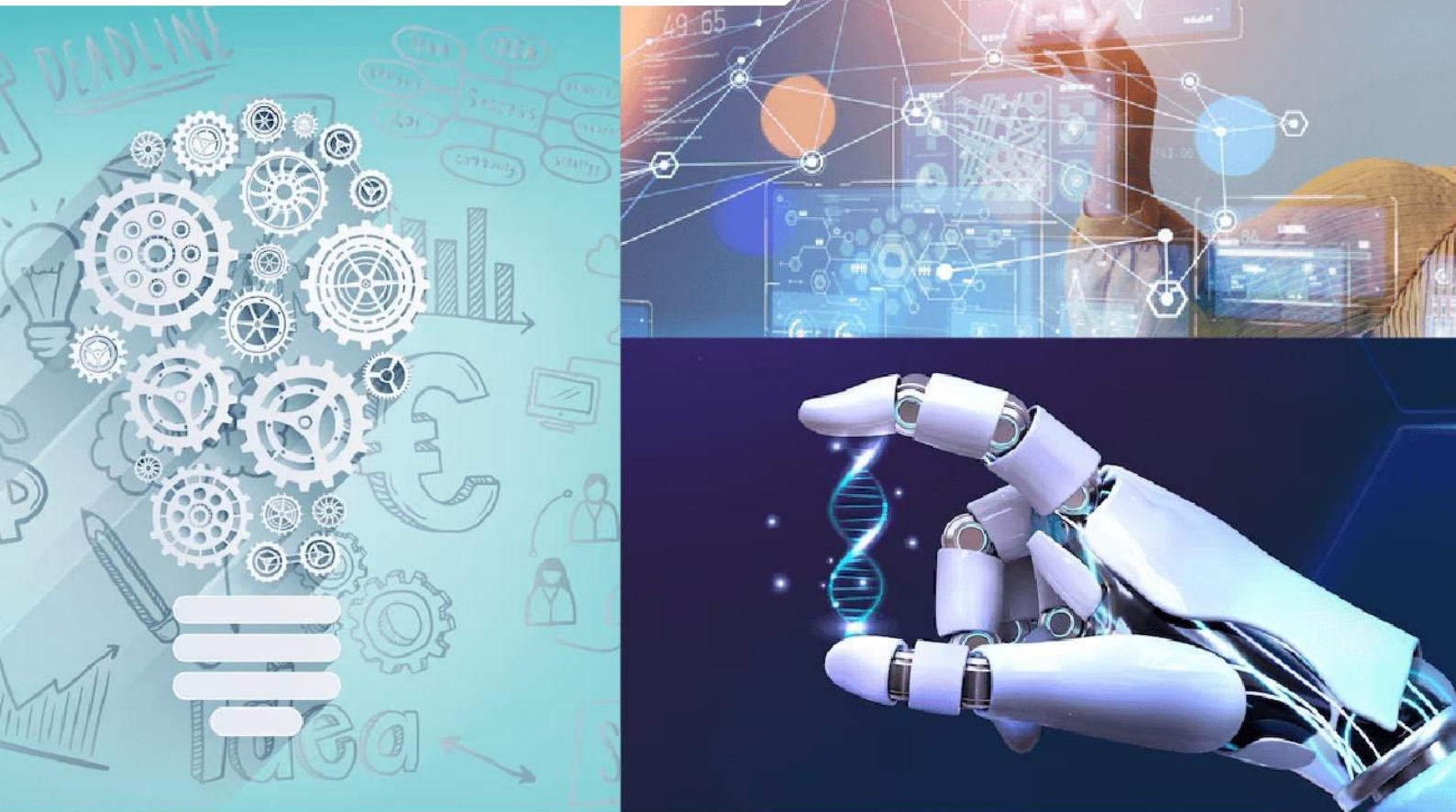




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A Study on Effectiveness of E-Recruitment in Talent Acquisition at Ram-Nath & Co Pvt Ltd

