



A Study on the Effectiveness of Sourcing Candidates Through Foundit Job Portal at Skylark HR Solutions Pvt Ltd

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How to Cite this Article:

M.Sanjay, (2026). A Study on the Effectiveness of Sourcing Candidates Through Foundit Job Portal at Skylark HR Solutions Pvt Ltd. International Journal of Creative and Open Research in Engineering and Management, <i>02</i><i>(04)</i>. <https://doi.org/10.55041/ijcope.v2i3.288>

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<https://doi.org/10.55041/ijcope.v2i3.288>

ABSTRACT

The digital transformation of recruitment has rendered online job portals indispensable instruments in the talent acquisition strategies of staffing organizations. This study investigates the effectiveness of Foundit (formerly Monster India) as a primary candidate sourcing platform at Skylark HR Solutions Pvt Ltd, a recruitment and staffing services firm. A structured questionnaire survey was administered to 100 respondents comprising HR professionals, talent acquisition specialists, and recruiters. The study evaluates tool effectiveness across dimensions including ease of use, candidate quality, time-saving capability, shortlisting rates, and overall satisfaction. Key findings indicate that Naukri and Foundit are the dominant job boards, with a mean overall tool satisfaction score of 3.71 out of 5. Approximately 68% of respondents affirmed that AI-based recruitment tools enhance hiring efficiency. Persistent challenges include inadequate candidate profile quality, high subscription costs, and irrelevant applicant submissions. Strategic recommendations are provided to optimize candidate sourcing through Foundit and allied digital platforms.

INDEX TERMS

Foundit Job Portal, Candidate Sourcing, Recruitment Effectiveness, Skylark HR Solutions, Staffing, Digital Recruitment, Talent Acquisition.

1. INTRODUCTION

The recruitment industry in India has witnessed a paradigmatic shift from traditional, relationship-based hiring to data-driven, platform-enabled talent sourcing over the past decade. Online job portals have emerged as the cornerstone of modern recruitment strategy, enabling organizations to access vast, searchable databases of active and passive job seekers across geographies, industries, and skill levels. Among these platforms, Foundit—rebranded from Monster India in 2022—has established itself as one of the leading job portals in the Asia-Pacific region, offering an integrated suite of candidate sourcing, resume search, and employer branding tools tailored to the needs of recruitment-intensive organizations.

Skylark HR Solutions Pvt Ltd is a specialized recruitment and staffing consultancy that serves a diverse portfolio of client organizations across the technology, finance, manufacturing, and services sectors. As an intermediary between employers seeking talent and candidates seeking opportunities, Skylark HR Solutions is uniquely positioned to assess the practical effectiveness of job portals in real-world recruitment contexts. The organization's reliance on Foundit as a primary sourcing instrument makes it an ideal subject for investigating the platform's strengths, limitations, and optimization potential.



The effectiveness of a candidate sourcing platform is a multidimensional construct. It encompasses not only the volume of candidates accessible through the platform but also the relevance of candidate profiles to specific job requirements, the quality and recency of candidate information, the efficiency of the search and filtering tools, the ease of use for recruiters, and the ultimate conversion of sourced candidates into successful hires. These dimensions collectively determine whether a platform delivers a satisfactory return on the often-substantial subscription investments made by staffing organizations.

This study employs a structured quantitative survey methodology to empirically evaluate the effectiveness of Foundit at Skylark HR Solutions Pvt Ltd, drawing on responses from 100 recruitment practitioners. The findings are contextualized within a broader review of the digital recruitment literature and culminate in actionable recommendations for platform optimization and strategic sourcing improvement.

2. LITERATURE SURVEY

The scholarly investigation of online job portals and their role in candidate sourcing has gained considerable traction as organizations increasingly digitize their talent acquisition functions. Zusman and Landis [1] conducted a foundational study on the effectiveness of internet-based recruitment, establishing that online platforms substantially broaden the candidate reach of organizations while reducing per-hire costs compared to traditional methods such as newspaper advertising and recruitment agencies. Their work laid the groundwork for subsequent empirical investigations into specific portal features and their impact on hiring outcomes.

Bartram [2] examined the measurement and evaluation of internet recruitment tools, identifying ease of use, database size, search functionality, and resume quality as the primary determinants of recruiter satisfaction with online platforms. This framework aligns closely with the dimensions examined in the present study and underscores the multi-criteria nature of platform effectiveness evaluation. Subsequent research by Galanaki [3] demonstrated that while e-recruitment reduces administrative burden and accelerates sourcing timelines, the quality of candidates sourced through digital platforms is contingent upon the accuracy of the matching algorithms and the completeness of candidate profiles.

