



# The Efficiency of E-Recruitment Process in Today's Era: A Comprehensive Strategic Analysis

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## 1. ABSTRACT

The rapid advancement of digital technology has fundamentally altered Human Resource Management (HRM) practices, with recruitment undergoing the most significant transformation. This research paper examines the efficiency and effectiveness of e-recruitment in the modern era, particularly focusing on the accelerated digital shift following the COVID-19 pandemic. E-recruitment, once a supplementary tool, has transitioned into a primary strategic function for organizations seeking to navigate a hyper-competitive global labor market.

The study utilizes primary data collected through structured questionnaires distributed to 71 respondents, including 38 HR professionals and 33 HR interns, complemented by a systematic review of existing academic literature. The findings reveal that e-recruitment has significantly enhanced the speed, cost-effectiveness, and geographical reach of the hiring process. By enabling access to a global talent pool and leveraging data analytics for objective decision-making, digital platforms have become indispensable. However, the study also identifies persistent challenges, such as the lack of personal interaction, technical barriers, and concerns regarding candidate credibility. The research concludes that while e-recruitment is essential for operational scalability, organizations must adopt a "hybrid approach"—combining digital efficiency with traditional human-centric methods—to achieve optimal talent

acquisition and organizational performance.

**Keywords:** E-Recruitment, HRM, Digital Hiring, Online Recruitment, Recruitment Efficiency, HR Analytics, Virtual Hiring.



## 2. INTRODUCTION: THE DIGITAL FRONTIER IN TALENT ACQUISITION

Recruitment is historically defined as the "gateway" function of Human Resource Management. Traditionally, this process was labor-intensive, characterized by physical documentation, newspaper classifieds, and manual walk-in interviews. In the pre-digital era, the geographical reach of a company was limited by the physical distribution of its advertisements. However, the rise of the internet and pervasive digital technologies has pushed recruitment into a new epoch: the era of e-recruitment. This evolution refers to the use of online platforms—including specialized job portals like LinkedIn and Naukri, corporate websites, and social media—to attract, screen, and hire candidates.

The transition was gradual until the COVID-19 pandemic acted as a universal catalyst, forcing a sudden shift from physical to virtual environments. What was once a matter of convenience became a matter of survival. Today, e-recruitment encompasses the entire lifecycle of talent acquisition, from initial sourcing to virtual onboarding. The importance of this process cannot be overstated; it expands candidate reach globally, reduces administrative overhead, enhances employer branding, and enables data-driven decisions through integrated Applicant Tracking Systems (ATS).

Despite its widespread adoption, a critical evaluation is necessary. The "Volume-Quality Paradox" remains a significant hurdle: while e-recruitment attracts more candidates, it also creates an influx of applications that can overwhelm HR departments. Organizations face the challenge of verifying candidate authenticity in a virtual space where "fake resumes" and exaggerated digital profiles are common. This study seeks to bridge the gap in understanding how stakeholders—recruiters and interns—perceive the efficiency of these digital systems in the post-pandemic context, evaluating whether the promised time and cost savings translate into long-term hiring quality (Holm, 2010).

## 3. LITERATURE REVIEW: THEORETICAL PERSPECTIVES ON DIGITAL HIRING

Academic discourse on e-recruitment has evolved from viewing it as a mere "cost-saving tool" to recognizing it as a strategic "competitive advantage." The shift from manual to digital processes is often analyzed through the lens of **Efficiency Theory**, which posits that technology reduces the friction of information exchange between employers and job seekers.

### 3.1 Global Reach and Talent Pooling

Scholars such as Strohmeier (2007) have argued that the internet has become a critical recruitment source due to its ability to transcend geographical boundaries. Cable and Turban (2001) noted that web-based recruitment enhances organizational "visibility," making the company accessible to passive job seekers who may not be actively searching but are open to opportunities presented via social media. This "proactive sourcing" is a fundamental departure from the reactive nature of traditional hiring.

### 3.2 Operational Efficiency and Automation

From an operational perspective, literature consistently identifies cost reduction and time efficiency as the primary drivers of e-recruitment adoption. The integration of Applicant Tracking Systems (ATS) allows for the automated screening of resumes based on specific keywords and competencies, theoretically reducing the bias associated with human fatigue. However, Trammell (2010) introduced the concept of "organizational web appeal," emphasizing that the user experience of a recruitment portal is just as important as its functionality. If a platform is difficult to navigate, high-quality talent may abandon the application, leading to a "digital drain."

### 3.3 Challenges and the Hybrid Necessity

Despite the technological optimism, researchers like Ma et al. (2012) highlight the risks of privacy, data security, and "depersonalization." The lack of face-to-face interaction can make it difficult for HR professionals to assess "soft skills" and "cultural fit," which are often intangible. The rapid shift during the pandemic exposed gaps in digital literacy and



highlighted the risk of "digital inequality." Consequently, the contemporary literature suggests that the most effective strategy is not a total digital takeover, but a hybrid model. This model utilizes AI and automation for high-volume tasks while reserving human interaction for final selection and cultural immersion, ensuring that the "human" remains in Human Resource Management.

