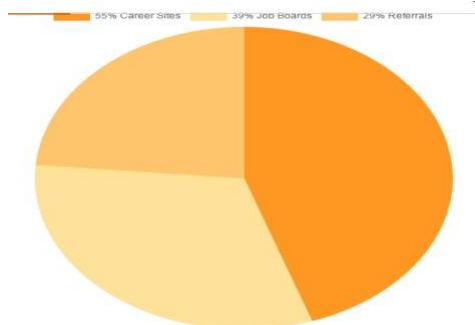
media. Provocative or inappropriate photographs, videos or information is one of the more common social media discoveries by online recruiters that lead to a candidate not getting a job. However, social media can also provide certain benefits to job hunters: background information supporting the professional qualification of job-seekers is one of the most common social media discovery that lead online recruiters to extend an offer to the candidate. Social media users have become increasingly aware of the two-edged sword of public social media content and during an September 2018 survey, 18 percent of respondents stated to have altered their social media account when applying for a job.

Despite the frequent utilization of job websites and online career pages, only 37 percent of internet users were confident that job application screenings were unbiased. Employer usage of social media advertising targeting only select types on candidates was also viewed critically: only 19 percent of U.S. internet users thought it was appropriate for employers to use social media to target only candidates graduated from a specific school, and 68 percent of U.S. online users thought it was inappropriate for employers to use social media advertising to target only potential male candidates.

LinkedIn is currently the biggest online job advertising platform worldwide. With an audience reach of 160 million users, the United States are the leading market of the professional networking service. The company was acquired

by Microsoft in 2016.

How Social Media Is Used for Recruitment:



Top social platforms for attracting high-quality candidates: LinkedIn (53%), Facebook (33%), YouTube(22%), Twitter (21%) and Instagram (20%).

The primary motivation for 82% of employers to utilize social media in the hiring process is to connect with passive candidates.

To establish connections with potential hires, 45% of companies actively share engaging content on social media platforms.

Upon coming across a professionally presented social media profile of a candidate, 33% of employers have proactively reached out to initiate contact.

Over a third of businesses have adjusted their recruitment approaches to prioritize mobile and social media platforms, focusing on smartphone users.

Global Online Recruitment Market:



The global online recruitment market revenue is projected to reach \$58.0 billion in 2032.

In the global online recruitment market, North America dominates with a significant market share of 43.0%, reflecting its advanced digital infrastructure and mature economy.

In 2021, Recruit Holdings from Japan led the global online job portal market with a substantial market capitalization of \$79.8 billion.

Topping the most visited jobs and employment websites list is indeed.com, with an impressive average of 8.65 pages visited per user and a relatively low bounce rate of 34.87%.

Collegerecruiter.com emerged as the fastest-growing

platform, boasting an impressive traffic growth of 637.1% from January 2021 to March 2023.

LinkedIn emerges as the most popular choice, with a staggering 90% of job seekers utilizing the professional networking platform for job search purposes.

Marketing stands out as the industry most actively recruiting via social media, with an impressive 86% of companies utilizing platforms for talent acquisition and employer branding initiatives.

Global Online Recruitment Market Size Statistics:

The global online recruitment market has exhibited consistent growth over the past decade at a CAGR of **6.4%**, with revenues increasing steadily from **\$32.0 billion in 2022** to **\$58.0 billion in 2032**.

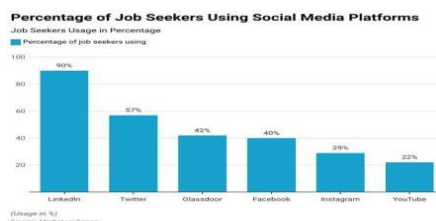
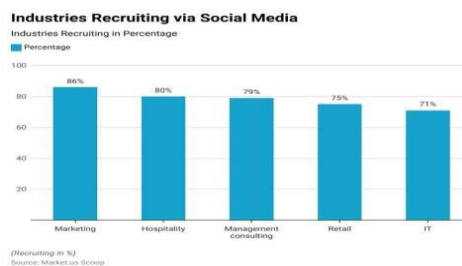
This growth trajectory reflects the expanding role and significance of digital platforms in modern hiring practices.