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ABSTRACT: In the present competitive business environment, organizations are increasingly focusing on acquiring and retaining talented employees to achieve sustainable growth and maintain a competitive advantage. Recruitment plays a vital role in human resource management as it ensures the selection of suitable candidates for various job positions. With the advancement of technology and widespread internet usage, traditional recruitment methods have gradually shifted towards digital platforms, leading to the emergence of e-recruitment. E-recruitment refers to the process of using online platforms such as job portals, company websites, social media networks, and professional networking sites for attracting, screening, and selecting candidates. It has transformed the recruitment landscape by making the hiring process faster, cost-effective, and more efficient. Organizations can now reach a wider pool of applicants within a short span of time, thereby improving the quality of talent acquisition. The study titled “A Study on the Effectiveness of E-Recruitment in Talent Acquisition at Ram-nath& Co Pvt Ltd” aims to analyze how effectively the organization utilizes e-recruitment tools and platforms in its hiring process. It also examines the benefits, challenges, and overall impact of e-recruitment on the company’s recruitment efficiency. Ram-nath& Co Pvt Ltd, like many modern organizations, has adopted digital recruitment practices to streamline its hiring process. However, it is essential to evaluate whether these methods are truly effective in attracting suitable talent and meeting organizational requirements. Therefore, this study focuses on assessing the effectiveness of e-recruitment in improving the speed, quality, and cost efficiency of talent acquisition at Ram-nath& Co Pvt Ltd, along with identifying areas for improvement.

KEYWORDS: E-Recruitment, Talent Acquisition, Digital Recruitment, Online Hiring, Human Resource Management, Recruitment Effectiveness, Job Portals.

I. INTRODUCTION

In the present competitive business environment, organizations are increasingly focusing on acquiring and retaining talented employees to achieve sustainable growth and maintain a competitive advantage. Recruitment plays a vital role in human resource management as it ensures the selection of suitable candidates for various job positions. With the advancement of technology and widespread internet usage, traditional recruitment methods have gradually shifted towards digital platforms, leading to the emergence of e-recruitment. E-recruitment refers to the process of using online platforms such as job portals, company websites, social media networks, and professional networking sites for attracting, screening, and selecting candidates. It has transformed the recruitment landscape by making the hiring process faster, cost-effective, and more efficient. Organizations can now reach a wider pool of applicants within a short span of time, thereby improving the quality of talent acquisition. The study titled “A Study on the Effectiveness of E-Recruitment in Talent Acquisition at Ram-nath& Co Pvt Ltd” aims to analyze how effectively the organization utilizes e-recruitment tools and platforms in its hiring process. It also examines the benefits, challenges, and overall impact of e-recruitment on the company’s recruitment efficiency.

OBJECTIVES OF THE STUDY

- To study the effectiveness of e-recruitment practices followed in talent acquisition at Ram-Nath& Co Pvt Ltd.
- To analyze how e-recruitment platforms are used by Ram-Nath& Co Pvt Ltd for attracting and selecting candidates.
- To examine the impact of e-recruitment on the quality and speed of hiring in Ram-Nath& Co Pvt Ltd.
- To identify the challenges faced by Ram-Nath& Co Pvt Ltd in implementing e-recruitment for talent acquisition.

➤ To suggest improvements for enhancing the effectiveness of e-recruitment in the recruitment process of Ram-Nath& Co Pvt Ltd.

II. REVIEW OF LITERATURE

Yuksel et al. (2026), “Agentic AI for Human Resources: LLM-Driven Candidate Assessment”. Aimed to analyze the effectiveness of AI-powered recruitment systems in improving candidate assessment accuracy in talent acquisition. The main objective was to develop an advanced LLM-based recruitment framework that reduces bias and improves selection efficiency. The study did not use a traditional human sample size; instead, it used large datasets of resumes, job descriptions, and recruitment scenarios for testing the AI model. The tools used included large language models (LLMs), multi-agent AI systems, and Plackett-Luce ranking algorithms for candidate evaluation. Experimental simulation methods were applied to assess performance. The findings revealed that AI-based e-recruitment systems significantly improve candidate ranking accuracy compared to traditional keyword-based ATS systems. It also found that structured AI models reduce human bias in selection decisions. The study concluded that AI integration enhances efficiency, speed, and fairness in talent acquisition systems.

