

## **“STUDY OF ATS AND EFFECTIVENESS ON EMPLOYER BRANDING”**

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### **Abstract:**

The major influence of information technology on HRM practices is the aim of this study, which focuses on the usage of applicant tracking systems (ATS) in small businesses. These systems facilitate the efficient assessment and management of the applicant pool by assisting organisations in gathering, utilising, storing, and exchanging data about candidates. The purpose of the study is to look into how ATS implementation affects branding in small businesses. Utilising qualitative research techniques, such as structured interviews with companies, the study investigates how ATS works with HR departments to streamline labour force management and enhance brand recognition. The purpose of the research is to identify the unrealized potential of ATS in hiring and brand-building tactics.

### **Introduction:**

#### **❖ HRM –**

Human resource management includes application and practices in the areas of learning and development, performance and reward, organisation design and development, and providing services that enhance employees' well-being. These are based on integrated HR strategies that work well together and with the company plan.

Planning, organising, staffing, leading, and controlling are the five functions that are generally agreed upon as being involved in management. These roles collectively make up the management process. Among the particular tasks associated with each function are the following:

A) Planning: consists of creating guidelines and standards, regulations, and procedures, as well as forecasts and plans.

B) Organising: assigning a defined duty to each subordinate, creating departments, giving subordinates responsibility, setting up channels of authority and communication, and directing the work of subordinates.

C) Staffing: consists of deciding what kind of people to hire, attracting potential hires, choosing personnel, training and developing them, choosing performance standards, assessing their work, offering them counselling, and paying them.

D) Leading: inspiring subordinates; keeping people motivated; getting things done.

E) Managing: Establishing benchmarks like sales targets, quality criteria, or output targets; assessing how real performance aligns with these benchmarks and making necessary adjustments.

### ❖ **Human Resource Information System (HRIS) –**

Planning, decision-making, and the timely submission of returns and reports to external authorities are all facilitated by the Human Resource Information System (HRIS), a methodical approach to keeping data and information for every single employee. In a nutshell, HRIS are integrated systems that are used to collect, store, and analyse data related to an organization's human resources.

It is described as a system for gathering, storing, manipulating, analysing, retrieving, and disseminating data about an organization's human resources by Kavanagh et al. (1990).

It's crucial to remember that a business with an HRM system on paper can nevertheless operate without a computerised system. Although managing personnel data was not as quick in paper systems as it was in computerised systems, the paper systems that the majority of businesses employed prior to the advancement of computer technology were nonetheless equivalent to an HRIS. Serving the "clients" of the system by providing them with accurate and timely information is the main goal of the HRIS.

#### **Application & Utilities**

People administration

Payroll

Compensation and benefit

Recruitment

Leave and absence

Performance evaluation

#### **Benefits**

Higher speed of retrieval and processing of data

Reduction in duplication of efforts leading to reduced cost

High accuracy of information/report generated

More transparency in the system

Employee-Self Management

Improved quality of reports

#### **Limitations**

It can be expensive in terms of finance and manpower.

It can be threatening and inconvenient.

### ❖ **Applicant Tracking System (ATS) -**

An applicant tracking system (ATS) is software responsible for overseeing the employment and recruitment process, encompassing tasks such as job advertisements and application management. It organizes and makes searchable the information related to job seekers. An applicant tracking system follows candidates during the employment process, as its name suggests. It assists in scheduling interviews, notifies and alerts candidates and staff, including hiring managers and recruiters, and automatically emails candidates.

Moreover, an ATS is employed to filter out applications and recommend the most suitable candidates. It may conduct an initial assessment of applications to identify the best fit for a position. To conduct a more comprehensive review of job applications, it may employ techniques such as keyword searches or utilize AI methods. The aim is to streamline the HR's assessment of job applications and resumes.

