

**EXPLORATION OF CHALLENGES ENCOUNTERED IN DIGITAL RECRUITMENT**

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**ABSTRACT**

The advent of e-recruitment has revolutionized the hiring process, offering convenience, efficiency, and access to a broader pool of candidates. However, this transition has brought about a unique set of challenges for organizations seeking to leverage digital platforms for talent acquisition. This study delves into the multifaceted challenges encountered in e-recruitment practices, aiming to provide a comprehensive understanding of their impact on organizational recruitment strategies. Through a synthesis of existing literature and empirical analysis, the research explores issues such as attracting high-quality candidates amidst fierce online competition, effectively managing the influx of applications, safeguarding data security and privacy, addressing biases inherent in algorithmic selection processes, and nurturing a positive candidate experience in a digital environment. By examining these challenges in depth, this study seeks to offer valuable insights into the complexities of e-recruitment and provide recommendations for organizations to navigate these obstacles effectively, thereby optimizing their recruitment processes and enhancing overall organizational performance.

**Keywords:** E-recruitment challenges, Online recruitment obstacles, Digital hiring difficulties, Internet recruitment barriers, Virtual recruitment challenges

**INTRODUCTION**

E-recruitment, or online recruitment, refers to using the web, software and other technology to attract, find, evaluate and hire people. Online recruiting methods include: Sourcing candidates on professional , Using an applicant tracking system (ATS), Interviewing candidates online via video interviewing software.

These methods are alternatives to offline recruitment, like posting jobs in newspapers, attending career fairs and collecting resumes through candidate walk-ins. Most companies combine offline and online recruitment techniques. Technology makes your processes more efficient and helps you reach candidates anywhere. Using offline recruiting channels (e.g. career fairs) allow candidates to connect with you and your company on a more personal level.

**Definition:**

“Recruitment is a process to discover the sources of manpower to meet the requirement of the staffing schedule and to employ effective measures for attracting that manpower in adequate number to facilitate effective selection of an efficient working force

**Steps of the e-recruitment process**

E-recruitment includes all steps of your standard recruitment process that involve the use of web-based

technology. Here are some important e-recruitment steps:

- Post job ads on online job Portals.
- Seek employee referrals through your Applicant Tracking System (ATS).
- Source candidates on professional social media or Job sites.
- Administer online pre-employment tests.
- Interview candidates using video interviewing software.

E-recruitment is defined as "the method and process of recruiting individuals using electronic resources, particularly the internet." Organizations and recruitment firms have converted the majority of their recruiting process and strategy from traditional to online form to increase the speed with which potential applicants are matched with available positions.

Because of database technology, online job posting sites, and search engines, HR managers can now fill unfilled positions in a fraction of the time it took before. Additionally, both passive and active job seekers prefer online applications to traditional application methods because they save time and money while also allowing them to look at a larger number of job openings. It also allows job seekers to browse corporate websites in order to establish preliminary impressions and opinions about the company.

E-recruitment is actually the technological process of identifying, analyzing, and recruiting employees in a subtle way. This approach actually uses technology to specifically connect businesses with very capable employees, and it has kind of transformed the way employers and employees interact, which, for the most part, is fairly significant. Employers can use e-recruitment to electronically post job vacancies and search resumes, while employees can use it to electronically kind of submit applications and resumes, search job postings, and definitely receive job alerts, demonstrating how this approach essentially uses technology to, for the most part, connect businesses with very possible employees, and it has basically transformed the way employers and employees generally interact in a major way.

Electronic or online recruiting actually refers to e-recruitment in a really major way. Nowadays, pretty much the entire world is built on technology in a subtle way.

"E-recruitment" is basically the process of using the internet to recruit applicants for actual essentially the use of internet open positions in businesses in a generally large way. The real goal of e-recruitment specifically is to actually make the process pretty much more efficient and cost effective, so twitter, Facebook, LinkedIn, and very other very social networking sites generally play an important role in the electronic recruitment process, basically contrary to popular belief. It specifically has the ability to essentially reach a huge pool of potential employees and, for all intents and purposes.

So, when you plan to hire new employees for your business, you specifically expect it to be a hassle, or so they thought. There will kind of be a lot of individuals who kind of apply but aren't qualified, and there will, for all intents and purposes, be a lot of people who are qualified, but you won't feel, for all intents and purposes, comfortable with them. For one reason or another, which for the most part is quite significant.

They just don't actually fit what you're looking for in terms of the company, and the kind of your ad may not, for all intents and purposes, reach the proper people at all times. People will either notice it, or they won't, and despite the cost, you won't receive enough

response in a major way. Professional recruiters and employers alike rely on job portals as a fairly key source of basic professional talent, both on a stand-alone basis and, in some cases, to really augment traditional hiring methods, now that this medium has mostly been tried, tested, and proven to be true and, more importantly, fairly indispensable in major way.