#### 4. RESEARCH METHODOLOGY: QUANTITATIVE AND DESCRIPTIVE ANALYSIS

The methodology employed in this study follows a scientific and systematic approach to quantify the perceived efficiency of e-recruitment. To ensure a robust understanding of the digital hiring landscape, the research utilizes a **Descriptive and Quantitative Research Design**.

##### 4.1 Data Collection and Sampling Strategy

The primary data was collected using a structured questionnaire distributed via Google Forms, targeted specifically at those on the "front lines" of hiring: HR professionals and HR interns.

- **Sample Size:** 71 total respondents.
- **Respondent Breakdown:** 38 HR Professionals (providing a strategic, long-term perspective) and 33 HR Interns (providing an operational, day-to-day perspective).
- **Sampling Method: Simple Random Sampling** was used to ensure that every individual in the accessible population had an equal chance of being selected, thereby reducing selection bias.

##### 4.2 Analytical Tools and Secondary Sourcing

The primary tool for data analysis was **Percentage Analysis**, which allowed for a clear visualization of majority trends regarding platform preference, cost-effectiveness, and post-pandemic outlook. To supplement the primary findings, secondary data was gathered from high-impact journals, HR analytics reports, and published literature (2010–2026). This dual-source approach ensures that the findings are not only current but are also anchored in established HR theory. By examining the specific platforms used (e.g., LinkedIn, Naukri) and the challenges encountered (e.g., network issues, fake resumes), the methodology provides a granular look at the friction points within the modern e-recruitment lifecycle.

#### 5. DATA ANALYSIS AND INTERPRETATION: THE EFFICIENCY METRICS

The data analysis reveals a decisive shift toward digital adoption, though with significant caveats regarding the quality of communication and data integrity. The interpretation of the responses from the 71 participants provides a clear roadmap of current HR sentiments.

##### 5.1 Effectiveness and Cost-Efficiency

The data indicates an overwhelming endorsement of digital tools:

- **63.6% of respondents** believe that e-recruitment is the "most effective" method in the current era.
- **75% of respondents** consider e-recruitment to be "cost-effective," citing reduced spending on physical advertisements, travel for interviews, and paper-based documentation.
- **69.7% support virtual recruitment** as a permanent fixture in the post-pandemic world.

LinkedIn and Naukri emerged as the dominant platforms, suggesting that "professional social networking" has superseded traditional job boards. This indicates that recruiters are looking for "validated" profiles that show a candidate's endorsements and social proof, rather than just a static CV.



## 5.2 Challenges and Friction Points

However, efficiency is hindered by several digital-specific obstacles:

1. **Credibility (Fake Resumes):** The ease of applying has led to an influx of exaggerated or fraudulent resumes, making the screening process more difficult despite automation.
2. **Communication Gaps:** A significant portion of respondents noted that "poor communication" and "network issues" often disrupt virtual interviews, leading to a fragmented candidate experience.
3. **Technical Dependency:** The heavy reliance on stable internet and specific software platforms creates a barrier for candidates in regions with poor infrastructure, potentially excluding high-quality talent due to technical rather than professional shortcomings.

## 6. FINDINGS, RECOMMENDATIONS, AND CONCLUSION

### 6.1 Summary of Findings

The primary finding is that e-recruitment is no longer an "option" but the "default" for modern HR departments. It has successfully democratized the talent search, allowing smaller firms to reach the same talent pools as global giants. However, the study finds that e-recruitment is most effective at the **Top of the Funnel** (sourcing and initial screening) but becomes less reliable at the **Bottom of the Funnel** (cultural fit and final selection). Many candidates still express a preference for face-to-face interaction for the final stages of the process, as it provides a clearer understanding of job descriptions and organizational "vibe" that a screen cannot convey.

### 6.2 Strategic Recommendations

To optimize the e-recruitment process, the following strategies are recommended:

1. **AI-Driven Verification:** Implement advanced AI screening tools that can verify candidate credentials and detect inconsistencies in resumes to reduce the burden of "fake applications."
2. **Enhanced Communication Infrastructure:** Use dedicated, low-bandwidth-friendly video platforms to ensure that network fluctuations do not ruin the interview experience.
3. **The Hybrid Integration:** Organizations should utilize a "70/30" model: 70% digital for sourcing, assessments, and initial rounds, and 30% traditional/human-centric for final interviews and onboarding.
4. **HR Training:** Provide continuous training to HR professionals on data analytics and "digital empathy"—learning how to build rapport with candidates through a screen.

### 6.3 Conclusion

E-recruitment has revolutionized the hiring landscape, offering unparalleled speed and cost-effectiveness. While the COVID-19 pandemic served as an initial shock to the system, the resulting digital infrastructure has made the recruitment process more resilient and data-driven. However, technology should be viewed as an **enabler**, not a **replacement**. The efficiency of e-recruitment is maximized only when it is paired with human judgment and ethical oversight. By adopting a hybrid model that values both digital reach and human connection, organizations can ensure they not only hire "fast" but also hire "right," securing long-term performance in an increasingly volatile global market.



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