In recent years, the market has experienced incremental gains, with revenues reaching **\$34.0 billion in 2023** and continuing to rise to **\$36.0 billion in 2024**, **\$39.0 billion in 2025**, and **\$41.0 billion in 2026**. By **2027**, revenues surged to **\$44.0 billion**, indicating a notable acceleration in growth.

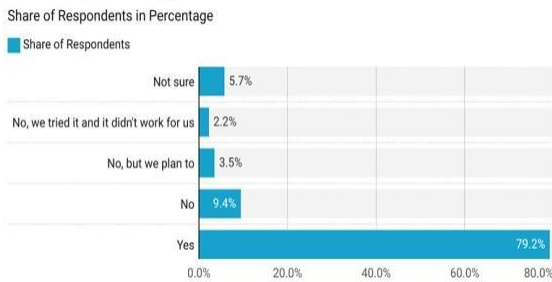
Subsequent years saw continued expansion, with revenues reaching **\$45.0 billion in 2028**, **\$48.0 billion in 2029**, and **\$51.0 billion in 2030**.

The market's upward trajectory persisted into the early **2030s**, with revenues climbing to **\$54.0 billion in 2031** and eventually peaking at **\$58.0 billion in 2032**.

This robust growth underscores the increasing reliance on online recruitment platforms by businesses worldwide, driven by factors such as globalization, technological advancements, and evolving workforce dynamics.

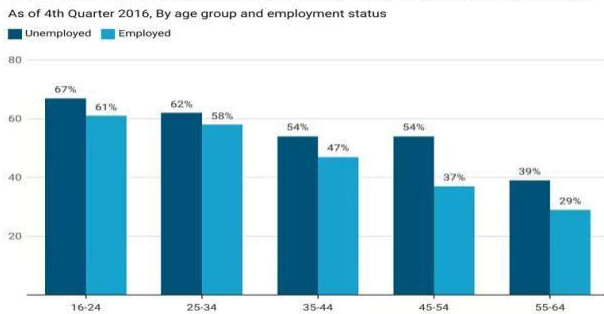


Share of HR Practitioners by Usage of Online Recruiting for Recruiting Strategy



(Share in %)
 Source: Market.us Scoop

Share of Internet Users Worldwide Who Visited Past Month



Share in Percentage
 Source: Market.us Scoop

candidate success and cultural fit. It eliminates biases and guesswork in HR processes, ensuring a fair and unbiased hiring process. To ensure the responsible use of AI in recruitment, the 'Responsible AI in Recruitment' guidance focuses on good practices for AI systems in HR and recruitment, ensuring ethical and fair hiring practices.

Use of Artificial Intelligence in E-Recruitment :

Implementing AI-powered applicant tracking systems to streamline candidate sourcing and screening. Leverage AI algorithms to analyze candidate data and identify top talents efficiently.



Onboarding and Training

How AI is Transforming the World of E- Recruitment:

Artificial intelligence (AI) is revolutionizing the world of E-Recruitment. So, it is no surprise that 43% of Human Resources professionals are already using AI in their hiring processes. The reason behind this rapid adoption is that organizations are starting to see the potential of AI and what it can do to improve their recruitment efforts. With the global AI market expected to reach over \$1.8 billion by 2030, it is clear that this transformation is here to stay.

Top 9 Companies That are Using AI for E- Recruitment:

Amazon:

Amazon has built tools to help job applicants throughout the hiring process - from identifying the right position to apply for, to giving them more flexibility through online assessments. Amazon goes above and beyond industry requirements to create technology that is "born inclusive." "Born inclusive" implies examining results for applicants from all identity groups and emphasizing equity at every level of production.

Unilever:

Unilever has been using AI technology in hiring people. They have partnered with skills assessment tools to streamline their recruitment process.

The AI system they use analyses video interviews, scanning candidates' facial expressions, body language, and word choice, and checks them against traits that are considered to be predictive of job success.

