"A STUDY ON THE IMPACT OF RECRUITMENT TECHNOLOGY ON HUMAN RESOURCES PRACTICES REGARDING CONNEQT BUSINESS SOLUTIONS"

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DECLARATION BY THE STUDENT

I at this moment declare that **"A Study On The Impact Of Recruitment Technology On Human Resources Practices Regarding Conneqt Business Solutions"** is the result of the project work carried out by me under the guidance of **Dr. Navjiwan Hira** in partial fulfillment for the award of a Master's Degree in Business Administration by Bangalore University.

I also declare that this project is the outcome of my efforts and that it has not been submitted to any other university or Institute for the award of any other degree Diploma or Certificate.

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EXECUTIVE SUMMARY

This study investigates the impact of recruitment technology on human resource (HR) practices, focusing on Conneqt Business Solutions. The research explores how advancements in artificial intelligence, machine learning, and digital platforms reshape recruitment, enhance efficiency, and transform the candidate experience. Leveraging theoretical frameworks like the Resource-Based View (RBV) and Social Network Theory, it addresses the opportunities and challenges posed by these technologies. Empirical findings highlight increased efficiency, improved hiring quality, and data-driven decision-making, pointing out barriers such as high implementation costs, integration challenges, and algorithmic bias. This study underscores the need for ethical and inclusive adoption of recruitment technologies to drive HR transformation effectively.

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1.1Detailed Theoretical background of the study

Technological developments have had a major impact on the evolution of Human Resource Management (HRM), especially in recruiting. Incorporating digital tools and platforms has caused a paradigm change in traditional recruiting practices, hence changing the talent acquisition environment (Brynjolfsson & McAfee, 2014). In addition to streamlining procedures, this technology revolution has presented HR professionals with new opportunities and challenges, calling into question long-standing beliefs and practices.

The Resource-Based View (RBV) of the company, which holds that an organization's competitive advantage derives from its distinctive resources and capabilities, serves as the theoretical foundation for this transition (Barney, 1991). Technology is becoming a vital tool in the recruiting process, helping businesses find, attract, and hire talent more quickly and effectively. The utilization of RBV in recruiting technology implies that companies utilizing cutting-edge instruments may obtain a noteworthy advantage in the competition for skilled personnel. The Resource-Based View (RBV) of the company, which holds that an organization's competitive advantage derives from its distinctive resources and capabilities, serves as the theoretical foundation for this transition (Barney, 1991). Technology is becoming an essential instrument in the recruiting process, enabling businesses to find, attract, and hire talent more quickly and effectively. The application of RBV in recruiting technology implies that companies using cutting-edge instruments may obtain a noteworthy advantage in the competition for skilled personnel.

Social networking sites have become effective recruitment tools that have changed the nature of the relationship between employers and candidates. The Social Network Theory provides a framework for understanding how these platforms enhance linkages between companies and potential workers (Granovetter, 1973). This theory explains why weak relationships are so effective at spreading job information and how technology has strengthened these networks to create a talent ecosystem that is more integrated.

New practical and ethical issues have emerged with the introduction of artificial intelligence (AI) and machine learning in the hiring process. Algorithmic Fairness Theory (Barocas & Selbst, 2016) tackles potential discriminatory practices and biases that might emerge from AI-driven recruiting tools. This theoretical viewpoint highlights the significance of creating and utilizing technology that encourages fairness and diversity in recruiting procedures.

The Technology Acceptance Model (TAM) gives insights into how HR professionals and job searchers accept and utilize new recruiting technology (Davis, 1989). This model clarifies the variables, such as perceived utility, and simplicity of use, that affect the adoption of technology advancements in hiring. Comprehending these variables is imperative in forecasting the efficacious integration of novel recruiting technology in enterprises.

A theoretical foundation for analyzing how technology has changed several HR tasks, including recruiting, is provided by the idea of E-HRM (Electronic Human Resource Management) (Strohmeier, 2007). This viewpoint underscores the transition from conventional, paper-based procedures to digital technologies, stressing the possibility of improved productivity, lower expenses, and a strategic realignment of HR procedures.

Finally, the impact of recruiting technology on work design and employee motivation may be comprehended through the application of the work Characteristics Theory, which was first put out by Hackman and Oldham (1976). Technology's ability to automate some hiring elements may change the fundamentals of HR jobs, affecting HR professionals' performance and work satisfaction. This hypothesis offers a prism through which to see how HR work is evolving in response to technology breakthroughs.

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1.1.1 Evolution of Technology in HR practices

Traditional manual processes gave way to digital, automated alternatives as HR practices have evolved digitally. The use of artificial intelligence (AI) and machine learning (ML) have become crucial for HR operations, especially in recruiting, as this change has intensified in recent years. AI-powered recruitment options may cut the time to hire by up to 40% while increasing the caliber of hires, according to research by Hmoud and Laszlo (2023). This result underlines the profound influence of new technologies on HR efficacy and efficiency.

These days, cloud-based HR tools are a mainstay of HR technology. These systems provide previously unattainable levels of scale, accessibility, and integration options. 74% of firms have completely incorporated or are currently in the process of integrating cloud-based HR software, according to a Deloitte report from 2022. This change has made it possible for HR departments to more effectively manage the hiring procedure, from candidate tracking to onboarding, while encouraging remote work and international talent acquisition.

The emergence of "people analytics," or data analytics in HR, has revolutionized hiring processes. Predictive analytics is being utilized more and more to discover high-potential applicants, estimate employment requirements, and lower attrition rates, according to Tursunbayeva et al. (2021). HR professionals may more effectively integrate recruiting efforts with business goals and make better decisions thanks to this data-driven strategy.

Talent acquisition techniques have been changed by social media platforms. 92% of recruiters utilize social media in their recruiting process, with LinkedIn being the most popular site, according to recent research by Priyadarshini et al. (2022). Employers may use these digital networks to actively recruit passive applicants and evaluate cultural fit by looking at candidates' online profiles in addition to using them as a route for job ads.

An emerging trend with great promise is the incorporation of augmented reality (AR) and virtual reality (VR) technology in the hiring process. To improve the applicant experience and enable more precise evaluations of abilities and cultural fit, Laker et al. (2023) describe how VR is being utilized to provide immersive job previews and conduct virtual interviews. This technology has significant value when it comes to remote hiring and international talent acquisition.

Sophisticated chatbots and conversational AI have become indispensable for preliminary applicant interaction and screening. According to a Gartner (2023) estimate, chatbots will dominate the employment process by 2025, handling 50% of candidate contacts. These systems offer 24/7 availability and prompt replies, which not only increase efficiency but also improve the applicant experience.

Although it is still in its infancy, blockchain technology adoption in HR holds great potential to transform background checks and credential verification throughout the hiring process. Wamba and Queiroz (2022) talk about how blockchain may produce readily verifiable, tamper-proof records of an applicant's employment history, credentials, and educational background. This technology can improve hiring transparency and confidence while drastically cutting down on the time and expenses related to verification procedures.

1.1.2. Recruitment Technology in India:

India's enormous workforce and rising digital penetration have led to a significant expansion in the country's recruiting technology sector in recent years. According to research by Nishith Desai Associates (2023), recruitment technology will be a major factor in the Indian HR tech market's predicted 25% compound annual growth rate (CAGR) from 2020 to 2025. Traditional HR procedures are being altered by this expansion, especially in the areas of talent management and acquisition.

In India, artificial intelligence (AI) and machine learning (ML) are leading the way in the use of recruiting technologies. According to Rana and Sharma (2022), 68% of major Indian businesses currently use AI-powered technologies for applicant shortlisting and resume screening. By speeding up the hiring process and increasing the caliber of applicant matches, these tools are assisting HR managers in managing high application quantities more effectively.

India has been a leader in mobile-first recruiting methods due to the high smartphone penetration rate in the nation. In a Jobs for Her (2023) poll, 76% of Indian job searchers said they prefer to use mobile devices for their job search. This trend has resulted in the creation of recruiting applications and job websites that are geared toward mobile devices, altering the way employers and job seekers communicate with each other. In India, venues for video interviews have become widely used, particularly after the COVID-19 outbreak.

According to Gupta et al. (2022), 82% of Indian businesses already utilize video interviewing solutions in their hiring procedures. In addition to enabling remote hiring, technology has also assisted businesses in lowering recruiting expenses and gaining access to a larger talent pool spread across several geographic regions.

The use of psychometric exams and gamification in recruiting has developed dramatically in India. Research from NASSCOM (2023) says that 55% of Indian IT organizations are already adopting game-based tests to evaluate candidates' abilities and cultural fit. These cutting-edge evaluation techniques are assisting employers in making more data-driven recruiting decisions and enhancing applicant involvement throughout the hiring process. Blockchain technology appears to have the ability to revolutionize Indian hiring standards, especially regarding background checks. Sharma and Patel (2023) talk about how top Indian IT companies are experimenting with blockchain-based solutions to confirm the qualifications of job applicants. This technology is expected to improve hiring ecosystem trust, decrease fraud, and expedite the verification process.

The gig economy in India has driven the establishment of specialist recruiting portals. According to a Boston Consulting Group assessment from 2023, there will be 90 million gig workers in India by 2025. In response, websites such as TaskMitra and UrbanClap have surfaced, pairing freelancers with temporary jobs using AI-powered matching algorithms. These platforms are bringing about a substantial change in the job market in India by altering the way businesses handle flexible workforce and the way job seekers locate jobs.

1.1.3. Structure of Recruitment Technology:

Applicant Tracking Systems (ATS) are the cornerstone of most current recruiting technologies. These systems function as the main center for organizing and overseeing the whole hiring process, from posting jobs to choosing candidates. Over 99% of Fortune 500 organizations utilize ATS, demonstrating its pervasiveness in corporate recruitment, according to a Job scan (2023) report. With the help of these systems' growing integration with other HR technology, a seamless talent acquisition and management ecosystem is now possible. A crucial component of the architecture of recruiting technology is the combination of artificial intelligence (AI) and machine learning (ML) algorithms. These technologies are used at several phases of the hiring process, from applicant matching to resume screening.

According to a thorough analysis by Hmoud and Laszlo (2023), AI-powered recruiting solutions can increase the quality of hires while cutting the time to hire by up to 40%. Predictive analytics for applicant success, more effective and objective initial candidate screening, and customized job suggestions are all made possible by the combination of AI and ML. Platforms for video interviews have become a crucial part of recruiting technology, particularly in the aftermath of international initiatives that support remote employment. These systems frequently use AI-driven analytics to evaluate voice patterns, facial expressions, and candidate replies. 86% of businesses already use video interviews as a component of their hiring process, and 58% of them use AI-based evaluations on these platforms, according to a HireVue (2022) survey.

Another key component of the recruiting technology system is conversational AI and chatbots. The main purposes of these tools are basic screening, scheduling, and first-applicant interaction. A Gartner (2023) analysis projects that by 2025, artificial intelligence (AI) will handle 50% of candidate interactions throughout the recruiting process, mostly via chatbots. This technological layer improves the applicant experience by freeing up human recruiters to work on more difficult duties and provide prompt, round-the-clock replies.

An integral component of contemporary recruiting technology architecture is social media integration. In addition to being utilized for job advertising, social media sites like LinkedIn, Facebook, and Twitter are also a part of the larger ecosystem of recruiting technology and are used for applicant sourcing, background checks, and employer branding. 92% of recruiters utilize social media in their recruiting process, according to research by Priyadarshini et al. (2022), highlighting the significance of social media in the recruitment technology framework.

An essential component of recruiting technology is data analytics and reporting tools, which empower HR managers to make data-driven choices. These tools offer information on several variables, including source of employment, cost per hire, and time to hire. A poll by LinkedIn (2023) indicated that 69% of talent professionals feel using data in hiring would be crucial in defining recruitment efforts in the next years. This technological layer makes it possible to continuously enhance the hiring procedures by using specific data and patterns.

The importance of the recruiting technology integration layer is growing. This comprises middleware and application programming interfaces (APIs), which facilitate smooth data sharing and communication across various HR and recruiting platforms. Organizations with fully integrated HR systems claim 38% higher employee satisfaction and 18% higher productivity, according to a Deloitte analysis from 2022. This integration layer ensures that HR technology functions as a whole and that recruiting technology doesn't exist in a vacuum.

Recruiting potential candidates Recruiting efforts comprised the first step. To do this, a suitable message was created and sent to possible applicants using professional advertising sites such as Pracuj.pl, Infopraca.pl, Praca, pl, Gazetapraca.Pl, Goldenline.pl, Gratka.pl, and OLX.pl. The most dependent on e-recruitment sources was, by far, the candidate attraction process. It is important to note that this experiment did not include excellent English teachers.

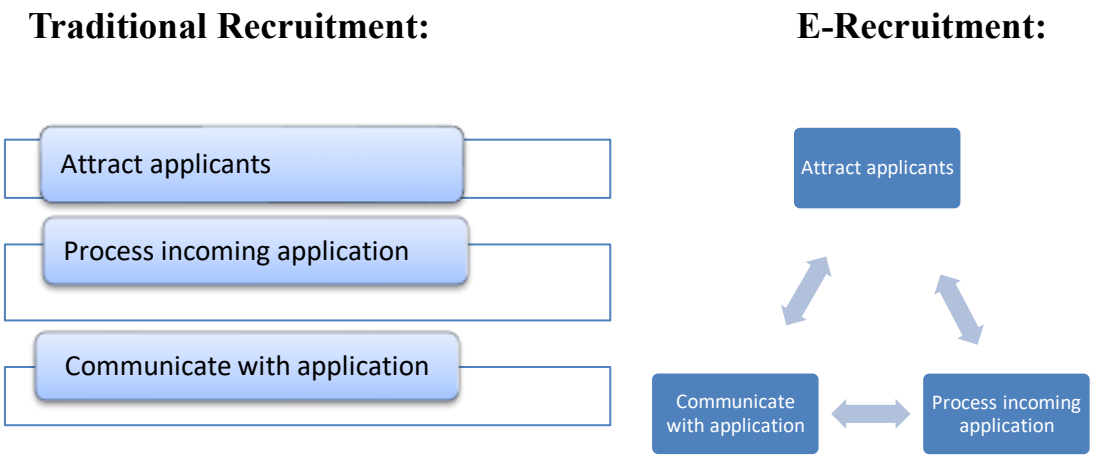

Fig. 1. The design and sequence of tasks in traditional paper-based recruitment versus e-recruitment

The order of the process tasks was one of the primary modifications made when e-recruitment was used instead of the old paper-based recruiting procedure. A significant shift in the conventional recruiting process was suggested by the fact that, in contrast to the traditional recruitment process, the tasks of interacting with candidates and handling incoming applications were completed concurrently with the work of drawing applicants. The method that required the most labor was the one that turned applicant communication into a main responsibility. There is no clear-cut assessment of the ItutorGroup approach or tools; it depends on a variety of criteria**.**

Even if the Itutor organization and the Work Service team consider the project's completion an obvious success, it is still important to consider the benefits and drawbacks of the chosen approach. Online recruiting has saved much time, which is vital in today's corporate operations. Standard solutions would not allow for the simultaneous implementation of individual aspects for a dozen or several dozen candidates at each step. Additionally, the project's time was completed without compromising the caliber of the hiring procedure. Regardless of the recruiting process stage, candidates felt cared for. They didn't feel abandoned, even in the absence of face-to-face interactions.

