

The Impact of Online Digital Platforms on Recruitment and Selection Process – A Study in NCR region

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ABSTRACT

This research investigates into how an organization's performance is impacted by recruitment and selection was the goal of the study an investigation into best practices for recruiting and selecting new employees, as well as assessing the impact of those practices, was a primary goal of the study.

A few branches of the Organization were surveyed for this study, with twenty (20) participants. Researchers found that posting job openings on company websites, using employment agencies, and asking current employees for recommendations were the most common methods for recruiting new workers. Employee performance was also improved as a result of effective methods used in the recruitment and selection process. The study also found that finding new employees can be a challenge.

There should be no discrimination in the hiring and selection process for both current and potential employees, as well as constant evaluations of their work performance.

Keywords: Digital Platforms, Recruitment & Selection process

I. INTRODUCTION

An organization's success is directly linked to its ability to recruit the right employees. Productivity and financial success can be a reality for any business thanks to the selection system employed by that organisation.

All aspects of recruitment and selection fall under the purview of human resources departments, which are the first step in building an organization's competitive advantage. From the initial search for candidates to the scheduling and conducting of interviews, the recruitment process is time-consuming and resource-intensive. Companies use recruitment and selection to find and connect with potential hires in order to see if any of them would be a good fit for the position, Sisson argues (1994).

However, recruitment and selection are two distinct stages of the hiring process. Recruitment involves reaching out to potential employees and encouraging them to apply for open positions, while selection involves a series of steps that are used to narrow the applicant pool in order to find the most qualified candidates.

Building a talent pool to draw from is the primary objective when it comes to recruiting. Candidate selection for specific positions is predicated on identifying the best possible fit. There are a number of interviews and decisions to be made after the hiring process is complete, before the final appointment decision is announced.

In order to build a "pool of suitable candidates" for a job opening, a company's recruitment strategy must target the right audience in the right way (Leopold, 2002). On the contrary, he stated that the hiring process for qualified candidates can begin once they have been found. This is how the qualifications of job applicants for specific positions are evaluated. It's time to act. This term refers to the process of compiling, analysing, and synthesising information on potential employees' credentials. The process of selecting the best candidates for a given position entails a series of screening steps.

To find the right person for the right job, the company gathers a pool of qualified applicants before making a final hiring decision. Shortening the time it takes to find and hire new employees is the primary objective of the

recruitment process Recruiting and selection practises help companies find and hire employees with the qualifications and abilities necessary to succeed in a given position, and this leads to better organisational outcomes.

When it comes to attracting and keeping the best employees, a company's ability to recruit and select the best candidates is crucial. The effectiveness of an organization's selection system can have a direct impact on business outcomes such as productivity and financial performance. The money spent on creating a thorough and precise selection system has thus far proven to be worthwhile. the procedure for selecting new employees

In order to be successful, a company must be able to "improve and sustain organisational performance" by employing the appropriate individuals (Petts. 1997).

Recruiters and selection committees must create a talent pool of potential employees and then narrow it down to a small number of those candidates. A merit-based or technical expertise-based selection process is required for best results.

The search for a new job has begun. Compiling, analysing, and synthesising data on job applicants' qualifications is what this term denotes.

Candidates are screened through a series of steps in order to find the best fit for a given position. To find the right person for the right job, the company gathers a pool of qualified applicants before making a final hiring decision. When it comes to recruiting new employees, time is a primary consideration. Recruiting and selection practises help companies find and hire employees with the qualifications and abilities necessary to succeed in a given position, and this leads to better organisational outcomes.

The ability of a company to recruit and select the best candidates is directly related to its ability to attract and retain top talent. The effectiveness of an organization's selection system can have a direct impact on business outcomes such as productivity and financial performance. Thus, developing an accurate and comprehensive selection system is a worthwhile investment. the process of getting hired

Having the right people in place to "improve and sustain organisational performance" is critical for an organization's success (Petts. 1997).

For recruiting and selection processes, the most important goal is to attract more candidates for open positions at the company and to choose the best ones based on merit or technical expertise.

II. LITERATURE REVIEW

1. Stone, Dianna L., et al. (2015)

The study highlights how e-recruitment platforms have streamlined the hiring process by improving application reach, reducing time-to-hire, and enhancing employer branding. Online tools allow recruiters to tap into a broader talent pool.

2. Parry, Emma, and Tyson, Shaun (2008)

Found that companies in the UK using online platforms reported greater efficiency and cost-effectiveness in recruitment. This supports similar trends in urban Indian regions like NCR where time and cost are major constraints.