£1 million in annual savings and over 100,000 hours of human recruitment time in implementing AI in their process.

Delta Air Lines:

Delta Air Lines uses AI technology to enhance the candidate

Artificial Intelligence:

What is Artificial Intelligence?

Artificial intelligence (AI) technology allows computers and machines to simulate human intelligence and problem-solving tasks. The ideal characteristic of artificial intelligence is its ability to rationalize and take action to achieve a specific goal.



Why is AI Important For E-Recruitment?

AI in Recruitment has its many perks, some of which are:

- Improving the quality of recruitment.
- Attracting the right candidates and filtering for the most suitable ones. Not overlooking any candidate right from the screening process.
- Saving organisation resources and filling positions faster.
- Enhancing candidate experience and brand image of the employer.
- Automating time-consuming tasks and accurately assessing the right skills for the right role. Scaling communication for candidates and recruiters so everyone is on the same page.
- AI-powered recruitment helps recruiters make better decisions by using data to source, screen, assess, and predict

experience and streamline recruitment. The company has developed an AI-powered chatbot to answer candidate queries and provide personalised feedback.

The use of AI in recruitment for Delta Air Lines led to a Forbes ranking of the sixth-best employer in the world.

25% of corporate and management positions are filled, exceeding company objectives.

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Siemens AG:

Siemens harnesses the power of AI in its recruitment practices to streamline and enhance the candidate selection process through their new underlying provider - Eightfold. Eightfold is a new, innovative recruiting platform created by partnering with GBS H2R. It focuses on employee experience and drives digitalisation along the entire process of employees' life cycles – from onboarding to pension services.

The company utilizes AI algorithms to analyze candidate profiles, resumes, and online assessments to identify suitable candidates for specific roles.

Siemens has also developed an AI-powered assistant, Siemens Industrial Copilot, in collaboration with Microsoft, which promises to boost productivity and efficiency across the industrial lifecycle.

The company's digital solutions for factory administration have helped to reduce manual planning efforts by up to 40%.

Domino's:

partnered with pre-employment assessment firms to streamline their recruitment process. The AI system they use analyses video interviews, scanning candidates' facial expressions, body language, and word choice, and checks them against traits that are considered to be predictive of job success. Electrolux:

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Hilton:

Hilton uses AI technology to enhance the candidate experience and streamline recruitment. The company has developed an AI-powered chatbot that can answer candidate queries and provide personalised feedback.

The chatbot also helps in scheduling interviews and providing feedback to candidates. Procter & Gamble (P&G):

introduced a bot based on a foundational model which assists cloud engineers.

That investment let the company experiment and pilot different generative AI tools. The company has also rolled out an internal generative AI tool called chatPG, which was first introduced in beta mode in February.

The company officially launched the internal tool in September. The tool supports over 35 use cases. Nomad Health:

Nomad Health utilises transformative technology to connect travel clinicians to open jobs all over the country and help facilities fill their staffing needs quickly and efficiently.

AI Recruitment Statistics 2024:

The global market size of the AI recruitment Industry is \$590.50 billion as of 2023.

The enterprise sector of AI recruitment will grow at a CAGR of 6.17% between 2023 to 2030.

As of 2024, 44% of recruiters said saving time is one of the main reasons to implement AI in hiring. 35% of recruiters worry that AI may exclude candidates with unique skills and experiences.

35% to 45% of companies use AI recruitment.

24% of companies use AI to hire talented employees.

According to 67% of hiring decision-makers, the main advantage of using AI in the recruitment process is its ability to save time.

When recruiting new employees in 2024, 58% of recruiters who use AI find it most useful for candidate sourcing.

66% of adults in the United States say they will not apply for a job that uses AI to help make hiring decisions.