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Reporting happened regularly and didn't need Work Service to make extensive or time-consuming preparations. The potential to enhance the company's reputation as one that uses contemporary technology to effectively handle new difficulties in the HR environment for ItutorGroup and Work Service was the least obvious but equally significant aspect. As of yet, no HR-related firm in Poland has employed such cutting-edge technology with little to no human intervention. After the project was completed successfully, additional businesses expressed interest because they were impressed with the solution and wanted to know how much more might have been done to introduce and modify it to meet their needs.

Video hiring has advantages as well as disadvantages. Due to the process's peculiarities, distant nature, and absence of in-person interactions, the connection with the applicant was constructed. HR professionals now stress the need to view the hiring process as a business partner to ensure that it is completed effectively and that the employer brand is developed via pleasant experiences

The employees did not feel integrated into the prospective employer's workplace because of the unique nature of the project, in addition to the role and surroundings. People frequently highlighted that they saw their responsibilities as extra work and a way to supplement their daily income once the hiring procedure was over. Extremely few workers ultimately decided to focus only on providing Itutor system instruction. Data theft is ultimately a risk associated with e-recruitment. Any unwelcome person's effort to enter them or get access might be harmful.

1.1.4 Advantages and disadvantages of e-recruitment:

Advantages	Disadvantages
Savings (considering time and money)	Poorly built relationships with candidates
Strengthening the image of the company by introducing new challenges	Lack of integration of candidates with future employees
Reaching a broader audience of potential candidates	A threat of data infringement

Table 1. Advantages and disadvantages of e-recruitment

With the aid of seven recruiting professionals, Itutor was able to hire 1500 English teachers using innovative technologies. Our findings are consistent with those of Maurer and Liu (2007), who found that, as compared to traditional recruiting through newspapers and magazines, web recruiting reduces hiring expenses by around 87%.

HR professionals emphasize that developing a relationship with candidates and eventually potential employees is a crucial part of the recruiting and selection procedures. The use of modern solutions will undoubtedly have a significant impact on the phenomenon of "candidate experience," which theorists and practitioners alike frequently emphasize will play an increasingly important role in the HR market's development.

However, it is exceedingly difficult to definitively assess whether this impact will be positive or negative. According to Morgan J. (2017), research in this field is still in its early stages, and no researcher has yet ventured to make a definitive statement. Establishing a rapport with an applicant or possible employee was not well carried out in the Itutor initiative. Due to the lack of in-person meetings, distant communication, and little human intervention. Itutor employees saw their work as a way to supplement their income rather than as a part of the firm.

1.2 Analysis of the Possibilities of Using AI in e-Recruitment:

The study concentrated on the particular application of AI to online hiring. This section of the article sets out to identify the precise recruitment-related tasks that have the most room for artificial intelligence (AI) applications. In the study, 128 software and AI-integrated systems were examined. We identified 18 aspects that are most frequently offered to clients in these systems by contrasting these software and systems. These characteristics and the percentages of use for each are shown in Figure 2.

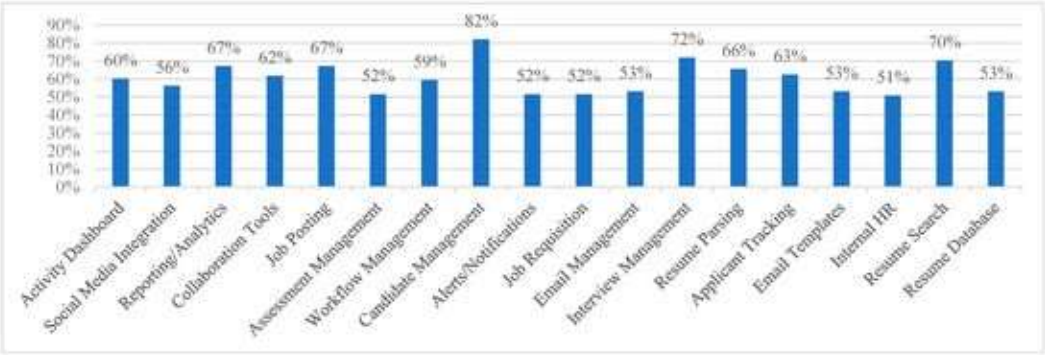


Figure 2. The most common features of recruitment software and systems

As can be seen in Figure 2, the most offered features of AI software and systems include features such as building, tracking, and maintaining candidate relationships (82%), creating and tracking interviews (72%), or searching saved resumes (70%).

However, the frequently provided features also include posting, tracking, and managing open job offers on multiple channels (67%), analysis and reporting on the effectiveness of the recruitment process (67%), and, for example, converting CVs into a structured format for storage purposes (66%), or searching and managing potential candidates, their applications, and CVs (63%).

Subsequently, the distinct attributes might be decomposed into distinct tasks executed by organizations before, during, or following hiring. These tasks include: (1) organizing the hiring process; (2) creating and publishing job offers; (3) looking for and managing candidates; (4) gathering and organizing resumes; (5) screening and testing applicants; (6) conducting interviews and evaluations; or (7) assessing the process' efficacy. Nonetheless, a few tools help to manage the hiring process as a whole.

1. Planning for recruitment:

AI-powered recruiting planning adds creative and useful components to the hiring process. As an illustration, Microsoft uses AI-powered technologies to automatically arrange interviews depending on the candidate's and recruiter's availability, doing away with the need for protracted back-and-forth negotiations over time (Yakubu 2021). Artificial intelligence prediction software solutions may also forecast when an employee will leave a company (Mohammed 2019). Based on the information at hand, these technologies evaluate an employee's behavior and forecast the chance that they will go. This enables companies to anticipate staff departures and take proactive measures. To accomplish these objectives, businesses like IBM and Facebook employ software products like Job Rate, Bamboo HR, and Monster Talent Management (Albert 2019; Holubčík and Soviar 2021). By using these tools, organizations may reduce employee turnover, save money on hiring and training, improve the effectiveness of their hiring procedures, and be better equipped to adapt to changes in the workforce more rapidly (Bazán et al. 2018; Allal-Chérif et al. 2021). It is crucial to emphasize that while utilizing these software solutions, processing employee data ethically and openly is vital. To prevent abuse or discrimination based on personal information, employee conduct should be observed and analyzed by existing laws and about the protection of personal data.

2. Drafting and posting employment offer:

Effectively focusing on a particular candidate pool is essential for a successful hiring process, and ineffective targeting may cost employers money, time, and effort. By optimizing this process with AI and ML, you may reduce losses and contact possible applicants more effectively. Companies like Netflix and YouTube employ tools like ClickIQ, PandoLogic, and Recruitz to effectively target and attract suitable individuals (Albert 2019). For IBM, one of the most important factors in the thorough selection of applicants is the IBM Watson Orchestrate 3.1 software (IWO). Utilizing artificial intelligence, this program scans the labor market and past hiring records to find the best prospects. It forecasts how long it will take to fill a post with AI's assistance, freeing up recruiters to concentrate on crucial needs and candidate connections while the AI evaluates possible applicants (Yabanci 2019; IBM 2023).

Finding the need for a new hire and refining the job description result in employment offers that frequently rely on the team's or employer's personal preferences. Using optimization software, artificial intelligence (AI) is included in the job offer development process to provide objective and appealing proposals. As used by Cisco, these resources guarantee impartial and equitable applicant screening while fostering diversity in the workplace (Keiff et al. 2022). AI may be used to streamline the creation of job offers and guarantee that they are relevant and appealing to the intended candidate pool (Nalgoo, 2023).

3. Searching for and managing candidates:

Microsoft searches for possible candidates for available vacancies using artificial intelligence (AI) capabilities. These technologies automate the process of finding and selecting qualified applicants since they are based on machine learning algorithms (Yakubu 2021). A predetermined set of work criteria, such as particular training, experience, and skill sets, is used to run ML algorithms. These algorithms go through a wide range of databases and sources, including resumes, public records, and online professional networks, to find possible applicants who best fit the specified criteria.

The recruitment and candidate sourcing process may be accelerated more quickly and effectively thanks to artificial intelligence (AI), which automates the whole applicant search and identification process. Additionally, it makes it possible to find candidates who would not have been seen otherwise (Waheed et al. 2019; Alzhrani 2020).

Thanks to the usage of AI in various chatbots, the way that candidates are communicated throughout the recruiting process is now drastically altering. Chatbots are virtual assistants that may autonomously contact candidates via emails or dialog boxes. They are frequently driven by artificial intelligence (AI) technology (Koivunen et al. 2022). Through the use of AI, chatbots may deliver real-time information and customize it depending on candidates' credentials, experience, and interests (Daktela 2023), enabling more effective matching of candidates for specific roles. They also enable individualized interactions with applicants.

4. CV management:

One of the most important sources of information about candidates is their resume, which is increasingly being used as a crucial tool in the hiring process. The process of analyzing resumes is getting more and more efficient, and one important instrument that helps with this is the growing incorporation of artificial intelligence (AI) technology. These technologies make it possible to filter a huge number of applications quickly and effectively. Automated systems that scan resumes for keywords and their synonyms are being developed. This will save recruiters time by allowing them to quickly identify individuals who are qualified for a particular position. AI systems also evaluate a variety of resume-related elements and forecast a candidate's likelihood of being a good fit for a certain position (Dixit and Associates, 2022). Furthermore, these technologies highlight possible biases in the hiring process, such as age or gender prejudices, which support the fair and impartial selection of applicants (IBM 2023).

The fact that AI technology validates the problems with unstructured text-based resumes is another important benefit. Relevant keywords and phrases are found using NLP and algorithms, which rapidly eliminate unfit candidates and make it possible to identify the most appropriate ones (Yakubu 2021).

Businesses are actively utilizing AI technology to evaluate resumes, including industry leaders like IBM, Microsoft, PwC, L'Oreal, and HireVue. This improves the effectiveness and precision of their hiring procedures (Albert 2019; Lewis and Marc 2019; HireVue 2023; PwC 2023). Employers may assess a large number of applicants quickly and effectively by using AI technology for resume analysis, which is especially advantageous for businesses that receive a lot of applications (Albert 2019).

5. Examining and screening candidates:

The term "vetting" or "screening" is frequently used when discussing the use of AI in hiring procedures. This procedure helps companies choose possible employees by enabling the quick examination of candidates' digital footprints and furnishing useful profile data. To get a complete image of candidates, the screening process makes use of a variety of social networks, including Instagram, Facebook, Twitter, LinkedIn, and others (Allal-Chérif et al. 2021). One of the most important parts of screening is social media posts and status analysis. AI makes it possible to assess applicants' emotions and moods based on their online activity (Garg and Goel 2021). The aforementioned details of an applicant's demeanor, cultural customs, and job methodology might be used to determine whether they are qualified for a specific position. The gathering of data on candidates' prior employment is a crucial component as well, as AI may utilize this data to estimate candidates' projected salaries (Dixit et al. 2022). To avoid abuse or prejudice, it's crucial to protect applicants' privacy and follow privacy regulations when screening them.

Conventional psychometric assessments are frequently employed to determine applicants' personalities, and artificial intelligence is utilized to enhance their appeal and pertinence (Rodríguez-Sánchez et al. 2019). Employing programs like Arctic Shores or Pymetrics, corporations like Unilever, Tesla, or Accenture include these assessments in their hiring procedures (Albert 2019).

Companies can obtain a holistic perspective of applicants through assessments of personality (Dixit et al., 2022) and emotional intelligence (Allal-Chérif et al., 2021). This is important for making informed judgments regarding the suitability of candidates for their teams and work settings.

6. Overseeing interviews and evaluations:

AI is utilized to pre-evaluate applicants before the interview and in real-time, particularly in online video chat interviews. Video interviews are becoming a crucial component of various hiring procedures due to the COVID-19 pandemic's acceleration of the growth of online interviews. HR personnel can use AI to generate questions for applicants based on information from former workers in similar positions (Dixit et al. 2022). As an illustration, consider HireVue, which created a system to evaluate video interviews, taking into account the applicant's speech, body language, and facial emotions.

It recommends qualified applicants based on similarities with the present workforce(Garg and Goel 2021; HireVue 2023). AI may also evaluate a candidate's skills based on how they respond to inquiries (Nexttech 2021). For instance, Microsoft conducts early interviews with candidates remotely using AI-powered video interviewing technologies. To determine a candidate's fitness for a post, NLP algorithms examine their replies, tone of voice, and facial expressions (Maree et al. 2019; Yakubu 2021).

7. Assessing how well the procedure works:

There are several methods that artificial intelligence (AI) may use to analyze the efficacy of the hiring process, all of which contribute to a quick, accurate, and impartial evaluation. In this situation, AI may be used to track certain metrics of the efficacy of the hiring process, such as the ones listed below (**Recruiters LineUp 2023):**

Candidate quality: Includes the abilities and credentials of those hired, how well they fit in with the organization's culture, comments from hiring managers and recent hires, and how recruits perform over time.

Time to fill positions: The entire amount of time needed to fill available positions, including any process delays or inefficiencies.

Retention rate: The period new hires stay with the company, compared to industry norms, and evaluated to see whether the hiring procedure has to be improved to boost retention rates.

Cost: The entire expense of the hiring and selection process, taking into account staff time, agency fees, and advertising expenditures to calculate the return on talent acquisition investment.

Diversity: New hire demographics, comparing them to the organization's general demographics, and determining how to better appeal to a varied pool of candidates.

Candidate Experience: The candidate comments on the procedure they went through, potential criticism or reviews on websites that post job openings, and an evaluation of how the candidate's experience affected their impression of the company.

These innovative applications of AI in the recruitment process allow companies to evaluate candidates faster and more objectively, improving the overall efficiency and success of recruitment activities. The increased automation and efficient use of data demonstrate how AI is helping to transform and modernize recruitment processes.

Hiring Manager Satisfaction: The hiring manager's level of satisfaction with the caliber and appropriateness of applicants; an evaluation of how well the recruitment and selection process satisfies their needs; and an examination of their input on the process.

These cutting-edge uses of AI in the hiring process enable businesses to assess applicants more quickly and impartially, increasing the effectiveness and success of recruiting efforts overall. AI is assisting in the transformation and modernization of recruiting processes, as seen by the growing automation and effective use of data.

1.2.1 Challenges and Barriers

The possibility of algorithmic bias is a major obstacle to the use of recruiting technologies. AI-driven recruiting technologies may unintentionally reinforce or even worsen preexisting prejudices in hiring procedures, according to Raghavan et al. (2020). These biases frequently result from the algorithms' training on historical data, which may represent biased actions from the past. Careful algorithm design, frequent audits, and a variety of training data are needed to address this problem and guarantee inclusive and equitable employment procedures.

Concerns about data security and privacy provide significant obstacles to the broad use of cutting-edge hiring tools. Organizations are more vulnerable to data breaches and non-compliance with privacy requirements as a result of the growing gathering and processing of candidate data. 68% of HR professionals said data privacy is a top worry when deploying new recruiting tools, especially in light of strict legislation like the CCPA and GDPR, according to a survey by Tursunbayeva et al. (2021).

One of the biggest challenges facing HR departments is the speed at which technology is changing. According to Vardarlıer and Zafer (2020), a skills gap among HR professionals results from many firms' inability to keep up with the rapidly changing environment of recruiting technology. This disparity may make it more difficult for the company to recruit top people in a cutthroat market by leading to less-than-ideal use of the tools at hand and reluctance to embrace new technology.