### **How the ATS process work?**

The functioning of the applicant tracking system involves assisting a business in managing the hiring process, spanning from crafting job advertisements to extending job offers. This entails integration with well known job boards to expedite job postings, organize applications, and enable candidates to establish profiles. The ATS actively monitors all activities related to the candidates throughout the process.

Typically, a recruitment process includes the following steps:

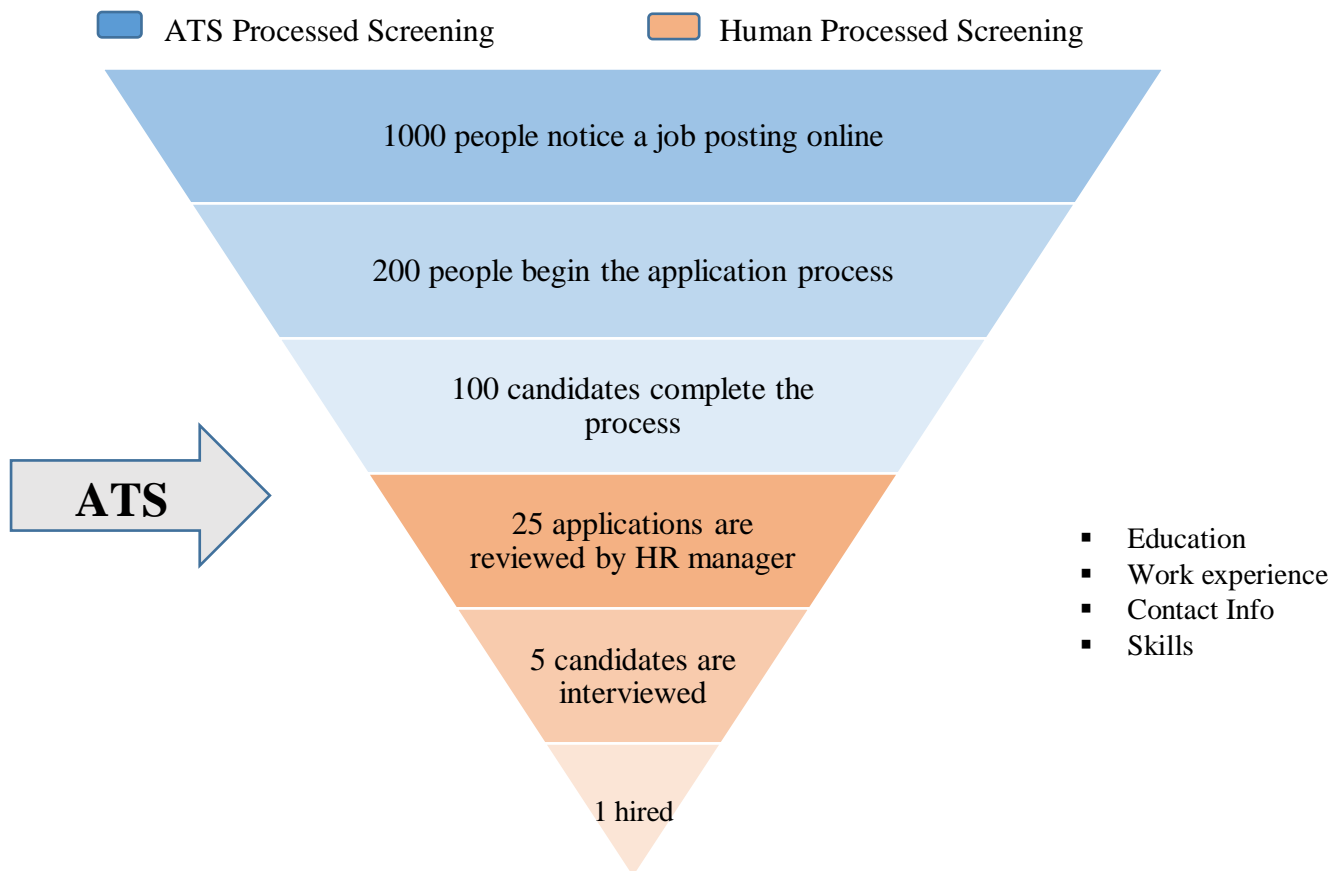
1. A work request is created in the system and, if necessary, accepted.
2. The role is internally circulated among employees and is also published on the company's official website and potentially on various other job boards.
3. If the job board has such function, applicants submit their applications right away there or through the corporate website. Inquiries concerning their educational background and work experience in relation to the position may be made. Some applications can be automatically rejected by certain systems depending on the way applicants answer pre-set questions.
4. The applicant tracking system (ATS) can process and rank resumes as new applications are received.
5. The recruiter selects which applications to move ahead with after reviewing them all in the system. A candidate may receive an automated email rejection if they are not selected.
6. Interviews with the recruiter, hiring manager, and other parties may be held if necessary. Following each interview, notes can be taken to be used later in the ATS.
7. The prospect who has been chosen will often receive the offer from the recruiter via the applicant tracking system (ATS).