### ADVANTANGES OF E-RECRUITMENT

E-recruitment provides companies with a wider reach and access to a larger pool of talent, both locally and internationally. E-recruitment is often more cost-effective than traditional recruitment methods as it eliminates the need for printed job advertisements, and it reduces administrative costs such as the need for paper applications and mail. E-recruitment allows companies to quickly screen and filter candidates, which speeds up the hiring process. E-recruitment saves time for both the employer and job seeker as candidates can apply for jobs online, and employers can screen applications and schedule interviews quickly and easily. E-recruitment offers a more user-friendly and convenient experience for job seekers, as they can apply for jobs from anywhere and at any time.

### DISADVANTAGES OF E-RECRUITMENT

E-recruitment can feel impersonal, and job seekers may not receive feedback or personalized communication from the employer, which can lead to frustration. Technical issues such as system crashes, slow loading times, and other glitches can cause job seekers to lose their progress or fail to complete applications. Candidates may struggle to showcase their personality, enthusiasm, or unique qualities effectively in a purely online recruitment process, potentially leading to misjudgments by recruiters. Duplicate applications may increase the risk of overlooking qualified candidates or mishandling candidate information. E-recruitment can reduce the level of human interaction in the hiring process, which can negatively impact candidate experience and employee engagement. Storing large amounts of candidate data online increases the risk of data breaches or cyberattacks, potentially compromising sensitive information and damaging the reputation of the recruiting organization.

### STATEMENT OF THE PROBLEM

The study aims to evaluate the advantages and disadvantages of E-Recruitment, along with its associated challenges and opportunities, and to identify the optimal solutions to address these issues comprehensively. Therefore, people typically believed that it is very effective because it reduces time and effort as well as addition, it can generally certify that an appropriate candidate has been hired for a particular position.

### REVIEW OF LITERATURE

**Kucherov D (2021)** Methods of e-recruitment are linked to a positive outcome. However, the use of e-recruitment does not function as a link between e-recruitment strategies and results. Not only can e-recruitment reduce the cost of marketing and selection procedures, but it also eliminates paperwork. Hot skill alerts can be configured to notify companies when a candidate registers who matches the criteria for future requirements. Job seekers may search for and apply for jobs 24 hours a day, 7 days a week. To realise the actual economic benefits of online recruiting, recruitment firms, which may cost thousands of pounds, should also be avoided.

**Ahlawat and Sangeeta (2022)** explored the different sources of e-recruitment in the organization like ease of use for the organization, increasing the speed to hire, keeping ahead of competitors, cost savings, to ease of use for candidate, to provide large candidate pool. This study was a set of comprehensive overviews of e-recruitment, also to see the benefits and challenges of using e-recruitment technologies. The organization could use internet based system to track and manage candidate's application, that provide significant benefits in the term of efficiency, cost and capability to monitor on recruitment activities

**Sherkar (2022)** identified the various e-resources available to assist the recruitment and selection process in hotels, the advantages of e-resources and check the efficacy of e-resources in recruitment & selection. Simple random sampling was used. The study covered the hospitality industry for the

five stars, four star, three-star and budget hotels. The author suggested HR should identify suitable e-resources for recruitment in the top management cadre, and e-resources should be used predominantly for attracting talent and for simplifying the recruitment process. The utilization of e-resources in recruitment and selection can be increased to achieve desired results

**Shahila and Vijaylakshmi (2022)** compared the traditional recruitment process with e-recruitment and also discussed the advantages and disadvantages of e-recruitment. They also focused on the trends and practices of e-recruitment process in the company and potential of e-recruitment. The outcome of the study reflected that adoption of e-recruitment was not just technology; it was about the recruitment system being able to attract the right

candidate for the right job on the basis of the selection criteria. It is about developing the capability of HR to facilitate end-to-end process, similar to the supply chain.

**Khan et al. (2023)** explored the significance of e-recruitment in this study, examined the relationship between the recruitment sources, job seekers perception and intention to pursue the job. Data was collected from 257 respondents and analyzed in relation with the research objective. The study found that internet is the most popular recruitment source to search the jobs and the applicant's perceptions of job significantly influenced the intention to pursue the position applied by the job seeker

**Tyagi (2023)** this study broadens the research on the recruitment practices, with focus on e-recruitment practices and trends in India. The paper identified e-recruitment methods being used and the benefits being experienced by organization using these methods. This study found that automating the recruitment processes helps companies in implementing the best practices of recruitment and hiring the best talent available in the market. This leads to a better employment opportunity through career websites and also provides more effective recruitment tools for selecting suitable candidates. Traditional methods of recruitment cannot be replaced by the process of e-recruitment fully. It complements the traditional methods, making the recruitment process faster.