Another significant obstacle is integration problems with current HR procedures and systems. A Deloitte poll from 2022 indicates that 42% of businesses have trouble integrating new hiring technology with their existing HR information systems. The potential advantages of these technologies may be diminished as a result of data silos, inefficiencies, and annoyance among HR personnel and job seekers brought on by this lack of smooth integration.

One cultural obstacle to the use of recruiting tools is hiring managers' and HR professionals' resistance to change. 35% of HR professionals are worried about technology taking the place of human judgment in recruiting choices, according to research by Priyadarshini et al. (2022). The adoption of new technology into HR procedures may be slowed by this opposition, which may be caused by worries about job obsolescence, a lack of faith in AI-driven procedures, or a basic comfort level with conventional approaches. The use of AI and data analytics in hiring raises several difficult ethical issues. The ethical ramifications of employing predictive analytics in recruiting choices are covered by Laker et al. (2023), especially when these tools evaluate applicants based on criteria that might not be directly connected to work performance.

As businesses use new recruiting tools, they must negotiate a challenging ethical environment as concerns about transparency, applicant permission, and the right to human review of automated judgments gain traction.

1.3 The Chapter Scheme

CHAPTER-1: INTRODUCTION

An Introduction to the evolution, history, and organization of Indian Recruitment Technology. It also covers theoretical and conceptual frameworks and discusses global and Indian Recruitment Technology.

CHAPTER-2: COMPANY PROFILE

It deals with the history/ inception of the company, vision and mission, organizational structure, competitor analysis profile, and product and service profile are discussed.

CHAPTER-3: RESEARCH DESIGN

It deals with the study's design, title, statement of the problem, objectives, scope, tools or sources of data collection, methodology, limitations, plan of analysis, and overview of the chapter.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

It deals with analyzing and interpreting data collected from respondents and statistical tools to interpret the data.

CHAPTER 5: FINDINGS, SUGGESTIONS, AND CONCLUSION

This chapter includes the findings, suggestions, and conclusion of the study.

CHAPTER 6: BIBLIOGRAPHY & ANNEXURE

This chapter deals with all the references cited for the research study and questionnaire.

2.1 Company History/ Inceptions

"Q CONNEQT BUSINESS SOLUTIONS is a trusted partner for many clients in growing Revenues, Enabling Efficiencies and Enhancing Experience"

Conneqt Business Solutions Limited is an unlisted public company incorporated on 14 March 1995. It is classified as a public limited company located in Bangalore, Karnataka. Its authorized share capital is INR191.00 cr and the total paid-up capital is INR 149.46 cr.

DESCRIPTION:

The company provides business support services. It offers customer life cycle management and business process management services, Products & Services: Business Process Outsourcing (BPO), Customer Interaction Management, Customer Service, Customer Acquisition, Technical Support, Back Office Services, Contact Centre, offshoring, Billing Enquiry Support, Customer Life Cycle Management, and Technical Support.

HISTORY:

In 2004, Conneqt Business Solutions Limited was founded. Headquarters While in Bangalore, Q As a division of Quests Corp., Conneqt Business Solutions Limited is the top provider of digital IT, BPO, and BPM services in India. At Conneqt, we work to support our clients in increasing sales, facilitating efficiency, and improving customer satisfaction across all sectors. For the third consecutive year, Q Conneqt Business Solutions Limited, which has 21 distribution centers in India, is listed among India's Top 100 Best Workplaces in 2022. According to leading industry analyst Nelson Hall, Conneqt is one of India's leading suppliers of business process management and customer lifecycle management services.

To help customers modernize and re-engineer their technology landscapes, optimize costs, identify value drivers, set up new operating models, and drive digital transformation initiatives in an agile manner to deliver tangible business outcomes, Conneqt Business Solutions Limited leverages its 18 years of experience across a wide range of customers on business processes, including customer lifecycle management, collections, mid-office, back office, and shared services, along with its digital competency centers around Digital Engineering, Automation, Platforms, Data & Analytics, and Cloud powered by technology partnerships. Our principles are based on a dedication to ongoing excellence and a customer-first mindset.

- Founded on March 14, 1995, Conneqt Business Solutions Limited is a non-governmental organization. It is categorized as a "company limited by shares" and is a publicly traded unlisted business.
- In 2004, the firm was founded as E2E Serif Solution and incorporated with 80 people.
- In 2007, the name was changed to TATA Business Support Services Ltd (TATA BSS).

- In 2008, the first rural BPO multi-vendor platform for third parties was launched. Insurance for the auto industry Tata Capital and Tata Motors Finance
- First international business ISO 9001:2008 certification in 2010.
- Won 11 awards in 2013 for excellence, leadership, CSR practice, best delivery center, and innovation
- Selected as the BPO Excellence Awards' Emerging Company of the Year 2012–2013.
- Won 7 awards, including Best Outsourcing Company of the Year, for the 2014 merger with e-next Financials Ltd. (Group Company).
- 2017 saw Quess Corp. acquire a 51% interest.
- 2018 renamed as Conneqt Business Solutions Ltd.
- 2019. Acquired 61.35% stake in all sec technologies.
- Won over 20 awards for Bl & Analytics, Digital CX, Digital Customer Excellence in banking, Best Transitions Design, Best High Potential Development, TBEM, innovation in project, CRM, HR & CSR.

PRODUCT AND SERVICES:

- Business Process Outsourcing (BPO)
- Customer Interaction Management
- Customer Service
- Customer Acquisition
- Technical Support
- Back Office Services
- Contact center
- Off Shoring
- Billing Enquiry Support

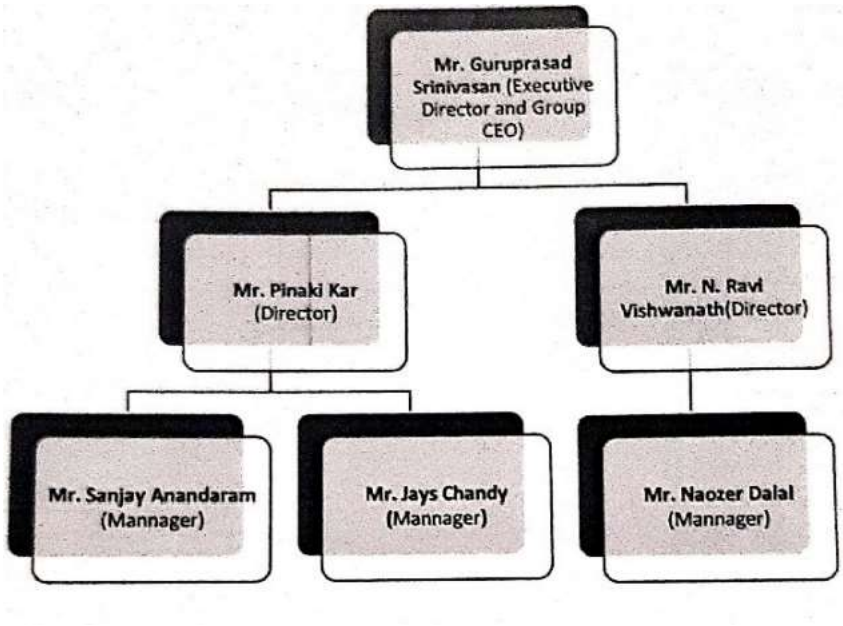
2.2 VISION & MISSION:

Vision: "To be a trusted partner, delivering business value through technology-led business services and solutions."

Mission: "To deliver superior business value to our clients through innovative technology-enabled business services and solutions, while fostering a culture of excellence and creating long-term value for all stakeholders."

Values: These declarations highlight Conneqt Business Solutions' dedication to innovation, quality, and stakeholder value while also highlighting their focus on using technology to offer their clients worthwhile business services and solutions.

2.3 ORGANIZATION STRUCTURE:



Customer and The Requirement of Q Conneqt Business Solution:

BPO (customer care service)

Business process outsourcing, or BPO for short, is the practice of businesses contracting with an outside organization to handle their business procedures.

The main objectives are to reduce expenses, free up time, and concentrate on the essential elements of the company. BPO comes in two varieties: front office and back office.

COMPANIES	QUALIFICATION	PROCESS	LANGUAGE
Google (IT process)	Graduate	Customer care Service	English, Hindi
Infosys (IT process)	Graduate	Customer care Service	English, Hindi
IT Filing	Graduate	Customer care Service	English, Hindi
IT Filing International	Graduate	Customer care Service	English, Hindi
Unistore	Graduate	Customer care Service	English, Hindi, Kannada
Titan	Graduate	Customer care Service	English, Hindi
Udaan	Graduate	Customer care Service	English, Hindi
Flipkart	Graduate	Customer care Service	English, Hindi, Kannada
Myntra	Graduate	Customer care Service	English, Hindi, Kannada

Swiggy (work from home)	Graduate	Customer care Service	English, Hindi
TVHL	Graduate	Customer care Service	English, Hindi, Kannada
TPS	Graduate	Customer care Service	English, Hindi
State Bank Of India	Graduate	Customer care Service	English, Hindi
Canara Bank	Graduate	Customer care Service	English, Hindi, Kannada
Union Bank Of India	2nd PUC	Customer care Service	English, Hindi, Telugu
Karnataka Bank Of India	Graduate	Customer care Service	English, Hindi, Kannada
IndusInd Bank	Graduate	Customer care Service	English, Hindi, Kannada

Job Description – BPO

- Handle many inbound and outbound calls to customers and client
- Identify the needs of customers, resolve issues, and provide solutions.
- Upsell other products wherever possible.
- Ensure you follow the customer service script provided by the company for uniformity.
- Also, be well-read on company policies and the website for FAQs or polic-related answers.
- Maintain good customer relations.
- Meet personal targets and work towards meeting team targets.
- Maintain records of the conversations with the customer and analyze the data.
- Write and submit timely reports on performance, targets, and custom queries.

Person Specifications

- Graduated high school, but a bachelor's degree in commerce or related fields is preferred.
- Prior experience with customer service and call centers in relevant job roles.
- Good knowledge of CRM practices and systems.
- Customer-oriented attitude with professionalism.
- Strong multitasking, time management, and target-achieving skills.
- Excellent communication and listening skills with good command of the English language.

Job Description – FOS:

- Accounting Background Support Agency & Account Managers via Phone and mail (With good English knowledge) as interactions to be done with our global partners.
- Sending invoices to Customers, and following up with Customers for payments as per PTP.
- Resolving Customer disputes if any by coordinating with internal departments, Updating CES for every unique interaction
- Ensuring Transaction Feedback is closed within timelines.
- Achieving Monthly Collection Target.
- Reconciliation from the Customer end for payment clarity.
- Should handle direct end-to-end accounts along with Field Visit.
- Should be able to Handle high-end customers.

2.4 COMPETITOR PROFILE AND ANALYSIS:

For Conneqt Business Solutions, I have created an extensive competition profile and analysis. This comprises a SWOT analysis, a competitive analysis across many criteria, and a summary of the main rivals. You may readily refer to or alter the information as needed because it is displayed in an organized manner.

A. Major Competitors:

The Genpact:

- International provider of professional services
- Provides analytics, business process management, and digital transformation.
- Greater operational size and a more robust worldwide presence

WNS Worldwide Services:

- Offers solutions for corporate process management.
- Robust in the verticals of travel, insurance, and healthcare
- Renowned for its sophisticated analytical skills

HGS, or Hinduja Global Solutions:

- Provides digital customer experience, business process management, and digital media solutions.
- Robust presence in the telecom and healthcare industries.

Initial Source Solutions:

- Focuses on managing business processes.
- Robust in the media, telecom, and healthcare industries
- Renowned for its digital-first approaches

Aegis Corporation:

- Provides HR outsourcing, finance and accounting, and customer experience management.
- Robust presence in the BFSI and telecom industries.

B. Competitive Analysis:

Position in the Market:

- Although Conneqt is well-established in the Indian industry, it is up against fierce competition from bigger international firms like WNS and Genpact.
- It has a little competitive edge regarding resources and clientele because of its affiliation with Quess Corp.

Offerings of Services:

- Although Conneqt provides various services, rivals with more extensive digital transformation capabilities include Genpact and WNS.
- To remain competitive, the business might need to improve its analytics and AI-powered products.

Industry Emphasis:

- Although Conneqt caters to a wide range of sectors, some of its rivals—like HGS in healthcare and Firstsource in banking and financial services—have more robust specializations.
- For Conneqt, gaining more in-depth knowledge of a certain sector could be a calculated decision.

Innovation and Technology:

- Although Conneqt has been making investments in digital solutions, rivals such as Genpact and WNS are frequently thought to possess more sophisticated technology.
- To be competitive, Conneqt will need to keep investing in cutting-edge technology.

Worldwide Presence:

- While rivals like Genpact and WNS have a larger worldwide presence, Conneqt's operations are mostly concentrated in India.
- Conneqt may be able to develop by extending its activities abroad.

Clientele:

- Although Conneqt caters to a wide range of customers, other rivals have closer ties to Fortune 500 businesses.
- Conneqt might increase its clientele by forming and utilizing strategic alliances.

Strategy for Pricing:

- Compared to its larger international rivals, Conneqt, as a mid-sized business, may provide more affordable prices.
- Smaller, more nimble local rivals in the Indian market, however, are also putting pressure on it.

C. SWOT Analysis:

Strengths:

- Strong presence in the Indian market
- Backing of Quess Corp Ltd.
- Diverse service offerings

Weaknesses:

- Limited global presence compared to some competitors
- Potential need for stronger digital and analytics capabilities

Opportunities:

- Expansion into international markets
- Development of industry-specific solutions
- Investment in emerging technologies like AI and machine learning

Threats:

- Intense competition from both global and local players
- Rapid technological changes in the industry
- Potential economic slowdowns affecting client spending

3.1. Statement of the Problem:

The rise of advanced technologies has greatly impacted human resource management, particularly in recruiting. Social media, big data analytics, machine learning, and artificial intelligence have revolutionized how businesses find, recruit, and select candidates. While these innovations promise data-driven decision-making and improved efficiency, they also present complex challenges and unforeseen repercussions that require careful consideration.

Recruiting technology's impact on HR procedures is poorly understood, raising concerns about algorithmic bias, data privacy, and the changing role of HR specialists. It's crucial to investigate how these technologies reshape HR practices, as they may worsen biases and affect HR's strategic role. Additionally, differing levels of technology adoption across industries and organizational sizes may have significant implications for hiring and managing personnel.

3.2. Need of the Study

The rapid adoption of technology in hiring processes requires an examination of its impact on HR procedures. Understanding how AI, machine learning, and data analytics are changing recruitment is crucial. This study will provide insights into the benefits, challenges, and risks associated with their use, guiding more ethical and effective HR practices in the digital age.

3.3. Scope of the Study

The research will cover topics such as the use of AI and automation in hiring, productivity, and efficiency improvements, impact on the applicant experience, concerns about bias, fairness, legal compliance, financial implications, and the influence of recruiting technologies on long-term HR strategies. The study's scope includes the following important areas:

1. **Technological Developments in Hiring:**

A review of various hiring technologies, including chatbots, automation tools, AI-powered applicant tracking systems (ATS), and data analytics platforms, and how they are used in HR procedures.