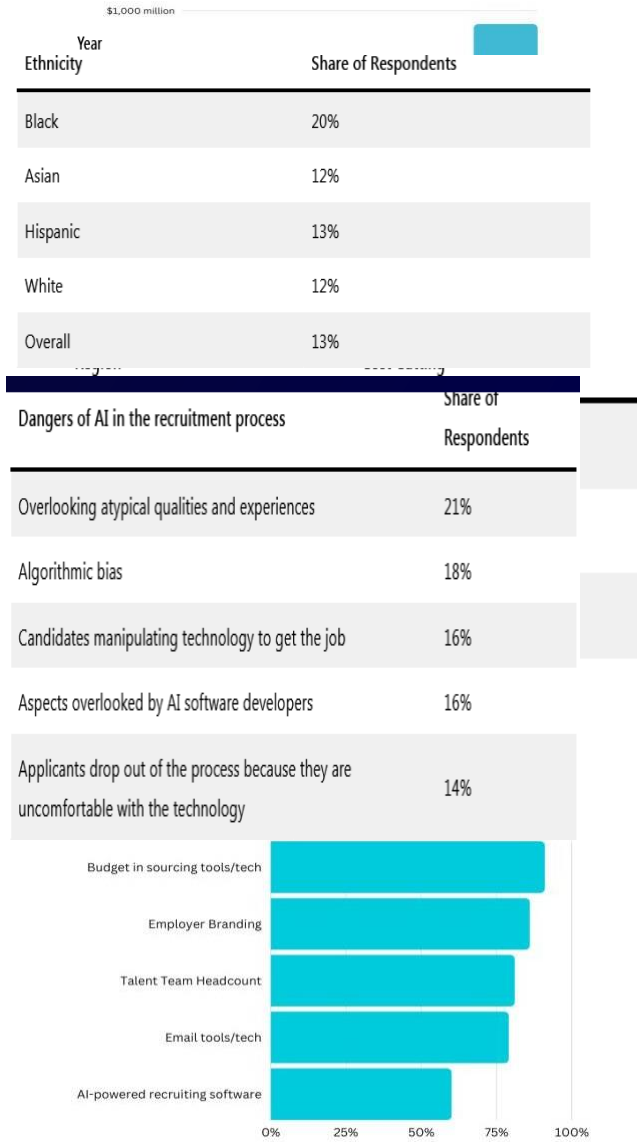
37% of American adults think racial or ethnic bias is a significant problem in the hiring process. 60% of respondents said their organizations use AI to manage talent as of 2024.

Overall, 35.5% of small and medium businesses allocate their budget toward recruiting tools utilizing Artificial Intelligence or machine learning.

44% of HR executives are started using AI for recruiting and hiring.

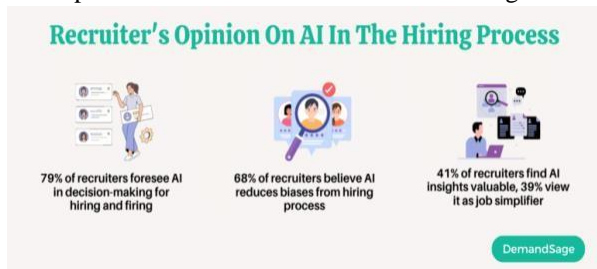
21% of respondents say overlooking typical qualities and experiences by AI will be the main danger of AI recruitment.

Leading recruiting tools tech companies intend to invest 60% in AI-powered recruiting software worldwide.



The Market Size Of AI Recruitment:

The Opinion Of Recruiters On AI In The Hiring Process:



Recruiters and Companies Are Using AI:

35% to 45% of companies use AI recruitment. Using AI recruitment practices has become increasingly popular among large companies and recruiters. For example, 99% of Fortune 500 companies currently utilize these methods, while 65% of recruiters also use them. More than 73% of companies will invest in recruitment automation in 2023.

The percentage of companies investing in AI had increased by 6% compared to 2021 when it was around 67%.

If this growth rate persists, most companies will likely invest in recruitment automation by 2025. 24% of companies use AI to hire talented employees.

Additionally, a vast majority (89%) of HR professionals recognize the potential for AI to improve the applicant application process.

AI is utilized in various industries worldwide, including marketing, healthcare, education, small business, and retail/ecommerce.

Benefits of Using AI in Recruitment Statistics:

A table shows how many adults in the United States believe AI will make racial bias worse in recruitment processes than humans by ethnicity.