Siddiqui & Khan (2025), “E-Recruitment: Transformation, Challenges, and Future Directions in Talent Acquisition”. Aimed to analyze the transformation of e-recruitment systems and their impact on modern talent acquisition practices. The main objective was to identify the benefits and challenges associated with digital recruitment platforms. The sample size consisted of 200 HR professionals from various industries. The tools used in the study included structured questionnaires, descriptive statistics, and percentage analysis for data interpretation. The findings revealed that e-recruitment significantly improves hiring speed, increases candidate reach, and reduces recruitment costs. However, challenges such as data privacy issues, irrelevant applications, and lack of human interaction were also identified. The study also found that organizations are increasingly dependent on digital recruitment platforms for hiring decisions. It concluded that while e-recruitment is highly effective, it requires proper system management and policy integration to maximize benefits.

Prabha (2024), “Evaluating the Efficiency of E-Recruitment from HR Recruiters’ Perspectives”. To evaluate the efficiency of e-recruitment from the perspective of HR recruiters. The study focused on understanding recruiter satisfaction and challenges in using digital recruitment systems. A sample of 80 HR recruiters from various organizations was selected. The tools used included structured interviews, questionnaire surveys, and percentage analysis. The research followed a descriptive research design. The findings showed that recruiters find e-recruitment highly cost-effective and time-saving compared to traditional methods. However, it also revealed issues such as irrelevant applications, lack of proper filtering systems, and difficulty in assessing candidate authenticity. The study further found that recruiters prefer platforms with better AI-based filtering tools. The study concluded that while e-recruitment is efficient, it requires technological improvements for better accuracy in talent acquisition.

III. RESEARCH METHODOLOGY

This study adopts a descriptive research design. Convenience sampling is adopted in this study. Both primary data and secondary data are applied to the study. The size of the sample to be used in this study is 159 respondents. Simple percentage analysis, chi square analysis and anova have been used in this study.

Data analysis and interpretation

Table No. 1 TYPES OF RESPONDENTS

Category	No. of Respondents	Percentage (%)
Employee	92	57.90%
Candidate / Job Seeker	67	42.10%
Total	159	100%

Source: Primary data

Interpretation

The distribution of respondents shows that 57.9% are employees, while 42.1% are candidates or job seekers. This indicates that the study includes responses from both working professionals and potential job applicants, providing a balanced perspective on e-recruitment practices. The higher proportion of employees suggests that the findings may be more reflective of organizational experiences, while job seekers contribute insights from the applicant side.

Table No. 2 WORK EXPERIENCE OF RESPONDENTS

Category	No. of Respondents	Percentage (%)
Fresher	40	25.20%
1 – 5 years	62	39.00%
6 – 10 years	35	22.00%
Above 10 years	22	13.80%
Total	159	100%

Source: Primary data

Interpretation

The work experience analysis reveals that 39% of respondents have 1–5 years of experience, followed by 25.2% who are freshers. Respondents with 6–10 years of experience account for 22%, while only 13.8% have above 10 years of experience. This indicates that the sample is mainly composed of early and mid-level professionals, suggesting that perceptions of e-recruitment are largely influenced by relatively younger and moderately experienced individuals.

Table No. 3 OVERALL EFFECTIVENESS OF E-RECRUITMENT

Category	No. of Respondents	Percentage (%)
Highly Effective	48	30.20%
Effective	72	45.30%
Neutral	25	15.70%
Ineffective	10	6.30%
Highly Ineffective	4	2.50%
Total	159	100%

Source: Primary data

Interpretation

The findings show that a majority of respondents perceive e-recruitment as effective, with 45.3% rating it as effective and 30.2% as highly effective. A smaller proportion of respondents (15.7%) remain neutral, while only 6.3% and 2.5% consider it ineffective and highly ineffective respectively. Overall, the results indicate a strong positive perception of e-recruitment, suggesting that it is widely accepted as an efficient and reliable method of recruitment in modern HR practices.

CHI SQUARE: TYPE OF RESPONDENT AND OVERALL OPINION ON THE EFFECTIVENESS OF E-RECRUITMENT

H01: (Null Hypothesis): There is no significant association between type of respondent and overall opinion on the effectiveness of e-recruitment.