2. **Efficiency and Productivity Gains:**

Evaluating how hiring technologies help or hurt HR efficiency. This might entail quantifying the time savings in hiring, screening, and applicant sourcing from automation and AI-powered solutions.

3. **Candidate Experience:**

Assessing the effects of recruiting technology on candidates' experiences. This entails considering the simplicity of application procedures, automated tool communication, and the general user interface of hiring platforms.

4. **Fairness and Bias:**

Examining if recruiting technologies lessen or strengthen prejudices in the hiring process. This element discusses the possibility of bias in algorithms as well as the ethical

5. **Compliance and Legal Implications:**

Examining how hiring technology guarantees adherence to non-discrimination guidelines, labor laws, and data protection legislation (such as the GDPR).

3.4 Review of Literature:

(Rynes S. L., 1989)The technology in employee management is more advanced than in recruiting or placement. However, recruiting and placement processes are equally vital and profitable for the organization. An organization's success in recruiting shapes the applicant pool it will work with. It is more favorable when any limitation in the distribution of applicants is due to an excess of well-qualified candidates. Unfortunately, various factors often focus on selection (pp. 777779).

A study (Rynes S. L., 1991) Technology in employees is more highly developed than in recruiting or placement; therefore, the major emphasis is on Recruiting or placement are not less important processes; to the contrary, they probably are more vital and more profitable to the organization. An organization's success in recruiting defines the applicant population with which it will work; is more pleasant, if not easier when any restriction of range or skewness of distribution is attributable to an overabundance of well-qualified applicants... Unfortunately, the contributions and confusions of the literature, the central social pressures, and the facts of contemporary practice conspire to emphasize selection.

(Webster, 2003) Results of a survey are presented which examined technology use in recruiting and selection to determine (a) what technologies are being used in HR, (b) HR managers' goals for using these technologies, (c) the extent to which these goals are being met, and (d) what organizational factors (e.g., organizational image) lead to adopting these technologies. We conclude that the use of HR technologies is in a state of flux with most organizations continuing to use a mix of traditional and technology-based HR methods. Furthermore, technology-based solutions are not necessarily a panacea for HR managers: nearly a third reported that their attempts to use HR technology have resulted in limited or moderate success.

(Lengnick-Hall, 2003)I be Unman Resources (HR) function has always been at the forefront of integrating technology in organizations/actions. One of the earliest business processes to be tritiated in organic/actions was payroll administration. Since then. HR has continued to merge new technology with all processes. For example, most organizations use pointers to maintain their employee records. These human resource information systems (HRIS) increase administrative efficiency and produce reports that have the potential to improve decision-making.

A Study (D. Potosky, 2004)Despite increased research on using the Internet for human resource management, there is limited information on conducting selection testing online. We identified issues related to measurement, validity, individual characteristics, respondents' reactions, and behaviors. Our study found moderate similarity between traditional and online cognitive tests, with variations for different test types. We also introduced new issues related to how items presented online are perceived and reacted to, and discussed practical considerations.

(Bondarouk, 2009)The use of electronic HRM is increasingly important in organizations, with many believing it has advantages. However, scientific support is scarce, and the contribution of e-HRM to HRM effectiveness is unclear. A qualitative study at a public sector organization found that the use of e-HRM applications is linked to HRM effectiveness, and there are differences in use between line managers and employees. This highlights the importance of considering multiple perspectives in e-HRM research.

A study (Dianna L. Stone, 2015) One of the key questions surrounding e-recruiting is "Does information technology enable organizations to increase the *number* of successful placements made?" Although researchers have begun to analyze e-recruitment factors that affect applicant attraction to organizations (e.g., types of applicants attracted to the organization, website attributes, customization of information provided), little or no research has assessed the effects of e-recruitment on the success of job placements.

(Langer, 2019)Technological advancements have led to highly automated job interviews, but it's unclear how people react to them and whether their reactions depend on the stakes involved. An experiment with 123 participants found that highly automated interviews for high-stakes situations led to ambiguity and less perceived controllability. Additionally, highly automated interviews diminished acceptance due to lower social presence and perceived fairness.

In conclusion, people tend to react negatively to highly automated interviews, and acceptance varies based on the stakes. This study was pre-registered on the Open Science Framework and AsPredicted.

(Neeta Jayabalan, 2021)The rapid advancement of digital technologies, known as the Fourth Industrial Revolution, presents significant opportunities for organizations to focus on core competencies. This study explores the impact of digitalization technologies on HRM practices in the automotive manufacturing industry in Malaysia. A total of 203 respondents participated in an online survey. The results show a significant relationship between digitalization technologies and various HRM practices. The findings suggest that HRM practices are associated with digitalization technologies and the needs of the industrial revolution. Future studies could broaden their scope to include other industries, contributing to Malaysia's holistic development.

This study by (S. K. Praveen, 2023) The aim was to compare the IT and Automobile sectors from the perspective of observing employee satisfaction towards E-HRM. Technology has grown widely around the globe in all sectors, and especially Electronic Human Resource Management (E-HRM) is hard to manage in any organization, in the aspect of human capital and satisfaction. A study with collected data from a total of 50 employees from prominent private organizations is involved, which attempts to analyze the satisfaction level of employees towards E-HRM.

3.5. Research Questions

1. What is the relationship between recruitment technology adoption and the overall efficiency of the hiring process as measured by key performance indicators (e.g., time-to-hire, cost-per-hire, quality-of-hire)?

2. How does the integration of artificial intelligence in recruitment processes affect the role and competencies required of HR professionals?

3. To what extent do automated screening systems influence candidate diversity and inclusion outcomes in comparison to traditional recruitment methods?

4. What are HR professionals' perceived barriers and enablers in adopting and effectively utilizing recruitment technology?

5. How does the implementation of recruitment technology affect the candidate experience and application completion rates across different demographic groups?

3.6. Objectives of the Study

- To evaluate the influence of recruitment technology on organizational outcomes.
- To identify challenges and anticipated changes in HR practices due to recruitment technology.
- To examine the relationship between gender and employee support for recruitment technology.
- To analyze the impact of age on overall satisfaction with recruitment technology.

3.7. Operational Definition (Concept) of the Study

A detailed explanation of the technical phrases and measures used during data gathering is referred to as an operational definition of terms. The purpose of this is data standardization. Anytime data is being gathered, it is imperative to specify the data collection process in detail.

By providing a clear operational definition, researchers ensure consistency and reliability in their measurements, allowing others to replicate their work and understand exactly what is being studied.

The operational definitions used in this research project are:

Recruitment Technology: A set of digital tools, platforms, and artificial intelligence-driven systems designed to automate and enhance the recruitment process, including applicant tracking systems (ATS), AI-powered screening algorithms, video interviewing platforms, and candidate relationship management software that organizations use to identify, attract, and evaluate potential candidates (Black, 2021).

Human Resources Practices: Systematic approaches and standardized methods used by organizations to manage their human capital, including but not limited to recruitment, selection, training, performance management, and employee relations, to achieve organizational objectives through effective people management (Armstrong, 2020).

Digital Transformation in HR: The integration and adoption of digital technologies fundamentally change how HR operations are delivered and how work is done, leading to new processes, workflows, and ways of managing the employee lifecycle while creating value through improved efficiency and data-driven decision-making (Bondarouk T. &., 2022).

3.8. Research Methodology

A research methodology is a systematic method of organizing, carrying out, and evaluating research to address research questions or meet research goals. It comprises a detailed assessment of ethical standards, the validation of research findings, and the selection of acceptable procedures, instruments, and data collection and analysis techniques.

This research employs a mixed-methods approach to comprehensively examine the impact of recruitment technology on human resources practices. The study adopts an explanatory sequential design, where quantitative data will first be collected through an online survey administered to HR professionals and recruiters from diverse organizations that have implemented recruitment technology within the past three years. The survey will measure key variables including technology adoption levels, perceived effectiveness, operational efficiency metrics, and transformation of HR roles.

3.9. Data Collection

Data collection methods will include both primary and secondary data sources.

Primary data collection:

- The primary data was collected through a questionnaire (Google Form), with the HRs of the company

Secondary data collection:

- Extensive literature reviews were extracted for the theoretical and conceptual framework and for empirical findings on the impact of recruitment technology on human resources practices.

3.10. Hypothesis

CHI-SQUARE TEST:

Null Hypothesis (Ho): There is no association between gender and employee support for recruitment technology.

Alternative Hypothesis (Ha): There is an association between gender and employee support for recruitment technology.

ANOVA

Null Hypothesis (Ho): There is no association between overall satisfaction across different age groups

Alternative Hypothesis (Ha): There is an association between overall satisfaction across different age groups

Correlation test:

Null Hypothesis (Ho): There is no significant relationship between organization size and overall satisfaction with recruitment technology

Alternative Hypothesis (Ha): There is a significant relationship between organization size and overall satisfaction with recruitment technology.

3.11. Sampling Design

3.11.1. Sampling Plan:

A sampling plan is a holistic approach or structure that describes how a researcher will choose a subset of people or objects for inclusion in a study from a wider population. Since it is sometimes difficult or impossible to investigate a whole population, sampling plans are crucial to research since samples are used to make inferences about the population as a whole.

3.11.2. Sampling Method:

The sampling methods are important because they establish the representativeness of the sample and the degree to which the findings can be applied to the population at large. A sampling method is the process or strategy used to choose a subset of people or things from a larger population for inclusion in a study.

3.11.3. Sampling frame:

HRs from Connect Business Solutions and other companies

3.11.4. Sampling Size:

The number of distinct units (people, programs, etc.) that are included in a survey and research is referred to as the sample size. It is the number of individuals gathered from a population to serve as its representative in the analysis.

The sample size for the study is 103 respondents**.**

3.11.5. Plan Of Analysis

Planning the analysis for a project report involves several key steps to ensure you effectively analyze the data and present your findings coherently. The project was scheduled through the following steps:

1. Define Research Objectives: The study's objectives were clearly articulated. There are four research objectives with hypotheses as well.

2. Data Collection: The data was collected using Google Forms by preparing a set of questions. Mixed methods approach combining quantitative and qualitative data collection.

3. Data Cleaning and Preparation: Before analysis, the data was to be cleaned to prepare it for data analysis. There were no missing values and outliers in the data. The researcher used a box plot and a scatter plot to find the outliers in the data. The data was tested for all the assumptions like normality test, presence of outliers, heteroscedasticity, etc.

4. Inferential Analysis: Depending on the research objectives, inferential techniques like

5. Interpretation of Results: The results were interpreted.

6. Limitations and Assumptions: The researcher confronted multiple limitations like constraints in the data, and sample size selection due to limited population size.

7. References: All the literature used was cited in the study. The sources cited were academic literature, data sources, and methodological guides.

3.12. Limitations of the study:

This study has some limitations which are:

1. Confounding Variables: Uncontrolled or unmeasured confounding variables can obscure the relationship between the variables of interest, leading to spurious or misleading results. The data on these variables wasn't collected.

2. Time Constraints: The time allotted for the project was limited and the other resources also constrained the scope of the study, impacting the depth of analysis or the ability to conduct follow-up investigations.

3. Subjectivity of Data: The reliance on self-reported data from HRs of the company was hard, as few didn't respond properly which constrained the objectivity of the study's findings.

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

In recent years, recruitment technology has transformed human resource (HR) practices, reshaping how organizations attract, evaluate, and retain talent. Rapid technological advancements—driven by innovations in artificial intelligence, machine learning, and data analytics—have introduced new tools and methodologies that allow HR professionals to streamline recruitment processes, improve decision-making, and enhance candidate experience. This shift has also raised questions about the effectiveness, efficiency, and potential biases of automated systems in hiring.

The impact of recruitment technology is multifaceted, affecting various aspects of HR, from candidate sourcing and screening to onboarding and retention. For instance, applicant tracking systems (ATS) have become essential in managing high volumes of applicants, while AI-powered tools assist with initial screenings and even video interviews, enabling organizations to make faster, data-driven hiring decisions. Additionally, social media platforms and specialized job boards provide HR departments with access to a wider talent pool, contributing to more diverse recruitment strategies.

4.2 Profile of the Respondents

4.2.1 Gender

Gender	No.of Respondents	percentage
Male	47	45.6%
Female	27	26.2%
Prefer not to say	29	28.2%
Total	103	100

Table 4.2.1 shows the Gender ratio.

DATA ANALYSIS & INTERPRETATION

The data indicates a gender distribution with more male respondents than female respondents. However, a noteworthy proportion of participants chose "Prefer not to say," which affects the balance of interpretation related to gender. This preference for non-disclosure may suggest a need for more inclusive survey designs that respect participants' privacy and ensure a comfortable environment for all respondents.

Graphical Representation:

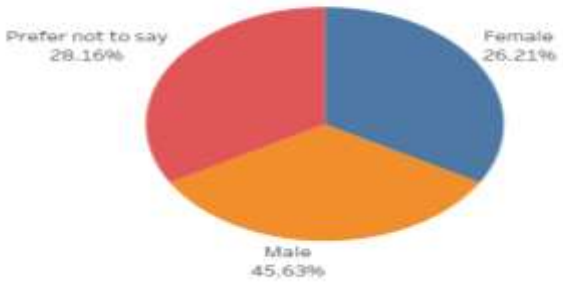


Chart 4.2.1 Illustrating the Gender Ratio

4.2.2 QUALIFICATION

Qualification	No.of. Respondents	Percentage
Under Graduation	26	27.2%
Post Graduation	58	47.6%
Certified HR profession	19	25.2%
Total	103	100

Table 4.2.2. showing qualification of the respondents

DATA ANALYSIS & INTERPRETATION:

According to the statistics, most respondents had at least a postgraduate degree, indicating a comparatively high level of education. The sample's specialist expertise is highlighted by the presence of 25.2% certified HR experts, which shows that many respondents have formal training in human resources procedures. Because respondents with more specialized or advanced degrees may have unique viewpoints on HR procedures, this distribution of credentials may affect opinions on recruiting technologies.