Category	Black	Asian	Hispanic
Retaining current employees	33%	40%	27%
Cross-skilling and reskilling employees	33%	36%	30%
Company culture and rewards management	36%	32%	32%
Managing Talent mobility	35%	40%	24%

Tech companies want to invest:

The game of talent acquisition has evolved beyond simply posting jobs online.

E-recruitment, powered by a suite of AI-driven advancements, is transforming the entire process, streamlining it from

Benefits of AI	Share of Respondents
Saves Time	67%
Removes Human Bias	43%
Delivers Best Candidate Matches	31%
Saves Money	30%

applicant sourcing to onboarding. the pace of technological innovation has necessitated a fresh examination of this critical topic. This guide delves deeper into the intricate mechanisms of e-recruitment, exploring the power of AI and automation;

Implementing electronic recruitment tactics can markedly smooth the process of hiring. By harnessing the power of digital platforms, vacancies can be broadcast to an extensive audience with remarkable efficiency. Furthermore, the simplicity with which applications can be organised and processed digitally conserves precious time and resources for businesses. Employing software to perform initial screenings of candidates also aids in swiftly pinpointing those who are apt for the role, consequently accelerating the recruitment timeline.

E-recruitment represents a revolutionary shift in recruitment practices, harnessing the capabilities of new technologies to enhance and diversify the hiring process. This doesn't spell the demise of conventional recruitment tactics; rather, it marks their progression, a fusion in which technology augments human judgment to forge more equitable and varied working environments. In its core, e-recruitment is not solely focused on the present day—it is about setting the groundwork for a forward-thinking, enduring approach to talent sourcing.

Mobile optimization:

Ensure your e-recruitment platforms are mobile-friendly, as many job seekers use mobile devices. Clear job descriptions:

Write clear and concise job descriptions to attract the right candidates. Utilize multiple channels:

Use a combination of job boards, social media, company websites, and employee referrals.

Engaging content:

Create content that showcases company culture and values.

Feedback mechanism:

Even if a candidate isn't selected, providing feedback can enhance the candidate experience.

Regularly update technology:

Technology evolves rapidly; ensure your e-recruitment tools are updated to stay efficient and competitive.

Diverse representation:

Make sure your online materials showcase a diverse workforce and inclusive culture to attract a broader range of candidates.

III. IMPORTANCE OF EFFECTIVENESS OF ALENT ACQUISITION THROUGH E-RECRUITMENT:

Time-saving:

No matter where you are, you can send out job postings anytime with Internet access. In other words, you can forget about the paperwork and the action of entering data manually. As a result, it will not only save time for HR managers, but by retrieving files from [LinkedIn](#), the process of application will speed up.

Dynamic content:

Generate dynamic content could build up your employer branding in a successful way to attract top talents and to

boost corporate culture. Use your social media account to spread the word and to attract more traffic to both your website and social media accounts.

Minimized hiring cost:

Labour costs in recruiting are usually high in terms of advertising, travel expenses, third-party recruiter fees etc. As a result, the hiring process usually takes up too much time and its cost could be minimized by implementing a software which allows you to post free job openings on multiple social platforms just by one click.

Effective:

Online recruitment is easily accessible to individuals, making it a more effective method of getting your posts noticed. Online job ads can be posted within few minutes and they can be easily posted on several social media platform with no waste of time.

Shorten hiring process:

The hiring process could be shortened by just clicking a few buttons to screen, filter, and sort applicants data and CV. Online recruiting streamlines the process of inviting or rejecting applicants one by one and inserting applicants' data manually is no longer needed.

Accessible:

Job ads and campaigns can be released through various social media platforms reaching the specific target group.

Broader scope for candidates:

By using recruitment software, recruiters will be helped in reaching a wider amount of candidates locally and abroad. Moreover, statistical analysis will be essential for recruiters to track where applicants have seen the job advertisements.

Personalized design:

Your professional career page is tailored made accordingly to the graphical identity of the company.

As a result, this will help your employer branding, underlining the company's identity and values.