Upon acceptance of the offer, the candidate is formally "hired" and integrated into the HR system.

The screenshot shows the 'Candidates' section of an ATS platform. It includes a sidebar with 'Views' (All Candidates, Active Candidates, Inactive Candidates, My Active Candidates, Recommended Candidates, Recent Candidates) and a main table of candidates. The table has columns for Candidate ID, Name, Pur Created On, Pur Submitted On, Pur Approved On, Total Years of Experience, and Highest Education. The table is paginated, showing 1 to 50 of 136518 candidates.

| CANDIDATE ID | NAME | PUR CREATED ON | PUR SUBMITTED ON | PUR APPROVED ON | TOTAL YEARS OF EXPERIENCE | HIGHEST |
|--------------|------|----------------|------------------|-----------------|---------------------------|---------|
| ARM 131480   |      | -              | -                | -               | -                         | MBA     |
| ARM 131479   |      | -              | -                | -               | -                         | post g  |
| ARM 131478   |      | -              | -                | -               | -                         | -       |
| ARM 131477   |      | -              | -                | -               | -                         | Diplom  |
| ARM 131476   |      | -              | -                | -               | -                         | Pursuir |
| ARM 131475   |      | -              | -                | -               | -                         | MBA     |
| ARM 131474   |      | -              | -                | -               | 3                         | post g  |
| ARM 131473   |      | -              | -                | -               | 2.4                       | MBA     |
| ARM 131472   |      | -              | -                | -               | -                         | Gradu   |
| ARM 131471   |      | -              | -                | -               | 4.9                       | Gradu   |
| ARM 131470   |      | -              | -                | -               | -                         | Gradu   |
| ARM 131469   |      | -              | -                | -               | 1                         | Pursuir |
| ARM 131468   |      | -              | -                | -               | 6                         | MBA     |
| ARM 131467   |      | -              | -                | -               | 8                         | post g  |
| ARM 131466   |      | -              | -                | -               | 18                        | -       |

ATS platform



### **Importance of ATS in recruitment and hiring:**

Leveraging an ATS is crucial for various reasons, particularly for small businesses. Firstly, candidates now anticipate a positive experience and a seamless application process from employers, a feature that most applicant tracking systems offer. Secondly, an ATS streamlines and automates the hiring process for employees involved, including hiring managers, approvers, and recruiters. Lastly, and equally importantly, an ATS serves as a database for future use, such as when a past applicant reapplies for a position or as a tool to identify potential candidates from previous job postings.