Graphical Representation:

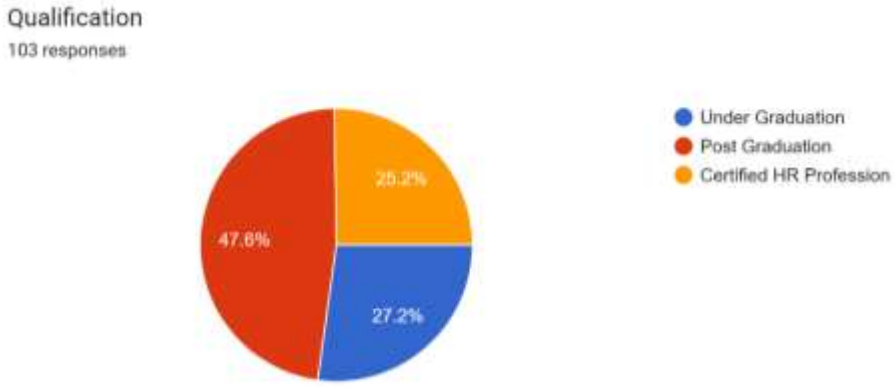


Chart 4.2.2 Illustrating the graphical representation of the qualifications of the respondents

4.2.3 Age Group

Age group	No.of Respondent	Percentage
15 -24	15	14.6%
24 - 34	37	35.9%
34 - 44	20	19.4%
44 - 54	18	17.5%
54 -Above	13	12.6%
Total	103	100%

Table 4.2.3 Showing the Age Intervals of the respondents

DATA ANALYSIS & INTERPRETATION:

According to the statistics, those between the ages of 24 and 34 are more likely to reply, which may indicate that they are more interested in or engaged with the survey issue. The comparatively lower percentages in the 15–24 and 54+ age categories can be due to variations in these age groups' relevance, accessibility, or level of interest**.**

Graphical Representation:

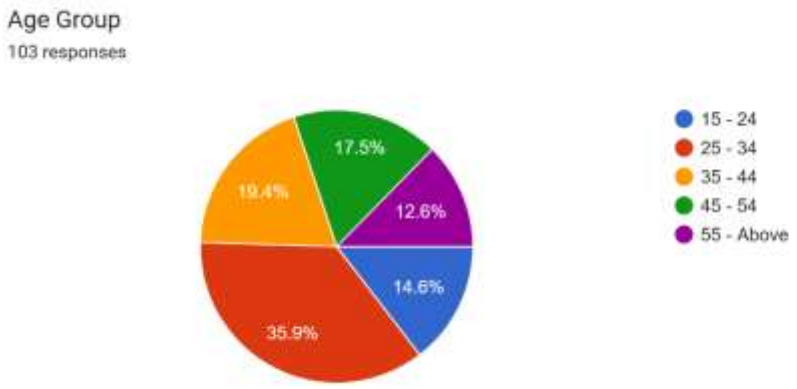


Chart 4.2.3 Illustrating the graphical representation of the age of the respondents

4.2.4 The recruitment technology integrates with other HR systems in your organization:

Technology integrates	No. of respondents	Percentage
Very poorly	1	1%
Poorly	6	6%
Neutral	22	22%
Well	59	59%
Very well	15	15%
Total	103	100

Table 4.2.4. showing the recruitment technology integrates with other HR systems in your organization

DATA ANALYSIS & INTERPRETATION:

Recruitment technology integration is largely viewed positively, indicating successful implementation by businesses. However, a 22% neutral response suggests that some companies may not fully recognize technology's impact on hiring. Improving user experiences and emphasizing the benefits could convert neutral views into positive ones

Graphical Representation:

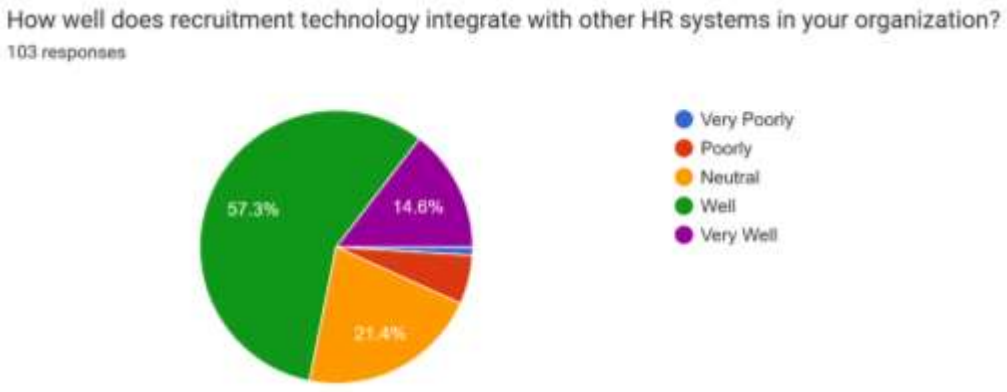


Chart 4.2.4 Illustrating the recruitment technology integrates with other HR systems in your organization

4.2.5 The challenges have you faced while implementing the recruitment technology:

The challenges	No. of respondents	Percentage
Lack of user training	10	9.7%
Integration issues with existing systems	17	16.5%
Resistance to change from staff	15	14.6%
High implementation costs	57	55.3%
Limited vendor support	4	3.9%
Total	103	100

Table 4.2.5. showing the challenges have you faced while implementing the recruitment technology

DATA ANALYSIS & INTERPRETATION:

The primary challenge in integrating recruitment technology is high implementation costs, affecting over half of the respondents (55.3%). Other notable barriers include integration issues with existing systems (16.5%) and staff resistance to change (14.6%). Additionally, a lack of user training (9.7%) indicates a need for skill development, while limited vendor support (3.9%) appears to be a minor concern. Overall, cost and system compatibility are the main issues for effective technology adoption in recruitment.

Graphical Representation:

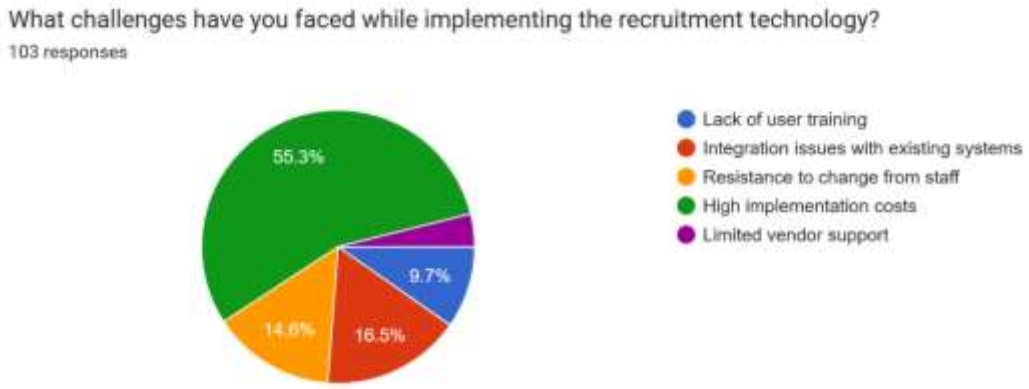


Chart 4.2.5 Illustrating the challenges have you faced while implementing the recruitment technology.

4.2.6 The type of recruitment technology does your organization currently use:

Type of recruitment	No. of respondents	Percentage
Applicant Tracking System	18	9.7%
Recruitment Marketing Software	13	12.6%
Candidate Relationship Management System	18	17.5%
Assessment and Testing Tools	54	52.4%
Video Interviewing Platforms	8	7.8%
Total	103	100

Table 4.2.6. showing the type of recruitment technology your organization currently uses

DATA ANALYSIS & INTERPRETATION:

The data shows a strong reliance on tools that assess and organize candidates, highlighting a preference for efficiency in recruitment. Assessment and testing tools are prioritized for their impact on candidate quality, along with CRM and ATS for managing interactions and tracking progress. The lower use of recruitment marketing and video interviewing tools suggests a focus on streamlining selection processes, possibly due to budget constraints or industry preferences.

Graphical Representation:

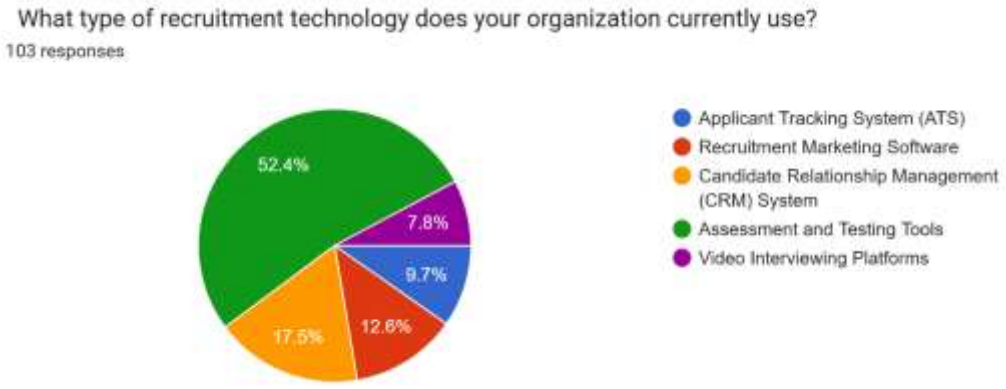


Chart 4.2.6 Illustrating the type of recruitment technology your organization currently uses

4.2.7 The use of technology during different stages of the recruitment process

Recruitment process	No. of respondents	Percentage
Strongly agree	13	12.6%
Agree	59	57.3%
Neutral	17	16.5%
Disagree	12	11.7%
Strongly disagree	2	1.9%
Total	103	100

Table 4.2.7. showing the use of technology during different stages of the recruitment process

DATA ANALYSIS & INTERPRETATION

Most respondents view the recruitment process favorably, with many agreeing or strongly agreeing. However, 16.5% remain neutral, and 13.6% disagree or strongly disagree. This indicates that while the process is generally effective, there is room for improvement to address the concerns of the dissatisfied minority.

Graphical Representation:

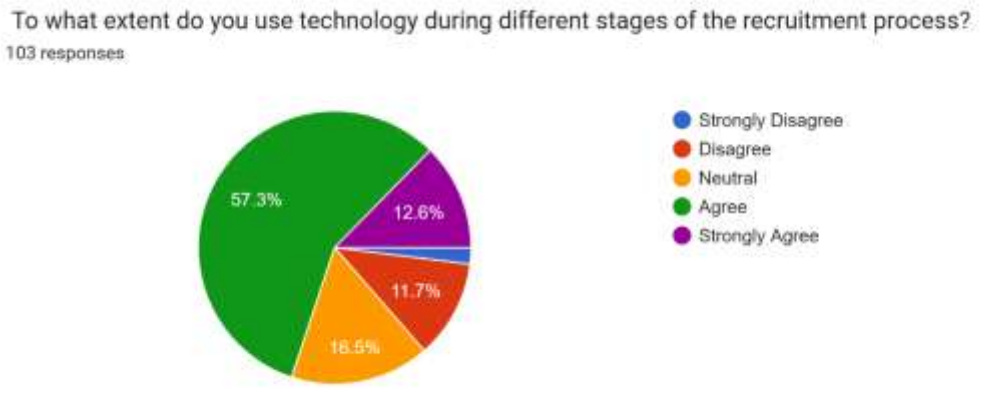


Chart 4.2.7 Illustrating the use of technology during different stages of the recruitment process

4.2.8 How Long has your organization been using recruitment technology:

Using recruitment	No. of respondents	Percentage
1 year	4	3.9%
2 years	10	9.7%
3 years	24	23.3%
4 years	44	42.7%
More than 5 years	21	20.4%
Total	103	100

Table 4.2.8. showing how long has your organization been using recruitment technology

DATA ANALYSIS & INTERPRETATION

The data reveals that about 66% of respondents have three or more years of experience in recruitment, indicating an experienced workforce. Most participants are in the four-year experience bracket, highlighting a predominance of established professionals over newcomers.

Graphical Representation:

Chart 4.2.8 Illustrating how long has your organization been using recruitment technology

4.2.9 Has recruitment technology reduced the time taken to hire new employees:

Hire new employees	No. of respondents	Percentage
Strongly agree	18	17.5%
Agree	50	48.5%
Neutral	21	20.4%
Disagree	10	9.7%
Strongly disagree	4	3.9%
Total	103	100

Table 4.2.9. Showing recruitment technology reduced the time taken to hire new employees

DATA ANALYSIS & INTERPRETATION

A strong majority of respondents (66%) support hiring more staff, indicating a positive view of expansion. About 20.4% are neutral, while only 13.6% oppose adding personnel, suggesting minimal concerns about the need for extra staff. Overall, the organization seems favorable towards hiring due to expansion or increased workload.

Graphical Representation:

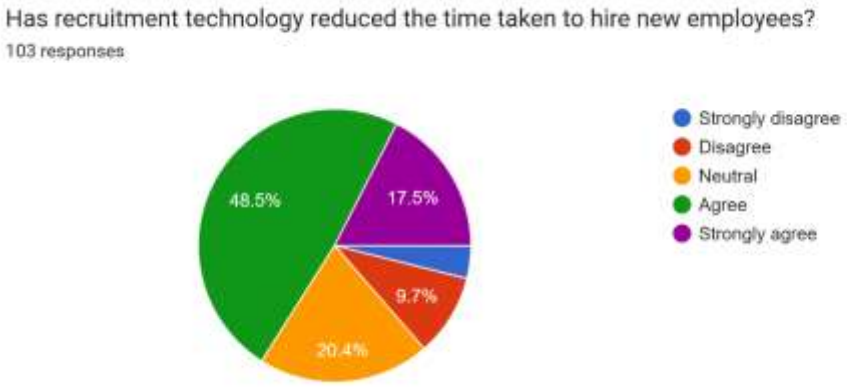


Chart 4.2.9 Illustrating recruitment technology reduced the time taken to hire new employees

4.2.10 The effectiveness of recruitment technology in identifying suitable candidates:

Effectiveness of recruitment	No. of respondents	Percentage
Very effective	14	13.6%
Effective	55	53.4%
Neutral	20	19.4%
Ineffective	10	9.7%
Very Ineffective	4	3.9%
Total	103	100

Table 4.2.10. Showing the effectiveness of recruitment technology in identifying suitable candidates

DATA ANALYSIS & INTERPRETATION

The data shows that most respondents view the recruitment process positively, with 67% rating it as "Very Effective" or "Effective." This indicates that over half believe it meets the organization's needs. About 19.4% are neutral, suggesting some uncertainty, while 13.6% consider it "Ineffective" or "Very Ineffective." Overall, the process is well-regarded, but there are still areas for improvement.

Graphical Representation:

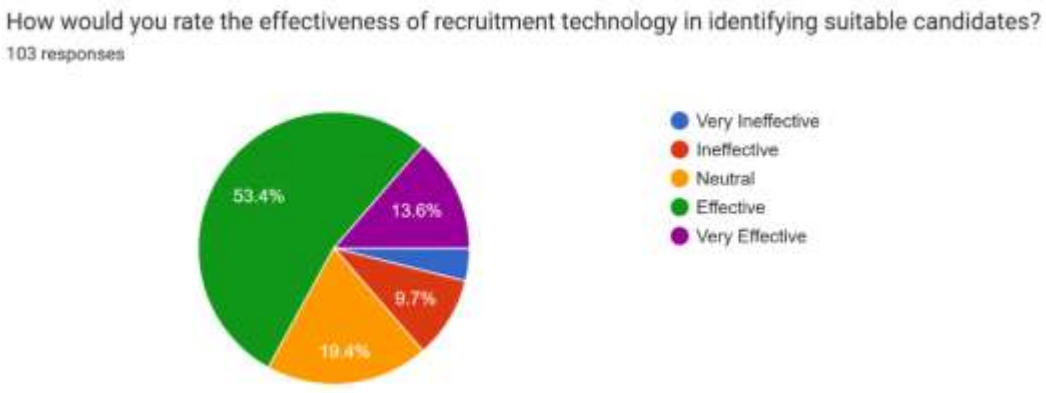


Chart 4.2.10 Illustrating rate of the effectiveness of recruitment technology in identifying suitable candidates

4.2.11 The use of recruitment technology improved the quality of hiring in your organization

Quality of hiring	No. of respondents	Percentage
Strongly agree	5	14.6%
Agree	56	54.4%
Neutral	20	19.4%
Disagree	7	6.8%
Strongly disagree	5	4.9%
Total	103	100

Table 4.2.11. Showing the use of recruitment technology improved the quality of hiring in your organization

DATA ANALYSIS & INTERPRETATION

The data reveals that the quality of hiring is mostly viewed positively, with 69% of respondents (who "Strongly agree" or "Agree") believing that hiring decisions yield high-quality candidates. About 19.4% are neutral, indicating some uncertainty, while only 11.7% express negative sentiments about hiring quality. This suggests that while hiring is generally seen as effective, there is room for improvement to enhance candidate fit and performance.