## SCOPE OF THE STUDY

The study's goal is to make a significant impact on E-recruitment techniques. Except for getting a concept of the techniques and methods within the recruitment procedures, a thorough and specific look is generally taken at the insight of the present condition of E- Recruitment prevailing within the organisation in a subtle way.

## RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problem. Research methodology is understood as a source of the study how to research is done scientifically and systematically.

## RESEARCH DESIGN

The research uses a quantitative research design to gather numerical data on the effectiveness of e-recruitment methods. A cross-sectional study approach was employed to collect data at a specific point in time.

### Sampling:

The target population consists of HR professionals and job seekers who have experience with e-recruitment. A purposive sampling technique was used to select participants who meet the criteria for the study.

### Data Collection:

Surveys were distributed to HR professionals and job seekers to gather information on their experiences

with e-recruitment. Interviews were also conducted to gain in-depth insights into the effectiveness of e-recruitment methods.

Data Analysis: Quantitative data collected from surveys were analyzed using statistical tool SPSS to identify patterns and trends. Qualitative data from interviews were analyzed thematically to extract key themes and insights.

Ethical Considerations: Informed consent was obtained from all participants before data collection. Participant confidentiality and anonymity were maintained throughout the research process. The researcher had made use of stratified sampling technique to collect data. The research has drawn 150 respondents as sample for these collections of data.

**LIMITATIONS OF THE STUDY**

This is only confined 150 respondents due to time constraint. The accuracy of the study is based on the information given by the respondents. The study is limited to the HR department of the selected company. The study is only limited to the E-recruitment hiring process. The time, resources, and financial limits

**DATA ANALYSIS AND INTERPRETATION**

**CHI-SQUARE ANALYSIS**

**NULL HYPOTHESIS**

**HO:** There is no significance between the educational background of the respondents and satisfied with support and guidance received during the job.

**ALTERNATIVE HYPOTHESIS**

**H1:** There is significance between the educational background of the respondents and satisfied with support and guidance received during the job.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Educational background of the respondents * satisfied with support and guidance received during the job	150	100.0%	0	.0%	150	100.0%

Educational background of the respondents * satisfied with support and guidance received during the job Cross tabulation						
Count	Satisfied with support and guidance received during the job					Total
	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	

Educational background of the respondents	High School/GED	15	0	0	0	0	15
	Bachelor's Degree	36	3	0	0	0	39
	Master's Degree	0	46	0	0	0	46
	Doctorate/Ph.D	0	5	30	7	0	42
	Other	0	0	0	2	6	8
Total		51	54	30	9	6	150

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	3.693E2 <sup>a</sup>	16	.000
Likelihood Ratio	309.506	16	.000
Linear-by-Linear Association	122.807	1	.000
N of Valid Cases	150		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .32.

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Ordinal by Ordinal	Gamma	1.000	.000	43.326	.000
Measure of Agreement	Kappa	-.002	.045	-.039	.969
N of Valid Cases		150			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					

**RESULT**

Since the calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between the educational background of the respondents and satisfied with support and guidance received during the job.

**CORRELATION**

The table shows that the relationship between ways to discover job opportunities and research about company before applying for a job

**Correlations**

		WAYS TO DISCOVER JOB OPPORTUNITIES	RESEARCH ABOUT COMPANY BEFORE APPLYING FOR A JOB
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WAYS TO DISCOVER JOB OPPORTUNITIES	Pearson Correlation	1	.926**
	Sig. (2-tailed)		.000
	N	150	150
RESEARCH ABOUT COMPANY BEFORE APPLYING FOR A JOB	Pearson Correlation	.926**	1
	Sig. (2-tailed)	.000	
	N	150	150
**. Correlation is significant at the 0.01 level (2-tailed).			

**NON-PARAMETRIC CORRELATION**

Correlations				
			WAYS TO DISCOVER JOB OPPORTUNITIES	RESEARCH ABOUT COMPANY BEFORE APPLYING FOR A JOB
Kendall's tau_b	WAYS TO DISCOVER JOB OPPORTUNITIES	Correlation Coefficient	1.000	.879**
		Sig. (2-tailed)	.	.000
		N	150	150
	RESEARCH ABOUT COMPANY BEFORE APPLYING FOR A JOB	Correlation Coefficient	.879**	1.000
		Sig. (2-tailed)	.000	.
		N	150	150
Spearman's rho	WAYS TO DISCOVER JOB OPPORTUNITIES	Correlation Coefficient	1.000	.926**
		Sig. (2-tailed)	.	.000
		N	150	150
	RESEARCH ABOUT COMPANY BEFORE APPLYING FOR A JOB	Correlation Coefficient	.926**	1.000
		Sig. (2-tailed)	.000	.
		N	150	150
**. Correlation is significant at the 0.01 level (2-tailed).				