The purpose of the tracking system is to improve the hiring process by organising the company's most valuable resource its human capital. A variety of tasks are carried out by ATS, including:

- Job Posting
- Resume Parsing
- Candidate screening
- Candidate communication
- Interview Scheduling
- Candidate evaluation and feedback
- Applicant Tracking and Management
- Reporting and Analytics
- Compliance and documentation
- Onboarding Integration

### **Benefits**

- Efficiency
- Centralized Database
- Improve candidate experience
- Filtering Capabilities
- Reduce the workload of recruiters
- Helps find the best candidate
- Compliance and Reporting
- Scalability

The Objective of the study include-

1. To study the use of ATS in small scale companies.

2. To study the perception of employee towards ATS for brand branding.

### **Literature Review:**

(ATS) have become a vital instrument in the contemporary hiring process, simplifying the talent acquisition process and improving efficacy and efficiency. ATS offers a range of tools for organizing, managing, and analyzing applicant data and job applications (Ahmed & Adams, 2010). Upon implementation of the application tracking system (ATS), recruiters can automate various tasks, such as resume analysis, aligning applicant profiles with job descriptions and organizational requirements (Ndlela, 2020), and facilitating stakeholder interactions (Pathak, 2019). Additionally, the ATS supports maintaining compliance with employment legislation by adhering to the necessary standards of evaluation criteria mandated by the organization, thereby expediting initial screening processes (Laumer et al., 2015). The ATS plays a role in reducing manual labor and administrative overhead, enabling human resource professionals to dedicate more time to strategic decision-making and personalized candidate interactions (Tessema et al., 2017). Employer branding can benefit from recruitment tools in a variety of ways, but the two most important ones are that they lessen burden and the likelihood of misinformation. An ATS can effectively disseminate the message and lower the possibility of erroneous information (Lindstrom, 2018). An application tracking system (ATS) must be dependable, accurate, and effective in order to support candidates with comparable networks and skill sets, provide equitable hiring practices, and advance corporate branding (Kawya, Wijesinghe, 2023).

### **Research Methodology:**

This study takes an exploratory technique to thoroughly examine the Applicant Tracking System (ATS). The goal of the study is to gain understanding of the functions, efficiency, and possible areas for improvement of the ATS.

The study's scope includes a detailed examination of ATS features, user experiences, and general functionality in relation to applicant tracking and recruitment procedures. The research will focus on the use of ATS in branding.

#### **Data Collection:**

Employing a blended methodology, information will be gathered from both primary and secondary sources to ensure a thorough comprehension of the subject.

##### **Primary Data:**

Through organized interviews with recruiters, HR specialists, and ATS users, primary data will be acquired. Questionnaires will be sent out in order to get quantitative information on system performance and user satisfaction.

##### a) Data Source:

The primary data will come directly from those who use ATS. Secondary data will be gathered from pertinent books, research papers, and documentation on applicant tracking systems.

##### b) Analysis techniques:

Statistical techniques like percentages are used to analyze and evaluate the data that was gathered from both sources in a methodical way.

c) **Sample Design:**

Purposive sampling will be used in the study to choose participants who have experience with ATS in their individual organizations.

d) **Sampling Design:**

A sample is a condensed version of a larger group. I've chosen 26 individuals at random from the firm and distributed questionnaires to them.

e) **Sample Unit:**

HR specialists in charge of hiring procedures in organization and ATS users will serve as the main sample unit.

f) **Sample Technique Used:**

Structured Questionnaire

**Secondary Data:**

ATS official documentation, industry publications, and academic journals will be the sources of secondary data.

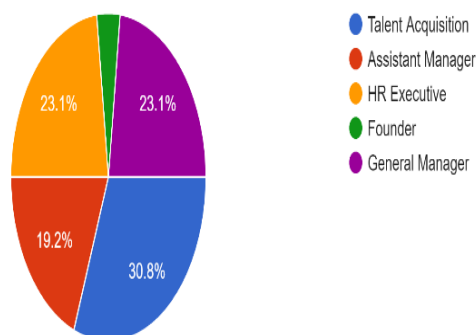
The theoretical foundation of the study and the context of the primary findings will both benefit greatly from this information.