Graphical Representation:

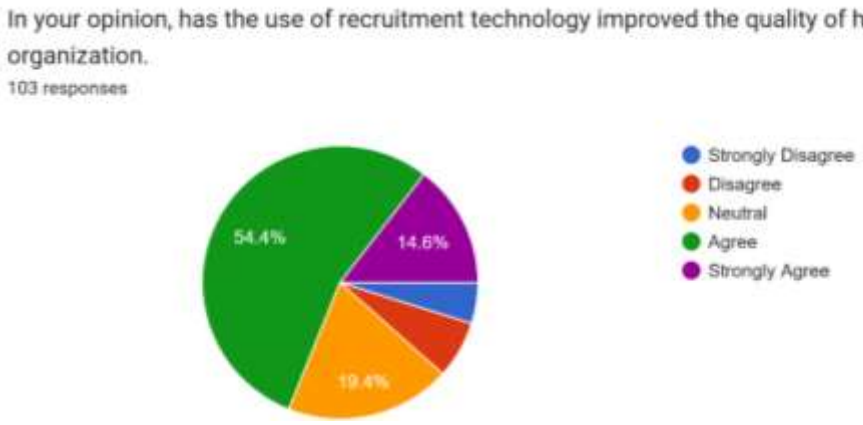


Chart 4.2.11 Illustrating the use of recruitment technology improved the hiring quality in your organization.

4.2.12 The use of recruitment technology and tools your organization uses:

Uses of Tool	No. of respondents	Percentage
Highly Satisfied	11	10.7%
Satisfied	65	63.1%
Neutral	16	15.5%
Dissatisfied	8	7.8%
Highly Dissatisfied	3	2.9%
Total	103	100

Table 4.2.12. Showing the use of recruitment technology and tools your organization uses

DATA ANALYSIS & INTERPRETATION

The data shows a high satisfaction level with the tool, as 73.8% of respondents (combining "Highly Satisfied" and "Satisfied") provided positive feedback. About 15.5% are neutral, indicating some uncertainty about the tool's effectiveness, while only 10.7% reported dissatisfaction. Overall, the tool is well-received among users, though there may be opportunities for clearer communication and feature enhancements.

Graphical Representation:

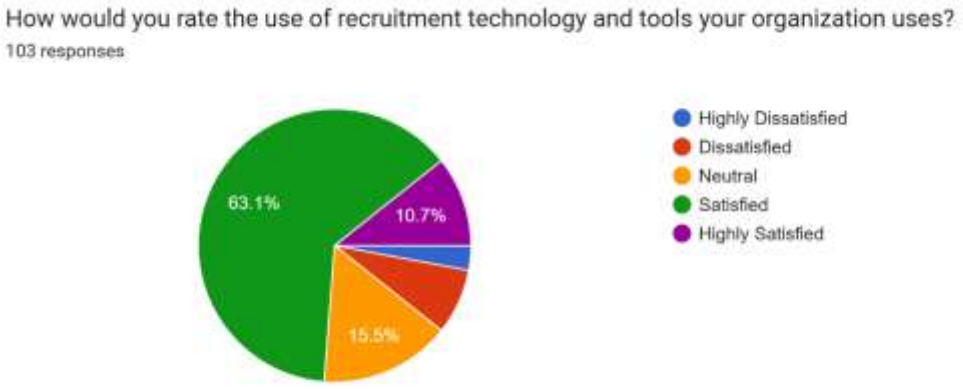


Chart 4.2.12 Illustrating the use of recruitment technology and tools your organization uses

4.2.13 The recruitment technology altered the role of HR professionals in your organization:

Role of HR	No. of respondents	Percentage
Strongly agree	12	11.7%
Agree	58	56.3%
Neutral	18	17.5%
Disagree	12	11.7%
Strongly disagree	3	2.9%
Total	103	100

Table 4.2.13. Showing recruitment technology altered the role of HR professionals in your organization

DATA ANALYSIS & INTERPRETATION

The data shows a generally positive view of HR's role in the organization, with 68% of respondents ("Strongly Agree" and "Agree") recognizing its effectiveness and importance. About 17.5% are neutral, indicating some ambivalence, while 14.6% ("Disagree" and "Strongly disagree") feel HR's role could be improved. Overall, HR is seen as a constructive presence, though there are opportunities for greater engagement and clarity about its contributions.

Graphical Representation:

Chart 4.2.13 Illustrating recruitment technology altered the role of HR professionals in your organization

4.2.14 Recruitment technology has led to more data-driven decision-making in your organization

Data-driven decision making	No. of respondents	Percentage
Strongly agree	15	14.6%
Agree	57	55.3%
Neutral	17	16.5%
Disagree	10	9.7%
Strongly disagree	4	3.9%
Total	103	100

Table 4.2.14. Showing the recruitment technology has led to more data-driven decision-making in your organization

DATA ANALYSIS & INTERPRETATION

The data indicates strong support for data-driven decision-making, with 69.9% of respondents (combining "Strongly Agree" and "Agree") endorsing this approach. This suggests confidence in evidence-based practices. About 16.5% remain neutral, while 13.6% (combining "Disagree" and "Strongly Disagree") express concerns, possibly related to data quality or accessibility.

Graphical Representation:

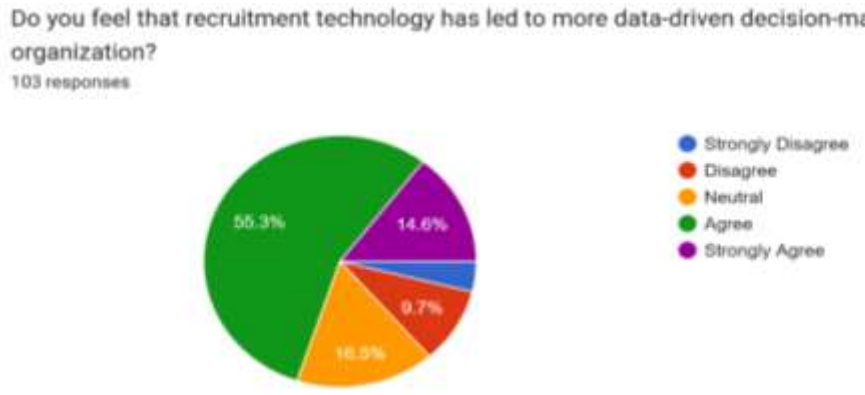


Chart 4.2.14 Illustrating recruitment technology has led to more data-driven decision-making in your organization.

4.2.15 The recruitment technology reduces the need for manual intervention in the hiring process:

Manual intervention	No. of respondents	Percentage
Completely	9	8.7%
To a large extent	43	41.7%
To some extent	29	28.2%
To a small extent	16	155%
Not at all	6	5.8%
Total	103	100

4.2.15. Showing the recruitment technology reduces the need for manual intervention in the hiring process

DATA ANALYSIS & INTERPRETATION

The data on manual intervention reveals diverse participant opinions. A notable 41.7% indicated it was needed "to a large extent," while 28.2% felt it was necessary "to some extent." Only 8.7% believed complete intervention was required, and 5.8% stated no intervention was needed. Additionally, 15.5% reported a need "to a small extent," suggesting a possible reporting error. Overall, most participants recognize some need for manual intervention, but only a few support complete reliance on it, reflecting varying individual circumstances.

Graphical Representation:

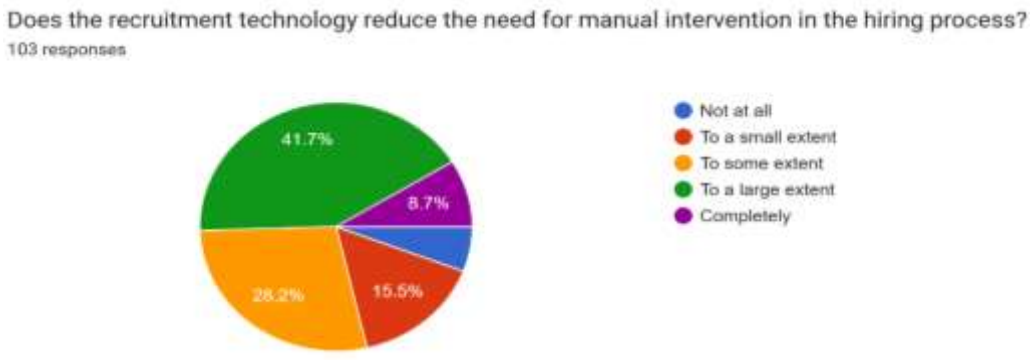


Chart 4.2.15 Illustrating the recruitment technology reduces the need for manual intervention in the hiring process.

4.2.16 The future recruitment technologies you are most interested in adopting:

Future recruitment	No. of respondents	Percentage
Artificial Intelligence for candidate screening	16	15.5%
Blockchain for verifying candidate credentials	57	55.3%
Mobile recruitment platforms	16	15.5%
Automated interview scheduling tools	14	13.6%
Total	103	100

4.2.16. Showing the future recruitment technologies you are most interested in adopting

DATA ANALYSIS & INTERPRETATION

Recent data shows that 55.3% of respondents prefer using blockchain to verify candidate credentials, highlighting the importance of reliability and authenticity. Additionally, 15.5% are interested in AI for candidate screening and mobile recruitment platforms, while 13.6% favor automated interview scheduling tools.

Graphical Representation:

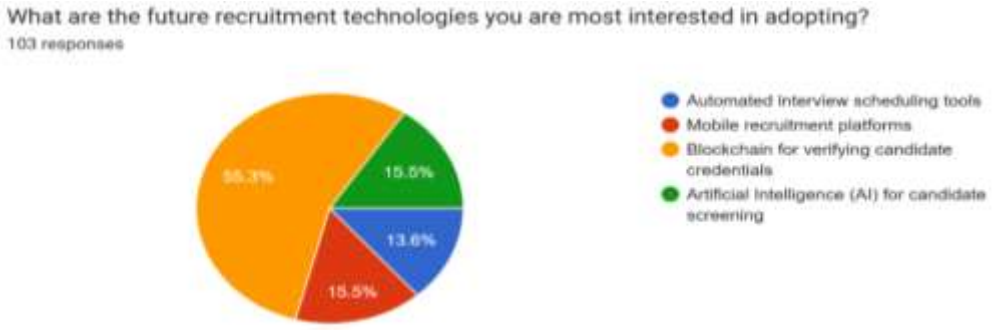


Chart 4.2.16 Illustrating the future recruitment technologies you are most interested in adopting

4.2.17.That recruitment technology will completely replace traditional recruitment methods in the future:

Traditional recruitment	No. of respondents	Percentage
Strongly agree	5	4.9%
Agree	50	48.5%
Neutral	19	18.4%
Disagree	21	20.4%
Strongly disagree	8	7.8%
Total	103	100

Table 4.2.17. Showing that recruitment technology will completely replace traditional recruitment methods in the future

DATA ANALYSIS & INTERPRETATION

The data shows respondents' views on traditional recruitment methods among 103 participants. A majority (48.5%) agreed with traditional recruitment, while 4.9% strongly agreed, reflecting moderate support. Additionally, 18.4% were neutral. In contrast, 20.4% disagreed, and 7.8% strongly disagreed, totaling 28.2% who had negative opinions.

Graphical Representation:

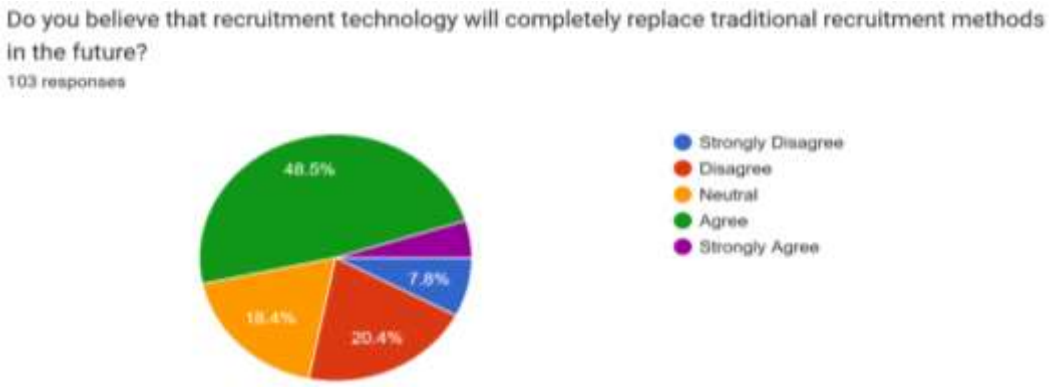


Chart 4.2.17 Illustrating that recruitment technology will completely replace traditional recruitment methods in the future

4.2.18 Anticipate HR practices with the continued use of recruitment technology:

Anticipate in HR	No. of respondents	Percentage
Enhanced ability to scale recruitment for large volumes of candidates	11	10.7%
Greater reliance on data-driven decision-making	43	41.7%
Increased use of AI and machine learning for talent management	23	22.3%
More focus on strategic HR activities instead of administrative	22	21.4%
Improved collaboration within the HR team	4	3.9%
Total	103	100

Table 4.2.18. Showing Anticipate HR practices with the continued use of recruitment technology

DATA ANALYSIS & INTERPRETATION

The data shows a shift toward data-driven and technology-driven HR processes. Among 103 respondents, 41.7% expect increased reliance on data for decision-making, while 21.4% believe HR will focus more on strategic tasks. Additionally, 22.3% foresee the use of AI and machine learning in talent management. Only 3.9% anticipate improvements in HR collaboration, and 10.7% expect better recruitment scalability. Overall, there is a strong preference for using data and technology to enhance HR practices, with less focus on internal cooperation.

Graphical Representation:

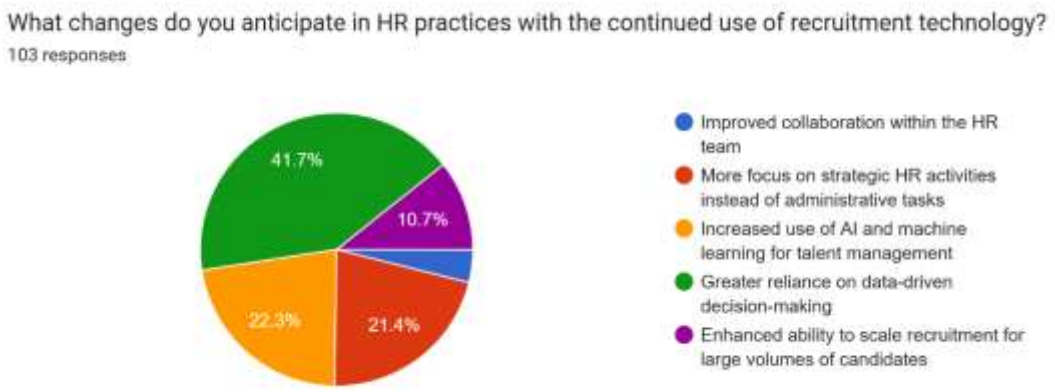


Chart 4.2.18 Illustrating anticipate in HR practices with the continued use of recruitment technology

4.2.19 The size of your organization:

size of organization	No. of respondents	Percentage
0 - 100	6	5.8%
101 - 200	13	12.6%
201 - 300	17	16.5%
301 - 400	42	40.8%
401 - Above	25	24.3%
Total	103	100

Table 4.2.19. Showing the size of your organization

DATA ANALYSIS & INTERPRETATION

The data shows that 40.8% of respondents work in medium-sized organizations with 301 to 400 employees, suggesting distinct HR processes in mid-sized companies. Additionally, 24.3% are from larger organizations with over 400 employees, reflecting the experience of HR dynamics in more expansive settings.

