

# A Study on “Recruitment and Hiring”

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**Abstract:** The present research discusses the recruitment and hiring process within organizations and their influence on the quality of workforce and organizational performance. It dwells on the traditional and modern approaches to recruitment, the impact of technology in the hiring process, and some of the challenges including bias, talent shortages, and employee retention. The aim is to analyse how firms can improve their hiring practices to access top talent. The results suggest increasing use of digital recruitment methods, such as AI-based screenings and social media sourcing. The article ends with suggestions for enhancing efficiency and fairness in hiring..

**Keywords:** Recruitment process, hiring strategies, talent acquisition, HR technology, employee selection, digital recruitment

## I. INTRODUCTION

Recruitment and hiring are basic Human Resource Management activities that establish the quality of an organization's human capital. Successful hiring not only guarantees the proper fit for a position but also with the company culture and long-term goals. The landscape has changed dramatically from walk-in interviews and classified advertisements to AI screening software and video interviews. The quality of the hiring process impacts employee satisfaction, productivity, and retention, and therefore is a key area of focus for companies today.

This research seeks to investigate the methods, issues, and contemporary trends in hiring and recruiting to gain insights into how to maximize the talent acquisition process.

## RECRUITMENT AND HIRING



## STATEMENT OF THE PROBLEM

- Most organizations are unable to hire the right talent because of ineffective recruitment.
  - Conventional processes take too much time and are inefficient.
- There is increased use of technology, but technology is not maximized by all organizations.



- Bias hiring remains a significant challenge.  
There is no strategic planning in the recruitment process.
- The research will discuss how recruitment can be made more effective for improved results.

#### **OBJECTIVES OF THE STUDY**

- To know about different recruitment and hiring processes followed by organizations.
- To study the effect of technology on contemporary recruitment.
- To find out the problems encountered during the hiring process.
- To compare the effectiveness of internal versus external hiring.
- To present practical suggestions for effective recruitment strategies.

### **II. LITERATURE REVIEW**

#### **Traditional Recruitment Practices**

- According to Sharma & Rao (2021), traditional hiring methods such as print ads, campus interviews, and job fairs have become less effective in attracting skilled candidates in a competitive job market.

#### **Digital Transformation in Hiring**

- Kapoor (2022) emphasized the increasing use of applicant tracking systems (ATS), video interviews, and AI-powered recruitment platforms that streamline candidate filtering and improve hiring speed.

#### **Challenges in Recruitment**

- Patel & Mehta (2023) explained how unconscious bias, diversity deficit, and poor job descriptions result in poor hiring decisions and reduced employee retention levels.

#### **The Employer Branding Role**

- Deloitte Insights (2022) uncovered that organizations with strong employer brands receive more applicants and have a 50% lower cost per hire.

#### **Remote Hiring Trends**

- Post-COVID, Verma (2022) observed a sharp increase in remote recruitment. Organizations now emphasize virtual interviews and induction, redefining conventional HR practices.

### **III. RESEARCH METHODOLOGY**

- Research Type: Descriptive and analytical, analyzing recruitment trends and practices.
- Field of Study: Carried out among HR professionals and job seekers in Bangalore, Karnataka.
- Sample Size and Composition: 100 respondents (50 HR professionals, 50 job seekers).

#### **Method of Data Collection:**

- Primary Data: Online surveys and interviews through Google Forms and LinkedIn.
- Secondary Data: HR journals, recruitment blogs, industry reports.

#### **Tools and Techniques Used:**

- Data analyzed using Microsoft Excel for graphical representation and trend analysis.
- Variables Examined: Hiring method, recruitment technology, time-to-hire, cost-per-hire, candidate satisfaction.

### **IV. DATA ANALYSIS AND INTERPRETATION**

#### **Hiring Channels:**

Social media (LinkedIn) and job portals (Naukri, Indeed) are the most preferred hiring sources, particularly for mid-level positions. Campus recruitment is still in vogue for freshers.

#### **Technology in Recruitment:**

60% of surveyed companies use ATS systems. 40% have adopted AI for resume screening.

#### **Challenges Reported:**

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- 52% of HR professionals reported difficulty finding qualified candidates.
- 37% reported time limitations.
- 45% reported unconscious bias as a hiring obstacle.

**Candidate Experience:**

Candidates prefer transparency, speedy feedback, and remote interview possibilities

**1. Preferred Recruitment Platforms**

Platform	Usage (%)
LinkedIn	40%
Naukri.com	25%
Company Website	15%
Indeed	10%
Others	10%

**Interpretation:** LinkedIn is the most widely used platform, especially for mid-to-senior roles. Naukri and company websites follow closely.

**2. Common Hiring Challenges**

Challenge	% of Respondents Affected
Finding Skilled Talent	52%
Unconscious Bias	45%
High Turnover	30%
Delayed Processes	37%

**Interpretation:** More than half of recruiters face issues in finding job-ready candidates, especially in tech roles. Bias in hiring remains a significant concern.

**Use of Technology in Hiring**

Technology Used	Adoption Rate
Applicant Tracking System (ATS)	60%
Video Interviewing Tools	55%



Technology Used	Adoption Rate
AI Resume Screening	40%
None	15%

**Interpretation:** The majority of companies have adopted ATS and video interviewing tools to streamline hiring. AI is gaining momentum.

## DATA ANALYSIS AND INTERPRETATION

### Hiring Channels:

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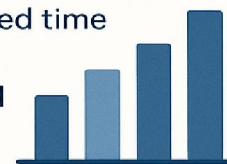
### Candidate Experience:

Job seekers prefer transparency, quick feedback, and remote interview options



### Challenges Reported:

- 52% of HR professionals cited difficulty finding skilled candidates
- 37% mentioned time constraints
- 45% reported unconscious bias



## V. FINDINGS

### 1. Digital Tools Dominate:

A majority of companies favour digital recruitment due to ease and efficiency.

### 2. Bias and Unclear Role Expectations Are Common Issues:

Unstructured interviews often lead to hiring mismatches.

### 3. Candidate Expectations Have Evolved:

Candidates value flexibility, remote work options, and clarity in job descriptions.

### 4. Skill Gap Persists:

Many applicants lack job-ready skills, especially in tech roles.



**5. Strong Employer Branding Improves Application Rate:**

Well-presented job ads with company culture details attract more applications.

**VI. RECOMMENDATIONS**

**1. Adopt Modern Tools:**

Use ATS, AI, and video interviewing tools to streamline hiring.

**2. Improve Job Descriptions:**

Clear, concise, and inclusive job postings reduce mismatched applications.

**3. Train Interviewers to Reduce Bias:**

Use formal interviews and varied panels.

**4. Develop Employer Brand:**

Highlighting company culture using social media and employee word-of-mouth.

**5. Maximize Skill-based Hiring:**

Emphasize functional skills more than degrees for better quality of hire.

**6. Improve Candidate Communication:**

Ensure transparency and timely communication to enhance experience.

**VII. CONCLUSION**

Recruitment and hiring are no longer administrative functions but strategic functions that determine business success. This research validates that although digital techniques have enhanced speed and scope, businesses continue to grapple with eliminating bias, promoting transparency, and mapping talent to business objectives. In order to succeed in the competitive labour market, organizations need to implement latest technologies, prioritize candidate experience, and keep evolving their recruitment models.

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