Recruitment systems have filtration tools to help recruiters to find the ideal candidates with competencies that match the job position. Therefore, the filtration tools provided by e-recruitment systems speed up the process of sorting the candidates according to experience, education, competencies, and many more criteria.

Flexible and easy:

There is no hassle in learning how to use an e-recruitment system. So, it is easy to use and provides a platform where all the HR managers could follow the hiring process. Moreover, the cloud-based feature allows the employer to have a CV database with no limits and to be GDPR-compliant.

ADVANTAGES OF EFFECTIVENESS OF TALENT ACQUISITION THROUGH E-RECRUITMENT:

Employers can reach a bigger number of potential employees by using electronic recruitment. Companies can build their own e-recruitment stages in-house, use e-recruitment HR

software, or userecruiting firms that include e-recruitment in their services. Using online stages and HR software, e-recruitment is the automated process of identifying, attracting, screening, and hiring candidates. Businesses can use this internet recruitment strategy to develop an online presence and communicate with candidates.

Cost-Effective

Work costs in recruiting are generally high in terms of advertising, travel expenses, outside recruiter fees etc. As a result, the employing process generally takes up an excessive amount of time and its expense could be minimized by switching to e-recruitment, which permits you to post free employment opportunities on multiple social stages just by one tick.

Quicker process

The hiring process could be shortened simply by clicking a few catches to screen, filter, and sort candidates' information and CV. E-recruitment streamlines the process of welcoming or rejecting candidates one by one and inserting candidates' information physically is not, at this point needed.

Customized filtration

E-recruitment allows filtering requirements to help recruiters to track down the ideal candidates with competencies that match the work position. Therefore, the filtration apparatuses provided by e-recruitment systems speed up the process of arranging the candidates as indicated by experience, education, competencies, and a lot more criteria.

Flexible

The E-recruitment process is easy to get adapted to. Thus, it is easy to use and provides a stage where all the HR managers could follow the hiring process and their funnel smoothly. Moreover, the cloud-based feature permits the employer to have a CV database stored in one place making it easier to refer or come back to in future.

DISADVANTAGES OF EFFECTIVENESS OF TALENT ACQUISITION THROUGH E-RECRUITMENT:

Tech problems

Some candidates may not be confident enough with the security of an online application. There's always the possibility that the application system may operate slowly or lose information during the submission process.

Fraudulent applicants

A few applications may be phoney to get data about the company or hiring official. At the same time, spammers may utilize the data presented online to advance a help or item to your company. On the off chance that you part with an excessive number of subtleties in your promotion, vindictive programmers can even utilize the data to possibly access your company's IT frameworks.

Less effective

Not all e-recruitment administrations offer an inside and out investigation of your posting; consequently, it tends to be

difficult to sort out the thing is and isn't working and how to advance your advertisement. Obviously, this is a typical issue in disconnected recruitment.

Misunderstandings

Speaking with planned representatives through a screen can prompt confounded messages or wrong suspicions. In any case, conversing with somebody face to face can explain what an individual resembles as a first impression while likewise keeping up with clear correspondence with each other.

Diverse audience

Since e-recruitment creates countless applicants each day, organizations ought to be more cautious when utilizing this. Scouts should guarantee proficiency consistently and try not to tap unfit candidates, just as candidates who live excessively far from the workplace.

IV. CONCLUSION

Effectiveness of talent acquisition through e-recruitment has become the most effective means of recruiting, screening, hiring, and retaining highly skilled professionals. Both employers and job seekers are utilizing the extensive, unique, highly specialized features of top performing social media, professional networking, and e-recruiting websites comprising modern day technological driven recruiting. Specialized mathematical formulas can be implemented to aid in organizations analysis of the cost savings in establishing e-recruiting as the primary means of the overall recruiting and hiring process. Utilizing social media in a legal and ethical manner has aided in the overall e-recruiting process. While e-recruiting aids in the reputable presence of organizations in their specified markets. To an end result of retaining highly skilled employees, a desired, positive effect of organizations implementing e-recruiting systems.

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