Specifically examining the Indian recruitment technology market, Sengupta and Bhattacharya [4] found that platforms such as Naukri, LinkedIn, and Foundit (Monster India) are the most widely adopted sourcing channels among Indian HR professionals, with Naukri leading in volume and Foundit offering superior filtering and candidate profiling capabilities for mid-to-senior level roles. Their study highlighted that multi-platform sourcing strategies yield better candidate quality outcomes than single-platform approaches.

The literature on staffing agency recruitment practices offers additional relevant insights. Inkson et al. [5] established that staffing intermediaries such as recruitment consultancies are particularly reliant on database-driven sourcing tools because their business model requires the rapid identification of qualified candidates across multiple simultaneous client mandates. In this context, the responsiveness, accuracy, and depth of job portal databases are critical competitive determinants.

More recently, Upadhyay and Khandelwal [6] investigated the adoption of AI-powered features within traditional job portals, finding that recruiters who utilized AI-assisted resume screening and candidate matching tools reported a 35% reduction in time-to-shortlist and a significant improvement in the quality of candidates progressing to interview stages. This finding is particularly relevant in the context of Foundit's evolving AI capabilities and the growing integration of intelligent automation in candidate sourcing workflows.

3. PROBLEM STATEMENT

Staffing organizations such as Skylark HR Solutions Pvt Ltd operate in a highly competitive environment where the speed and precision of candidate sourcing directly determines client satisfaction and business retention. Despite significant annual investments in job portal subscriptions, many recruitment firms report persistent challenges in extracting consistent, high-quality candidate leads from digital platforms. The gap between the theoretical capabilities of platforms like Foundit and the practical sourcing outcomes experienced by recruiters represents a significant operational challenge.



Specifically, recruiters at Skylark HR Solutions encounter difficulties related to the relevance of search results when applying detailed job specifications, the currency and accuracy of candidate contact information, the volume of duplicate or inactive profiles in search results, and the platform's ability to surface passive candidates who are not actively applying but may be open to the right opportunity. These challenges are compounded by the high subscription costs of premium portal access, which necessitate a demonstrable return on investment in terms of successful placements and candidate conversion rates.

Furthermore, the rapid proliferation of competing sourcing channels—including LinkedIn, employee referral programs, and AI-driven talent intelligence platforms—requires recruitment firms to continuously evaluate the relative effectiveness of each channel and make evidence-based decisions about resource allocation. The present study addresses this need by providing a rigorous empirical assessment of Foundit's effectiveness at Skylark HR Solutions, benchmarked against industry standards and comparative channel performance data.

4. RESEARCH METHODOLOGY

4.1 Research Design

This study adopts a descriptive quantitative research design. A structured questionnaire was developed to measure recruitment tool effectiveness across five core dimensions: overall effectiveness, ease of use, candidate quality, time-saving capability, and overall satisfaction, all measured on a five-point Likert scale. Additional questions captured operational metrics including time-to-fill, shortlisting rates, candidate selection rates, offer acceptance rates, and AI tool adoption patterns.

4.2 Sample and Data Collection

A total of 100 valid responses were collected from HR professionals, talent acquisition specialists, and recruiters affiliated with Skylark HR Solutions and comparable staffing organizations. Purposive sampling was employed to ensure respondents had direct experience using digital recruitment platforms. The demographic profile of respondents is presented in Table 4.1.

Variable	Category	Frequency (%)
Age Group	Below 25	70 (70.0%)
	25 – 35	21 (21.0%)
	36 – 45	9 (9.0%)
Gender	Male	53 (53.0%)
	Female	47 (47.0%)
Experience	Less than 1 year	46 (46.0%)
	1 – 5 years	20 (20.0%)
	5 – 10 years	8 (8.0%)
	More than 10 years	26 (26.0%)

Table 4.1. Demographic Profile of Respondents (N=100)



5. RESULTS AND DISCUSSION

5.1 Platform Usage Patterns

Survey findings indicate that Naukri is the most frequently used sourcing platform (28.7%), followed by LinkedIn combined with Naukri (22.7%), and LinkedIn alone (14.7%). Foundit and its combinations with other platforms accounted for approximately 10.6% of usage, underscoring its role as a supplementary yet strategically important sourcing channel. Multi-platform approaches involving LinkedIn, Naukri, Employee Referrals, and Recruitment Agencies were employed by 12.7% of respondents, reflecting the industry's growing preference for diversified sourcing strategies.