**RESULT:**

This is a positive correlation. There are relationships between ways to discover job opportunities and research about company before applying for a job.

**ANOVA**

**NULL HYPOTHESIS**

**Ho:** There is no significant relationship between age of the respondents and satisfied with communication and interaction.

**ALTERNATIVE HYPOTHESIS**

**H1:** There is a significant relationship between age of the respondents and satisfied with communication and interaction.

Descriptive									
Age of the respondents	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
					Lower Bound	Upper Bound			
Very satisfied	42	1.36	.485	.075	1.21	1.51	1	2	
Satisfied	64	2.58	.498	.062	2.45	2.70	2	3	
Neutral	28	3.93	.262	.050	3.83	4.03	3	4	
Dissatisfied	9	4.33	.500	.167	3.95	4.72	4	5	
Very dissatisfied	7	5.00	.000	.000	5.00	5.00	5	5	
Total	150	2.71	1.185	.097	2.52	2.90	1	5	
Model	Fixed Effects		.448	.037	2.63	2.78			
	Random Effects			.718	.71	4.70			1.709

Test of Homogeneity of Variances			
AGE OF THE RESPONDENTS			
Levene Statistic	df1	df2	Sig.
49.453	4	145	.000

ANOVA							
AGE OF THE RESPONDENTS							
		Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	(Combined)	179.984	4	44.996	224.135	.000	
	Linear Term	Unweighted	103.022	1	103.022	513.177	.000
		Weighted	171.908	1	171.908	856.309	.000

	Deviation	8.076	3	2.692	13.410	.000
Within Groups		29.109	145	.201		
Total		209.093	149			

**HOMOGENEOUS**

AGE OF THE RESPONDENTS							
Satisfied Communication Interaction	With and	N	Subset for alpha = 0.05				
			1	2	3	4	5
Student-Newman-Keuls <sup>a</sup>	Very satisfied	42	1.36				
	Satisfied	64		2.58			
	Neutral	28			3.93		
	Dissatisfied	9				4.33	
	Very dissatisfied	7					5.00
	Sig.			1.000	1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed

a. Uses Harmonic Mean Sample Size = 15.192

**RESULT**

From the above analysis, we find that calculated value of the F-value is a positive 224.135 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between age of the respondents and satisfied with communication and interaction. The results are **significant** at 4% level

**SUGGESTIONS**

E-recruitment makes time and resources useful. It also helps in knowing the fake profiles. E-recruitment is experiencing phenomenal growth, according to the Recruitment Confidence Index (RCI) e-recruitment special. Reduced administration Minimizing time-to-hire or else face the risk of losing good candidates to competitors. As long as society becomes totally digitalized, it is highly advised that the managers of these companies continue to apply these two ways at the same time. In the recruitment process, the business should provide more and more job descriptions and job criteria. Offer benefits and programs tailored to full-time employees, such as health benefits, continuous learning opportunities, and career progression paths. Enhance the company’s presence on popular online job boards like Indeed and LinkedIn by regularly updating job postings and engaging with potential candidates. Focus on building a strong, positive company reputation through public relations, showcasing achievements, and maintaining high standards of business ethics. Increase the use of video interviews during the recruitment process to align with candidate preferences and provide a more personal interaction. Maintain and improve the level of communication and interaction during recruitment by providing

clear, consistent, and timely information to candidates. Encourage candidates to research the company by providing comprehensive information on the company website and through social media channels. Address concerns that lead to job offer declines by gathering feedback from candidates and improving areas such as company reputation, culture, and work environment. Regularly feature employee success stories on the company website and social media to highlight career growth opportunities and a positive work environment. Maintain and improve support and guidance systems for new hires to ensure they feel integrated and supported in their new roles. Continue and expand training programs to help employees integrate into the team and develop necessary skills. Regularly assess and address employee satisfaction with their roles and responsibilities to ensure high levels of job satisfaction. Continue to offer and promote mentorship and professional development programs to support employee growth and retention. Provide more opportunities for training and upskilling to help employees advance their careers and stay motivated .

## CONCLUSION

In this study, we used primary data for finding out determinants of E-Recruitment in. Reliability test results show that the collected data is relevant and can be used for evaluating the relationship of e-recruitment with attractiveness, job fit, cost, and time. The estimates of all independent variables are significant at a five per cent significance level. Furthermore, results show that attractiveness and job fit affect e-recruitment positively. Cost and time, on the other hand, affect e-recruitment negatively in our study. Nowadays, the Human resources department serves a competitive advantage over competitors in related industries. The internet through online hiring has been helping terms for filling vacant positions with job-fit candidates. This study concludes that online recruitment has added value to the Human resources hiring function with many benefits to firms in the long run context and the traditional way of hiring is reduced in many firms. It became easier to find, the right person in a short time at an acceptable cost.

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