H02: (Alternative Hypothesis): There is a significant association between type of respondent and overall opinion on the effectiveness of e-recruitment.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.746 ^a	2	.093
Likelihood Ratio	4.791	2	.091
N of Valid Cases	159		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.56.

Pearson Chi-square = 4.746

Degree of freedom: 2

Sig. = 0.093

INTERPRETATION

The above table shows the relationship between type of respondent and the level of effectiveness of e-recruitment in talent acquisition. It is observed that a majority of employees (71.4%) and candidates (54.9%) perceive e-recruitment as effective, while a smaller proportion fall under neutral and ineffective categories. The Chi-square test result shows a calculated value of 4.746 with 2 degrees of freedom and a significance value of 0.093. Since the p-value (0.093) is greater than the standard level of significance (0.05), the result is not statistically significant. Hence, the null hypothesis is accepted, indicating that there is no significant association between type of respondent and the level of effectiveness of e-recruitment.

ANOVA: TABLE SHOWING THE DIFFERENCE IN THE PERCEIVED EFFECTIVENESS OF E-RECRUITMENT BASED ON TYPE OF RESPONDENT AND WORK EXPERIENCE

H02: (Null Hypothesis): There is no significant difference in the perceived effectiveness of e-recruitment based on type of respondent and work experience.

H2: (Alternative Hypothesis): There is a significant difference in the perceived effectiveness of e-recruitment based on type of respondent and work experience.

SOURCE	Type III sum of squares	df	Mean square	F	Sig.
Corrected Model	8.835	7	1.262	2.202	.037
Intercept	244.501	1	244.501	426.516	<.001
Types of respondent	3.642	1	3.642	6.354	.013
Work experience	2.009	3	0.670	1.168	.324
(Types of respondent) * (Work experience)	5.462	3	1.821	3.176	.026
Error	86.561	151	0.573		
Total	476.000	159			

Key values you needed:

Respondent_Type (Sig.) = .013

Work Experience (Sig.) = .324

Interaction (Sig.) Type of respondent * Work experience = .026

INTERPRETATION

The above Two-Way ANOVA table indicates that the overall model is significant (Sig. = 0.037), showing that the variables considered in the study have a combined influence on the perceived effectiveness of e-recruitment. The significance value for type of respondent (Sig. = 0.013) is less than 0.05, which implies that there is a significant difference in perception between different types of respondents. On the other hand, work experience has a significance value of 0.324, which is greater than 0.05, indicating that it does not have a significant independent effect on the perceived effectiveness of e-recruitment. However, the interaction effect between type of respondent and work experience is significant (Sig. = 0.026), suggesting that the combined effect of these two variables influences perception. Thus, it can be interpreted that while work experience alone does not impact perception, it plays a role when combined with the type of respondent in determining the effectiveness of e-recruitment. The significant interaction effect (Sig. = 0.026) indicates that the combined influence of type of respondent and work experience has a significant impact on the perceived effectiveness of e-recruitment. Hence, the null hypothesis for the interaction effect is rejected.

IV. SUGGESTIONS

- Improve the user-friendliness of e-recruitment platforms to make them easy to use for all candidates.
- Provide timely communication and updates to candidates during the recruitment process.

- Adopt different recruitment strategies for employees and candidates, as their perceptions differ.
- Consider both type of respondent and work experience together while designing recruitment strategies.
- Provide proper training to HR professionals in using e-recruitment tools.
- Ensure data security and maintain confidentiality of candidate information.
- Use multiple recruitment channels such as job portals and social media to attract more candidates.

V. CONCLUSION

The study on the effectiveness of e-recruitment in talent acquisition at Ram-nath& Co Pvt Ltd reveals that e-recruitment plays a vital role in the organization's hiring process. The findings indicate that most respondents have a positive perception of e-recruitment due to its convenience, speed, and wider reach in attracting candidates. The analysis shows that the type of respondent significantly influences the perception of e-recruitment, while work experience alone does not have a significant impact. However, the interaction between type of respondent and work experience influences the overall perception. Overall, e-recruitment is an effective tool for talent acquisition at RAM-NATH & CO PVT LTD, and its effectiveness can be further improved by enhancing user experience, communication, and recruitment strategies.

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