**Data Analysis and Interpretation:**

The data is analyzed in accordance with the survey results. Pie charts in percentage form are used to display the data. Data gathered via questionnaires and the proportion of people opinions have been analyzed and shown in charts.

What is your current professional occupation?

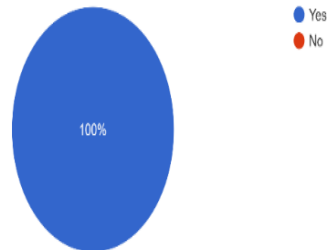
26 responses



| Professional occupation | Responses |
|-------------------------|-----------|
| Talent Acquisition      | 8         |
| Assistant Manager       | 6         |
| HR Executive            | 5         |
| Founder                 | 1         |
| General Manager         | 6         |
| <b>Total</b>            | <b>26</b> |

Is your company currently using an Applicant Tracking System (ATS)?

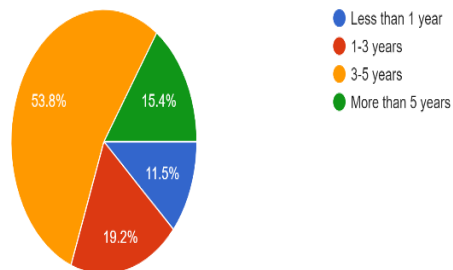
26 responses



| Currently Use ATS | Responses |
|-------------------|-----------|
| Yes               | 26        |
| No                | 0         |
| <b>Total</b>      | <b>26</b> |

How long has your company been using the ATS?

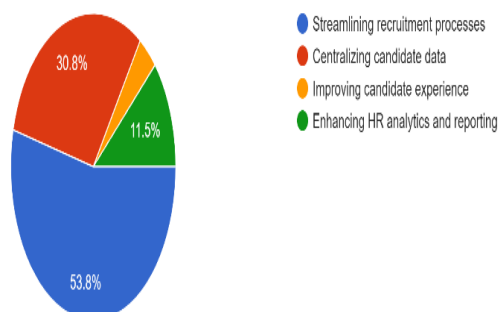
26 responses



| Use of ATS        | Responses |
|-------------------|-----------|
| Less than 1 year  | 3         |
| 1-3 years         | 5         |
| 3-5 years         | 14        |
| More than 5 years | 4         |
| <b>Total</b>      | <b>26</b> |

What was the primary motivations for implementing an ATS in your company?

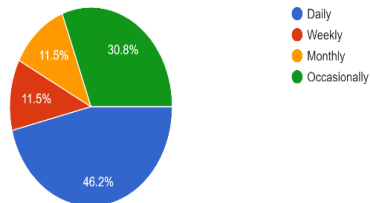
26 responses



| Primary Motivation for implementing ATS | Responses |
|-----------------------------------------|-----------|
| Streamlining recruitment processes      | 14        |
| Centralizing candidate data             | 8         |
| Improving candidate experience          | 1         |
| Enhancing HR analytics and reporting    | 3         |
| <b>Total</b>                            | <b>26</b> |

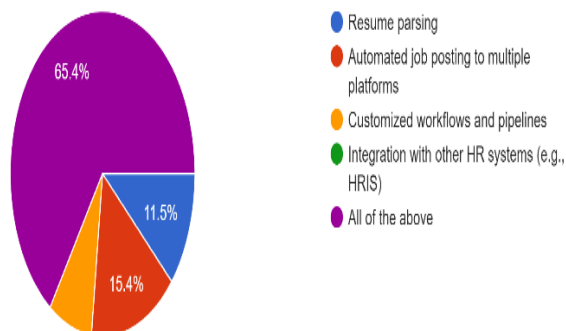


How frequently is the ATS used within your company's recruitment process?  
26 responses