Graphical Representation:

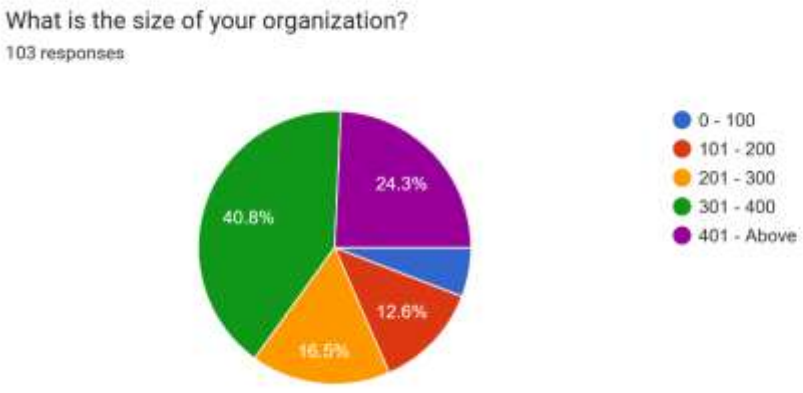


Chart 4.2.19 Illustrating the size of your organization

4.2.20 The industry is your organization included in:

Organization included	No. of respondents	Percentage
BPO (Business Process Outsourcing)	8	7.8%
Business Consulting Services	23	22.3%
Finance and Banking	17	16.5%
Information Technology IT	46	44.7%
Others	9	8.7%
Total	103	100

Table 4.2.20. Showing the industry is your organization included

DATA ANALYSIS & INTERPRETATION

The data shows that 44.7% of respondents are from the Information Technology (IT) sector, highlighting its prominence and focus on technology-driven HR practices. Business Consulting Services account for 22.3%, followed by Finance and Banking at 16.5%. The Business Process Outsourcing (BPO) sector represents 7.8%, and 8.7% come from other sectors. This distribution indicates that the tech and consulting industries may face unique HR challenges compared to the smaller BPO and miscellaneous sectors.

Graphical Representation:

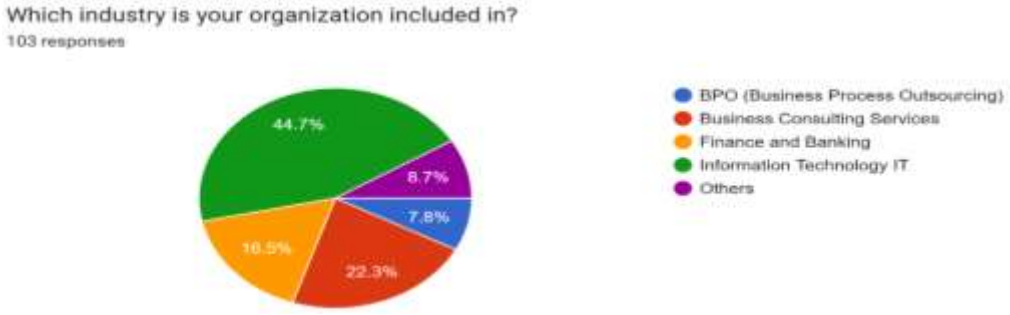


Chart 4.2.20 Illustrating the industry is your organization included

4.2.21 The organization supports the use of recruitment technology:

Organization support	No. of respondents	Percentage
Strongly agree	7	6.8%
Agree	60	58.3%
Neutral	20	19.4%
Disagree	10	9.7%
Strongly disagree	6	5.8%
Total	103	100

Table 4.2.21. Showing the organization's support for the use of recruitment technology

DATA ANALYSIS & INTERPRETATION

The data reflects respondents' views on organizational support. Most, 58.3%, feel supported, with only 6.8% strongly agreeing. Meanwhile, 19.4% are neutral, and 15.5% express negative perceptions—9.7% disagreeing and 5.8% strongly disagreeing. Overall, while the majority feel supported, there is a minority that lacks this perception, indicating areas for improvement in support systems..

Graphical Representation:

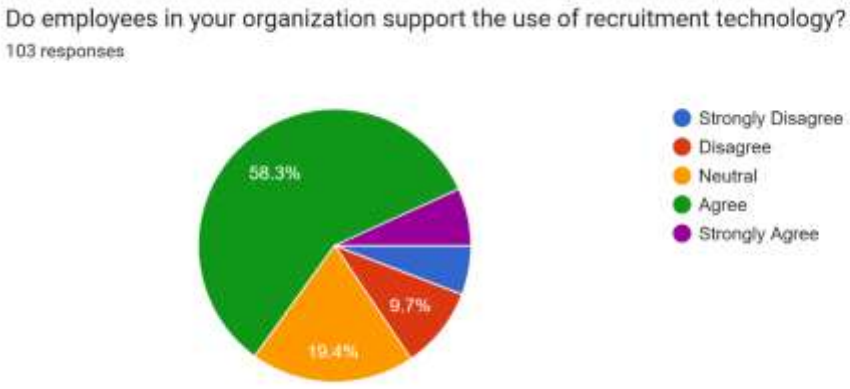


Chart 4.2.21 Illustrating the organization's support for the use of recruitment technology

4.2.22 The recruitment technology minimizes bias in the hiring process:

Minimizes bias	No. of respondents	Percentage
Strongly agree	8	7.8%
Agree	64	62.1%
Neutral	15	14.6%
Disagree	13	12.6%
Strongly disagree	3	2.9%
Total	103	100

Table 4.2.22. Showing the recruitment technology minimizes bias in the hiring process

DATA ANALYSIS & INTERPRETATION

The data reveals that 58.3% of respondents feel supported by their organizations, reflecting a generally positive perception. A small fraction, 6.8%, strongly agree, while 19.4% are neutral. Conversely, 15.5% indicate negative perceptions, with 9.7% disagreeing and 5.8% strongly disagreeing. Overall, while most feel supported, some areas for improvement in organizational support are evident.

Graphical Representation:

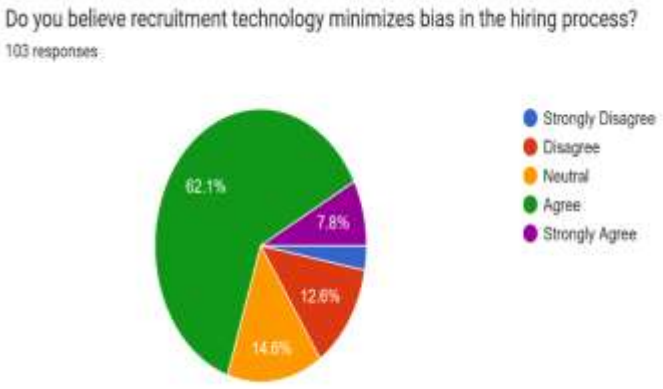


Chart 4.2.22 Illustrating the recruitment technology minimizes bias in the hiring process.

4.2.23 The recruitment technology enhances collaboration within the HR team:

Collaboration	No. of respondents	Percentage
Strongly agree	16	15.5%
Agree	56	54.4%
Neutral	15	14.6%
Disagree	13	12.6%
Strongly disagree	3	2.9%
Total	103	100

Table 4.2.23. Showing the recruitment technology enhances collaboration within the HR team

DATA ANALYSIS & INTERPRETATION

The data shows that most respondents have a positive view of collaboration in their organizations, with 54.4% agreeing it is supported and 15.5% strongly agreeing, totaling roughly 70%. About 14.6% are neutral, while 15.5% (12.6% disagree and 2.9% strongly disagree) feel that collaboration is lacking. Overall, collaboration is viewed favorably, though some see room for improvement.

Graphical Representation:

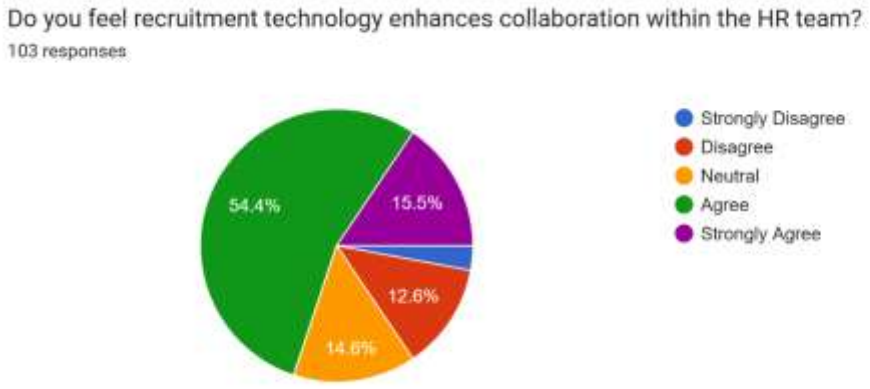


Chart 4.2.23 Illustrating the recruitment technology collaboration within the HR team

4.2.24.The technical issues hinder your recruitment technology:

Technical issues	No. of respondents	Percentage
Never	4	3.9%
Rarely	27	26.2%
Sometimes	28	27.2%
Often	37	35.9%
Always	7	6.8%
Total	103	100

Table 4.2.24. Showing the technical issues hinder your recruitment technology

DATA ANALYSIS & INTERPRETATION

The data reveals that many respondents frequently encounter technical issues, with 35.9% experiencing them often and 6.8% always facing problems, totaling over 40% who deal with these challenges regularly. Additionally, 27.2% report occasional issues, meaning nearly two-thirds are affected at least sometimes. Only 26.2% encounter issues rarely, and 3.9% never experience them. This suggests that technical difficulties are a common concern, indicating a need for better support and infrastructure improvements.

Graphical Representation:

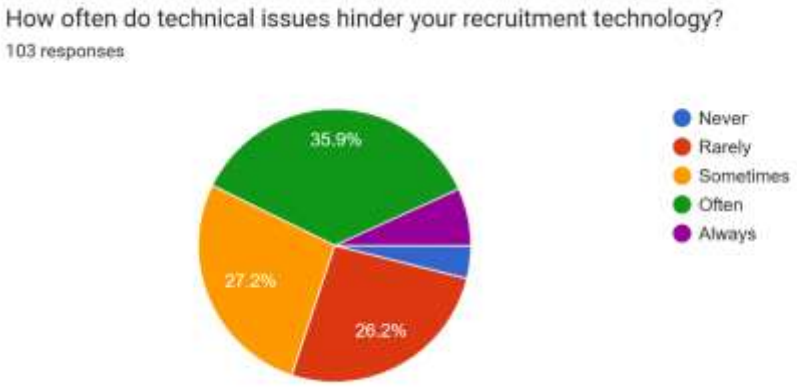


Chart 4.2.24 Illustrating the technical issues that hinder your recruitment technology.

4.2.25. The impact of recruitment technology on your HR practices:

Impact of recruitment	No. of respondents	Percentage
Highly Satisfied	19	18.4%
Satisfied	52	50.5%
Neutral	18	17.5%
Dissatisfied	11	10.7%
Highly Dissatisfied	3	2.9%
Total	103	100

Table 4.2.25. Showing the impact of recruitment technology on your HR practices

DATA ANALYSIS & INTERPRETATION

The data shows that 50.5% of respondents are satisfied with recruitment's impact on their organizations, and an additional 18.4% are highly satisfied, indicating that over two-thirds view it positively. Meanwhile, 17.5% remain neutral, while 10.7% are dissatisfied and 2.9% are highly dissatisfied, totaling 13.6% with negative views. Overall, there is a generally positive perception of recruitment, though some respondents believe improvements are needed**.**

Graphical Representation:

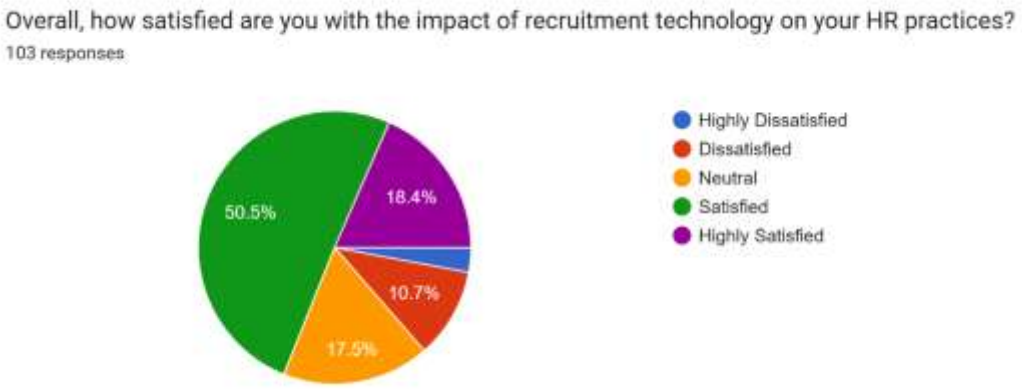


Chart 4.2.25 Illustrating the impact of recruitment technology on your HR practices

4.3 STATISTICAL TEST:

Statistical tools are techniques, methods, or software used to collect, organize, analyze, interpret, and present data. They facilitate the understanding of patterns, relationships, and trends within datasets and support decision-making processes across various fields such as business, science, medicine, and social sciences.

4.3.1 CHI-SQUARE TEST

A statistical technique for determining if two categorical variables have a significant relationship is the Chi-Square test. It conducts such through the comparison of the observed frequencies of the categories within the variables to the expected frequencies in the absence of any correlation. The test determines if there is a significant difference between the observed frequencies and the expected frequencies under the null hypothesis of independence.

STEP 1:

Null Hypothesis (Ho): There is no association between gender and employee support for recruitment technology.

Alternative Hypothesis (Ha): There is an association between gender and employee support for recruitment technology.

STEP 2:

Level of Significance **(α)** = 5%

STEP 3:

Degrees of Freedom = (r-1) * (c-1)

Given that r =3, c=5

Df = (3-1) * (5-1)

= 2 * 4

= 8

STEP 4:

OBSERVED FREQUENCY

Count of Employee Support	Column Labels					
Row Labels	**Agree**	**Disagree**	**Neutral**	**Strongly Agree**	**Strongly Disagree**	**Grand Total**
Female	20	1	2	3	1	27
Male	25	4	15	2	1	47
Prefer not to say	15	5	3	2	4	29
Grand Total	**60**	**10**	**20**	**7**	**6**	**103**

EXPECTED FREQUENCY

Row Labels	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree	Grand Total
Female	16	3	5	2	2	27
Male	27	5	9	3	3	47
Prefer not to say	17	3	6	2	2	29
Grand Total	60	10	20	7	6	103

P value = 0.029894659

Interpretation:

On performing the Chi-square test between gender and employee support for recruitment technology. We got a p-value (0.02) less than the Level of Significance (0.05), we accepted the alternative hypothesis and rejected the null hypothesis which states there is no association between the there is association between gender and employee support for recruitment technology.