5.2 Core Performance Metrics

Table 5.1 presents the mean Likert scores for the five core performance dimensions of the recruitment tools evaluated, including Foundit.

Performance Dimension	Mean Score (/5)	Rating
Effectiveness of Primary Tool	3.99	Good
Ease of Use	4.03	Good
Quality of Candidates Received	3.81	Good
Time-Saving Capability	3.70	Satisfactory
Overall Satisfaction	3.71	Satisfactory

Table 5.1. Performance Metrics of Recruitment Tools (N=100)

Ease of use (M=4.03) ranked highest among all dimensions, affirming that Foundit and allied portals offer intuitive interfaces that minimize the learning curve for recruitment practitioners. The quality of candidates received (M=3.81) was rated positively, though slightly below ease of use, reflecting the persistent challenge of profile relevance that characterizes database-driven sourcing platforms. Overall satisfaction (M=3.71) and time-saving capability (M=3.70) received satisfactory ratings, indicating room for improvement in process automation and candidate matching precision.

5.3 Operational Sourcing Metrics

Table 5.2 presents the distribution of time-to-fill positions and candidate conversion rates reported by respondents.

Metric	Category	Frequency (%)
Time-to-Fill	Less than 1 week	34 (34.0%)
	1 – 2 weeks	13 (13.0%)
	2 – 4 weeks	48 (48.0%)
	More than 1 month	5 (5.0%)
Shortlisting Rate	Less than 20%	10 (10.0%)
	20 – 40%	20 (20.0%)
	40 – 60%	25 (25.0%)
	More than 60%	45 (45.0%)
Selection Rate	Less than 10%	14 (14.0%)
	10 – 25%	10 (10.0%)
	25 – 50%	49 (49.0%)
	More than 50%	27 (27.0%)

Table 5.2. Operational Sourcing Metrics (N=100)



5.4 Challenges in Platform Utilization

Table 5.3 presents the distribution of challenges reported by respondents when using Foundit and allied recruitment platforms.

Challenge	Frequency	Percentage (%)
Lack of quality profiles	24	24.0%
Time-consuming screening process	24	24.0%
Irrelevant candidate profiles	21	21.0%
High subscription cost	19	19.0%
Technical/platform issues	12	12.0%
Total	100	100%

Table 5.3. Challenges in Recruitment Platform Utilization (N=100)

Lack of quality profiles and time-consuming screening processes tied as the most prevalent challenges (24.0% each), consistent with broader industry findings regarding the limitations of keyword-based candidate matching in online databases. Irrelevant candidate profiles (21.0%) represent a significant efficiency drain, as recruiters must invest substantial time filtering out unsuitable applications before identifying viable candidates. High subscription costs (19.0%) reflect the pricing pressures faced by smaller staffing firms, for whom the cost-per-placement ratio of premium portal subscriptions is a critical financial consideration.

5.5 AI Recruitment Tool Adoption

Survey data reveals that 68.0% of respondents believe AI-based recruitment tools improve hiring efficiency, while 24.7% expressed a conditional or uncertain view and 6.7% held a negative opinion. Among organizations utilizing AI tools, the primary purposes cited were reduction of manual screening work (47.1%), time efficiency (23.5%), improvement of candidate quality (17.6%), and enhanced decision support (11.8%). These findings align with global trends indicating the progressive integration of intelligent automation in recruitment workflows, particularly for high-volume sourcing and initial candidate screening tasks where Foundit's AI matching capabilities are most applicable.

6. CONCLUSION

This study provides a comprehensive empirical assessment of the effectiveness of candidate sourcing through Foundit and allied digital job portals at Skylark HR Solutions Pvt Ltd. The findings demonstrate that digital platforms deliver satisfactory outcomes across key performance dimensions, with ease of use (M=4.03) and overall effectiveness (M=3.99) receiving the most favorable evaluations. The majority of respondents (82.0%) successfully fill positions within four weeks, and 68.0% affirm the efficiency-enhancing potential of AI-based recruitment tools.

However, the study identifies critical improvement areas, particularly in candidate profile quality, search result relevance, and platform cost efficiency. Skylark HR Solutions and similar staffing organizations would benefit from implementing skills-based candidate filtering protocols, leveraging Foundit's AI-assisted matching capabilities more systematically, and adopting a structured multi-platform sourcing strategy that integrates Foundit's database strengths with LinkedIn's networking capabilities and employee referral programs. Platform providers should invest in improving the accuracy and currency of candidate databases, developing more sophisticated natural language search interfaces, and offering flexible pricing models that are accessible to smaller staffing firms.



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