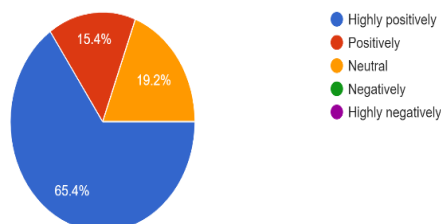
| ATS used for recruitment process | Responses |
|----------------------------------|-----------|
| Daily                            | 12        |
| Weekly                           | 3         |
| Monthly                          | 3         |
| Occasionally                     | 8         |
| <b>Total</b>                     | <b>26</b> |

What features of the ATS are most beneficial to your company's recruitment efforts?  
26 responses



| Beneficial features of the ATS              | Responses |
|---------------------------------------------|-----------|
| Resume parsing                              | 3         |
| Automated job posting to multiple platforms | 4         |
| Customized workflows and pipelines          | 2         |
| Integration with other HR systems           | 0         |
| All of the above                            | 17        |
| <b>Total</b>                                | <b>26</b> |

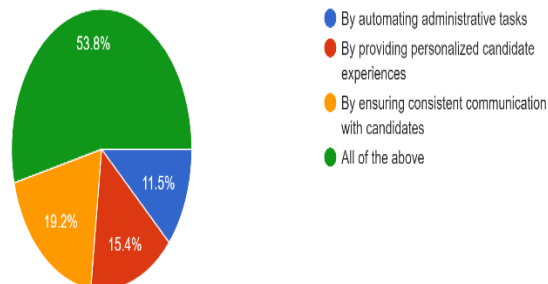
In your opinion, how does the use of an ATS contribute to your company's branding and reputation as an employer?  
26 responses



| Use of ATS contribution for branding | Responses |
|--------------------------------------|-----------|
| Highly positively                    | 17        |
| Positively                           | 4         |
| Neutral                              | 5         |
| Negatively                           | 0         |
| Highly negatively                    | 0         |
| <b>Total</b>                         | <b>26</b> |

How do ATS platforms contribute to brand building in recruitment processes?

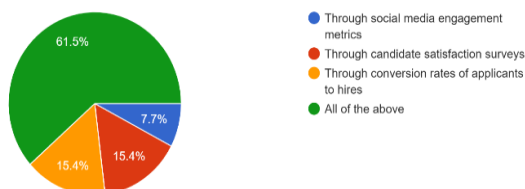
26 responses



| Brand building in recruitment processes using ATS    | Responses |
|------------------------------------------------------|-----------|
| By automating administrative tasks                   | 3         |
| By providing personalized candidate experiences      | 4         |
| By ensuring consistent communication with candidates | 5         |
| All of the above                                     | 14        |
| <b>Total</b>                                         | <b>26</b> |

How can companies measure the effectiveness of ATS in brand building?

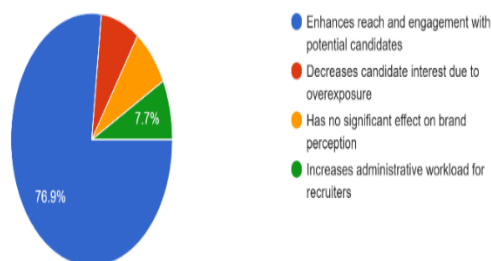
26 responses



| Measure the effectiveness of ATS in branding    | Responses |
|-------------------------------------------------|-----------|
| Through social media engagement metrics         | 2         |
| Through candidate satisfaction surveys          | 4         |
| Through conversion rates of applicants to hires | 4         |
| All of the above                                | 16        |
| <b>Total</b>                                    | <b>26</b> |

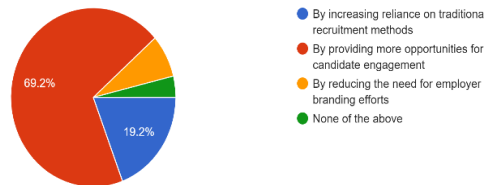
How does the integration of ATS with social media platforms impact brand perception?