4.3.2 ANOVA

ANOVA is a statistical method that compares the means of three or more independent groups to see whether any differences between them are statistically significant. Because there is just one independent variable, or component, with numerous levels or categories under investigation, it is called ANOVA single factor.

STEP 1:

Null Hypothesis (Ho): There is no association between overall satisfaction across different age groups

Alternative Hypothesis (Ha): There is an association between overall satisfaction across different age groups

STEP 2:

Level of Significance **(α)** = 5%

STEP 3: DEGREES OF FREEDOM

Degrees of Freedom between groups (df1) =1

Degrees of Freedom within groups (df2) = 204

Total degrees of freedom = df1+df2 = 205

STEP 4: TEST STATISTICS

Anova: Single Factor				
SUMMARY				
Groups	*Count*	*Sum*	*Average*	*Variance*
Age Group	103	286	2.776699	1.586903
Overall Satisfaction	103	382	3.708738	0.973158

Table 4.3.2 (a) Showing summary statistics of overall satisfaction across different age groups.

ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	44.73786	1	44.73786	34.95062	1.4E-08	3.887447
Within Groups	261.1262	204	1.28003			

Table 4.3.2 (b) shows the ANOVA test

Interpretation:

One performing ANOVA test between, an overall satisfaction across different age groups. The test has resulted in a P value of (1.4E-08), which is less than the significance level (0.05). We accept the alternative Hypothesis and reject the null Hypothesis of overall satisfaction across different age groups.

4.3.3 Correlation test:

A correlation test is a statistical method used to measure and evaluate the strength and direction of the relationship between two quantitative variables. It helps determine whether and how strongly the variables are related.

Null Hypothesis (Ho): There is no significant between organization size and overall satisfaction with recruitment technology

Alternative Hypothesis (Ha): There is a significant between organization size and overall satisfaction with recruitment technology

STEP 2:

Level of Significance **(α)** = 5%

STEP 3: DEGREES OF FREEDOM

Given that:

n = n-2

n = 103-2

n = 101

STEP 4: TEST STATISTICS

	Organization Size	*Overall Satisfaction*
Organization Size	1	
Overall Satisfaction	0.547827905	1

Interpretation:

On performing a correlation test between the organization size and overall satisfaction with recruitment technology. We have a correlation value of 0.54 which means there is a positive correlation so we can accept the alternative hypothesis and reject the null hypothesis.

5.1 Findings

During the survey and study mentioned above, I found many subjects.

- The data reveals more male than female respondents, but a notable number chose "Prefer not to say." This suggests a need for more inclusive survey designs that respect privacy and create a comfortable environment for all participants.
- Most respondents have a postgraduate degree and are certified HR professionals, indicating a diverse educational background that influences HR practices and recruitment technologies.
- The survey's response rates are higher among individuals aged 24-34, indicating greater interest, while lower responses are observed in those aged 15-24 and 54+.
- Recruitment technology integration is generally viewed positively by businesses, but a 22% neutral response suggests some companies may not fully understand its impact on hiring.
- High implementation costs, system compatibility issues, staff resistance, lack of user training, and limited vendor support are major challenges in integrating recruitment technology.
- The data reveals a preference for candidate assessment and organization tools, with lower use of recruitment marketing and video interviewing tools, possibly due to budget constraints or industry preferences.
- Most respondents favor the recruitment process, but 16.5% remain neutral and 13.6% strongly disagree, suggesting room for improvement to address dissatisfaction among the minority.
- The data indicates that 66% of respondents have three or more years of recruitment experience, with most in the four-year experience bracket, indicating an experienced workforce.

- 66% of respondents support hiring more staff for expansion, with 20.4% neutral and 13.6% opposing, indicating a favorable organizational climate for hiring due to increased workload.
- The recruitment process is viewed positively by 67% of respondents, meeting the organization's needs, with 19.4% being neutral and 13.6% deemed ineffective.
- The data shows that 69% of respondents believe hiring decisions yield high-quality candidates, with 19.4% being neutral and 11.7% negative, suggesting room for improvement in candidate fit and performance.
- The tool is highly satisfied with 73.8% of respondents, with some uncertainty about its effectiveness. However, there's room for improvement in communication and features.
- The data shows a positive perception of HR's role in an organization, with 68% of respondents recognizing its effectiveness, while 17.5% are neutral and 14.6% disagree.
- The data shows that 69.9% of respondents support data-driven decision-making, indicating confidence in evidence-based practices, while 16.5% remain neutral and 13.6% express concerns about data quality or accessibility.
- The data shows varying opinions on manual intervention, with 41.7% stating it's needed "to a large extent" and 28.2% "to some extent." Only 8.7% believe complete intervention is required, reflecting individual circumstances.
- Data shows 55.3% prefer blockchain for candidate verification, 15.5% prefer AI for screening, and 13.6% favor automated interview scheduling, highlighting the importance of reliable and authentic recruitment technologies.
- The data shows a significant split in attitudes towards traditional recruitment methods, with 48.5% agreeing and 4.9% strongly agreeing, while 28.2% disagree, indicating a significant divide in opinions.

- The data indicates a shift towards data-driven HR processes, with 41.7% expecting increased data reliance for decision-making and strategic tasks, and 22.3% using AI in talent management, with less focus on internal cooperation.
- The data indicates that 40.8% of respondents work in medium-sized organizations with 301-400 employees, while 24.3% are from larger organizations with over 400 employees, indicating distinct HR processes.
- The data shows 44.7% of respondents are from IT, 22.3% from Business Consulting Services, 16.5% from Finance and Banking, 7.8% from BPO, and 8.7% from other sectors.
- The data shows that 58.3% of respondents feel supported, with a minority expressing negative perceptions, suggesting areas for improvement in support systems.
- The majority of respondents (70%) view collaboration positively, with 54.4% supporting it and 15.5% strongly agreeing, while 14.6% are neutral and 15.5% disagree.
- The data shows that over 40% of respondents frequently encounter technical issues, with 27.2% reporting occasional problems, and only 26.2% rarely, suggesting a need for better support and infrastructure improvements.
- The data indicates that 50.5% of respondents are satisfied with recruitment's impact on their organizations, with 18.4% highly satisfied, while 13.6% are neutral, with some expressing dissatisfaction.

5.2. Suggestions / Recommendation

- Examine the rate and extent of adoption of recruitment technologies (e.g., applicant tracking systems, online job boards, video interviews) within organizations and identify the factors that drive or hinder their implementation.
- Evaluate how recruitment technologies have impacted the efficiency of the hiring process, such as reducing time-to-hire, improving candidate screening, and streamlining administrative tasks.
- Investigate how recruitment technologies have influenced the candidate experience, including aspects such as accessibility, user-friendliness, and engagement throughout the application and interview process.
- Examine how recruitment technologies, such as AI-powered screening tools, have impacted the diversity of the candidate pool and the inclusion of underrepresented groups in the hiring process.
- Explore how the data and insights generated by recruitment technologies have influenced HR decision-making, workforce planning, and the overall strategic alignment of talent acquisition.
- Identify the potential challenges and limitations associated with the implementation and use of recruitment technologies, such as technical issues, data privacy concerns, and the impact on human-to-human interactions.
- Analyze how recruitment technologies integrate with other HR functions, such as onboarding, performance management, and employee development, to create a seamless and cohesive talent management ecosystem.
- Assess the role of recruitment technologies in shaping an organization's employer brand, including its impact on the organization's online presence, social media engagement, and overall talent attraction strategy.

- Investigate the ethical implications of recruitment technologies, such as algorithmic bias, transparency in decision-making, and the potential for automation to replace human judgment in the hiring process.
- Based on the research findings, offer practical recommendations for organizations to effectively implement and leverage recruitment technologies to enhance their HR practices while addressing the identified challenges and limitations.

5.3. Conclusions

Human resources procedures have been significantly impacted by the growing use of recruiting technologies. Video interviews, AI-powered resume screening, and automated applicant tracking systems have simplified the recruiting process and made it possible for HR departments to handle large numbers of applicants more effectively. But this technology also brings with it new difficulties, such as the necessity to guarantee adherence to changing data privacy laws and the possibility of bias in algorithmic decision-making. As businesses continue to use recruiting technology, HR managers need to reconcile maximizing productivity with upholding a human-centered strategy that places a high value on just and moral hiring procedures. In the end, the incorporation of recruiting technology has changed the function of human resources, requiring new abilities and approaches to properly utilize these resources and preserve the fundamental principles of the Human resources function.

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ANNEXURE:

1. Survey Questionnaire: A sample of the survey questions used to gather data on recruitment technology and HR practices.

2. Chi-Square Test Results: Detailed tables showing the observed and expected frequencies for the gender and employee support analysis.

3. Correlation Results: The statistical analysis output showing the relationship between organization size and overall satisfaction.

4. ANOVA Results: Summary and interpretation of variance in overall satisfaction across different age groups.

5. Graphical Representations: Charts and graphs representing the survey results, such as satisfaction levels and technology adoption rates.

6. List of Recruitment Technologies Evaluated: A detailed list of tools and technologies considered in the study (e.g., ATS, CRM, AI tools).

7. Case Studies or Real-Life Examples: Brief summaries of organizations that successfully implemented recruitment technology and their impact on HR practices.

8. Glossary of Terms: Definitions of key terms like recruitment technology, ATS, and HR analytics used in the study.

9. Consent Form Template: Example of the consent form used to ensure participant approval for data collection.

10. Raw Data Tables: Summary of survey data collected, categorized by demographic factors like gender, age group, and organization size.

QUESTIONNAIRE:

IMPACT OF RECRUITMENT TECHNOLOGY ON HR PRACTICES

Hello,

Thank you for taking the time to participate in our survey on (RECRUITMENT TECHNOLOGY ON HR PRACTICES). Your contribution will aid us in how HR technology to continue transforming the recruitment processes. The latest advancements in AI, ATS, video interviewing, and collaboration tools have altered the future direction of talent acquisition and recruitment strategies. We appreciate your thoughtful responses and commitment to improving our understanding of this important topic. This survey is particularly for academic purposes and all your information will be kept confidential.

Srisha T (student)

The Oxford College of Business Management, Bangalore

1. Gender
    - Male
    - Female
    - Prefer not to say

2. Qualification
    - Under Graduation
    - Post Graduation
    - Certified HR Profession

3. Age Group
    - 15 – 24
    - 25 – 34
    - 35 – 44
    - 45 – 54
    - 55 - Above
4. How well does recruitment technology integrate with other HR systems in your organization?
    - Very Poorly
    - Poorly
    - Neutral
    - Well
    - Very Well
5. What challenges have you faced while implementing the recruitment technology?
    - Lack of user training
    - Integration issues with existing systems
    - Resistance to change from staff
    - High implementation costs
    - Limited vendor support
6. What type of recruitment technology does your organization currently use?
    - Applicant Tracking System (ATS)
    - Recruitment Marketing Software
    - Candidate Relationship Management (CRM) System
    - Assessment and Testing Tools
    - Video Interviewing Platforms

7. To what extent do you use technology during different stages of the recruitment process?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
8. How long has your organization been using recruitment technology?
    - 1 year
    - 2 years
    - 3 years
    - 5 years
    - More than 5 years
9. Has recruitment technology reduced the time taken to hire new employees?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
10. How would you rate the effectiveness of recruitment technology in identifying suitable candidates?
    - Very Ineffective
    - Ineffective
    - Neutral
    - Effective
    - Very Effective

11. In your opinion, has the use of recruitment technology improved the quality of hiring in your organization?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
12. How would you rate the use of recruitment technology and tools your organization uses?
    - Highly Dissatisfied
    - Dissatisfied
    - Neutral
    - Satisfied
    - Highly Satisfied
13. Has the use of recruitment technology altered the role of HR professionals in your organization?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
14. Do you feel that recruitment technology has led to more data-driven decision-making in your organization?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree

15. Does the recruitment technology reduce the need for manual intervention in the hiring process?
    - Not at all
    - To a small extent
    - To some extent
    - To a large extent
    - Completely
16. What are the future recruitment technologies you are most interested in adopting?
    - Automated interview scheduling tools
    - Mobile recruitment platforms
    - Blockchain for verifying candidate credentials
    - Artificial Intelligence (AI) for candidate screening
17. Do you believe that recruitment technology will completely replace traditional recruitment methods in the future?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
18. What changes do you anticipate in HR practices with the continued use of recruitment technology?
    - Improved collaboration within the HR team
    - More focus on strategic HR activities instead of administrative tasks
    - Increased use of AI and machine learning for talent management
    - Greater reliance on data-driven decision-making
    - Enhanced ability to scale recruitment for large volumes of candidates

19. What is the size of your organization?
    - 0 – 100
    - 101 – 200
    - 101 – 200
    - 301 – 400
    - 401 - Above
20. Which industry is your organization included in?
    - BPO (Business Process Outsourcing)
    - Business Consulting Services
    - Finance and Banking
    - Information Technology IT
    - Others
21. Do employees in your organization support the use of recruitment technology?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
22. Do you believe recruitment technology minimizes bias in the hiring process?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree

23. Do you feel recruitment technology enhances collaboration within the HR team?
    - Strongly Agree
    - Agree
    - Neutral
    - Disagree
    - Strongly Disagree
24. How often do technical issues hinder your recruitment technology?
    - Never
    - Rarely
    - Sometimes
    - Often
    - Always
25. Overall, how satisfied are you with the impact of recruitment technology on your HR practices?
    - Highly Dissatisfied
    - Dissatisfied
    - Neutral
    - Satisfied
    - Highly Satisfied

MBA DISSERTATION PROGRESS REPORT-1

SL.NO.	PARTICULAR	
1	Name of the Student	SRISHA T
2	Registration Number	P03MT22M015129
3	Name of the College Guide	Dr. NAVJIWAN HIRA
4	Name of the External	Mr. JOJOMON
5	Title of the Dissertation	Impact Of Recruitment Technology on Human Resources Practices Regarding Conneqt Business Solutions
6	Name and Address of the company/ organization where the Dissertation is undertaken with the Date of starting the Dissertation	Conneqt Business Solutions Bangalore 5th August 2024
7	Progress Report: A brief note reflecting the number of meetings with Guides, places visited, libraries visited, Books referred, meetings with persons, activities taken up, preparations done for collection and analysis of data, etc.	• Synopsis was approved by the guide • Met the guide alternative days in a week for updating the work • Referred many journal articles and books through Google Scholar

DATE

Signature of the student **Signature of the College Guide**

MBA DISSERTATION PROGRESS REPORT-2

SL.NO.	PARTICULAR	
1	Name of the Student	SRISHA T
2	Registration Number	P03MT22M015129
3	Name of the College Guide	Dr. NAVJIWAN HIRA
4	Name of the External	Mr. JOJOMON
5	Title of the Dissertation	Impact Of Recruitment Technology on Human Resources Practices Regarding Conneqt Business Solutions
6	Name and Address of the company/ organization where the Dissertation has undertaken with the Date of starting the Dissertation	Conneqt Business Solutions Bangalore 5th August 2024
7	Progress Report: A brief note reflecting the number of meetings with Guides, places visited, libraries visited, Books referred, meeting with persons, activities taken up, preparations done for collection and analysis of data, etc.	• Constructed the questionnaire • Approved by the guide • Conducted statistical analysis • Constructed Findings, suggestions, and conclusions

DATE

Signature of the student **Signature of the College Guide**