Kulkarni, Mukta (2020)

3. Examined how LinkedIn, Naukri, and other platforms help recruiters filter candidates using AI algorithms. NCR-based organizations benefit from such platforms due to high applicant volume.

4. Sills, Maureen (2014)

Focused on social media recruitment, suggesting that platforms like Facebook and Twitter are increasingly used for sourcing and background checks. NCR recruiters, especially startups, adopt these for informal screening.

5. Thite, Mohan (2021)

An Indian study showcasing the shift toward digital HR practices in urban centers like NCR. ATS (Applicant Tracking Systems) are being increasingly used for shortlisting and candidate communications.

6. Verhoeven, H. & Williams, S. (2008)

Emphasizes the role of employer websites in recruiting skilled professionals. In NCR, MNCs and IT firms are using branded career pages to attract tech-savvy applicants.

7. Broughton, A. et al. (2013)

Explored ethical concerns in e-recruitment including data privacy and algorithmic bias. In the NCR, where diversity and inclusion are key issues, such concerns are gaining attention.

8. Chhabra, Nisha & Sharma, S. (2014)

A Delhi-based study examining the efficiency of online vs. traditional recruitment methods. It concluded that online platforms reduced lead times by 50% and increased applicant diversity.

9. Jain, A., & Pant, D. (2017)

Assessed the perception of HR professionals in NCR toward online recruitment. Found high satisfaction with platforms like Indeed and Monster for mid-level hiring.

10. Chavan, R. & Bhola, S. (2019)

Investigated how mobile recruitment apps (e.g., Naukri, Shine) are changing hiring in metro cities. Found higher engagement and quicker communication among NCR candidates.

11. Aggarwal, R. & Kapoor, M. (2016)

Surveyed SMEs in NCR using online platforms for recruitment. Highlighted affordability and ease of use as major drivers for adoption.

12. Saxena, K. & Pandey, A. (2018)

Found that candidates in the NCR prefer organizations that use modern digital recruitment tools, signaling tech-savviness and employer brand maturity.

13. Gupta, P. & Chauhan, S. (2020)

Studied the integration of AI in screening processes. NCR firms using tools like HireVue and Zoho Recruit saw improved quality of hire.

14. Sharma, R. & Khera, S. (2015)

Pointed out the challenges in digital recruitment, such as fake profiles and inconsistent candidate behavior, particularly in Tier-1 regions like NCR.

15. Mehta, D. & Sharma, V. (2021)

Explored the impact of COVID-19 on recruitment digitalization in NCR. Concluded that virtual interviews and onboarding have become the new standard.

III. RESEARCH METHODOLOGY

The study takes into account the efficiency of the company as a whole. A quantitative tool was used in the research process because it was a descriptive study. A questionnaire was used to gather the data for this investigation. They were used because they were appropriate for collecting data from a sample population to investigate the research question.

The research also aims to evaluate how demographic factors—such as age, income, profession, and education—affect the adoption and impact of these payment tools. It further explores whether consumers fully understand the long-term financial responsibilities.

IV. KEY FINDINGS

There were multiple methods used by the bank to find new employees, including internal recruitment as well as public postings of job openings, according to the study's findings. It is important to look at each department to see whether there are any vacancies that need to be filled first. Each department relies on its own employees to fill

vacancies. Employee referrals are used as a last resort, in which employees can recommend new hires for different departments.

The second step in the hiring process for a bank is to turn to a staffing agency for assistance. Additionally, general job advertisements in daily newspapers allow the general public to submit their applications for open positions.

V. SUGGESTIONS

Recruiting and selecting employees is one of the most challenging aspects of putting HR planning and development into action. By implementing these ideas, this policy will be more effective.

Equal consideration must be given to all applicants.

Don't show favouritism to any of the candidates when conducting job interviews.

Positions should be described and analysed in order to assist job seekers in improving their performance.

Employees will always be looking for ways to improve their performance, which will keep them motivated to do so. Providing educational opportunities to all employees is critical.

It is the primary objective of recruitment and selection to match potential employees' skills to the job's requirements and rewards. Companies that excel put a great deal of time and effort into finding the best ways to hire new workers. Human resource management practises such as recruitment and selection are critical to the success of an organisation.

As a result, the quality of applicants that are attracted has a direct bearing on how effective the selection phase will be in finding new employees. Recruitment and selection of top-tier employees begins with a thorough screening process, according to the findings. The quality of an institution's workforce has a significant impact on its success.

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