26 responses



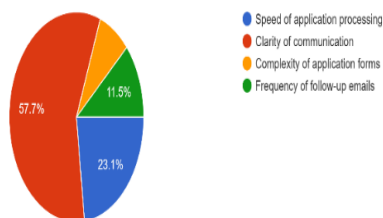
| ATS with social media impact brand perception           | Responses |
|---------------------------------------------------------|-----------|
| Enhances reach and engagement with potential candidates | 20        |
| Decreases candidate interest due to overexposure        | 2         |
| Has no significant effect on brand perception           | 2         |
| Increases administrative workload for recruiters        | 2         |
| <b>Total</b>                                            | <b>26</b> |

How do emerging trends in ATS technology influence brand building strategies?  
26 responses



| ATS influence brand building                              | Responses |
|-----------------------------------------------------------|-----------|
| By increasing reliance on traditional recruitment methods | 5         |
| By providing more opportunities for candidate engagement  | 18        |
| By reducing the need for employer branding efforts        | 2         |
| None of the above                                         | 1         |
| <b>Total</b>                                              | <b>26</b> |

Which aspect of ATS is most critical for ensuring a positive candidate experience?  
26 responses



| Aspect of ATS for positive candidate experience | Responses |
|-------------------------------------------------|-----------|
| Speed of application processing                 | 6         |
| Clarity of communication                        | 15        |
| Complexity of application forms                 | 2         |
| Frequency of follow-up emails                   | 3         |
| <b>Total</b>                                    | <b>26</b> |

### Interpretation:

1. It was seen that, ATS play a key role in organization for recruitment process and for branding too.
2. The data indicates that the Applicant Tracking System (ATS) is used throughout the organisation for a variety of lengths of time.
3. Duration of ATS use differs from business to business. More than five years have been spent utilising the ATS by 15.4% of organisations; the largest percentage, 14, is seen in the 3-5 year group.
4. The primary motivation for implementing an ATS in a company is to streamline the recruitment processes.
5. Over half of the organisation conducts the recruitment process on a daily basis. As a result, the majority of companies using ATS on a regular basis are businesses that serve clients. Furthermore, the data shows that ATS is occasionally used by other companies.
6. ATS offers a variety of services that support hiring efforts while saving money and time. Resume processing, job posting, pipeline customisation, and interaction with other HR systems are some of these features.

7. Through the automation of administrative processes, provision of a positive candidate experience, and facilitation of communication with applicants, applicant tracking systems (ATS) enhance a company's employer brand and image.
8. Candidate satisfaction surveys and social media, which expand reach and engagement with prospective candidates, can both improve the efficacy of applicant tracking systems (ATS) in brand promotion.
9. By providing more opportunities for candidate engagement, ATS technology influences brand building.

### **Findings:**

- A. The study helps to understand the effectiveness of Applicant Tracking System on employer branding and how it is helpful for recruitment process.
- B. Study increases the candidate engagement metrics such as application completion rates and interaction with job posting.
- C. Maintaining brand consistency through the recruitment process by using ATS features.
- D. Exploring how companies who use applicant tracking systems (ATS) to improve their employer brands may recruit top talent in the market by using these strategies.
- E. The research shows that most organizations use ATS for recruitment processes rather than the traditional approach.

### **Conclusion:**

The aim of the study is to understand the use of applicant tracking system in SMC and the employee's perception for brand building. The study clear that most businesses prefer using Applicant Tracking Systems (ATS) over more conventional techniques when handling their recruitment operations. This change reflects the increasing awareness of applicant tracking systems (ATS) as a useful tool for optimising hiring processes, increasing productivity, and boosting candidate experiences. Organisations can improve applicant tracking, automate administrative duties, and guarantee uniformity in hiring procedures by utilising applicant tracking systems (ATS). However, the ATS allows video interviewing for remote jobs. This research indicates a fundamental shift away from traditional methods in the pursuit of process optimisation and exceptional talent acquisition, and it highlights the growing significance of technology-driven solutions in contemporary recruitment tactics.

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