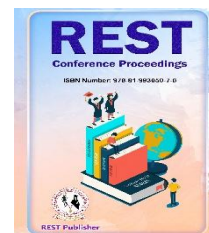


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A Study of the Impact of Social Media Platforms and Their Effectiveness on the Recruitment Process with Reference to it Professionals

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Abstract: E-Recruitment, or online recruitment, is the use of internet-based technologies to streamline the hiring process by sourcing, attracting, interviewing, and selecting candidates. With India's rapid digital transformation, organizations have shifted from traditional hiring methods to digital platforms like social media, applicant tracking systems, job boards, and online interviews. This shift has made recruitment faster, more cost-effective, and globally accessible, helping companies build stronger employer brands and access a wider pool of talent. The rise of internet users in India, now the second-largest online market globally, has significantly boosted the adoption of e-recruitment practices. The majority of users access the internet through mobile devices, making recruitment even more flexible and immediate. E-recruitment platforms offer real-time communication, easy application processes, and broader reach compared to conventional methods, which were time-consuming and expensive. As organizations set aside specific budgets for online hiring and continue integrating digital strategies into human resource management, e-recruitment is becoming an essential part of modern hiring processes. It not only benefits employers with quicker access to qualified candidates but also provides job seekers with greater visibility and updated opportunities, shaping the future of recruitment in India.

Keywords: E-Recruitment, Online Recruitment, Applicant Tracking System, Social Media Hiring, Job Portals.

1. INTRODUCTION

E-Recruitment, or online recruitment, refers to using internet-based platforms to attract, source, and hire candidates efficiently. It has replaced traditional hiring methods with modern tools like social media, job portals, applicant tracking systems, and online interviews. As India's digital adoption grows, companies are reaching wider talent pools at lower costs and faster speeds. The rise in mobile internet users has further boosted the popularity of e-recruitment, making it a key part of HR strategies. E-recruitment benefits both employers and job seekers by offering easier access to opportunities and improving the overall hiring process. Bootstrapping is a self-financing strategy where entrepreneurs rely on personal savings, reinvested profits, and internal cash flow to fund their businesses without external financial assistance. For Micro, Small, and Medium Enterprises (MSMEs), especially in developing economies, bootstrapping offers a practical solution to the challenges of limited access to traditional funding sources such as bank loans or venture capital. This approach allows MSMEs to maintain full ownership, reduce financial risk, and grow at a sustainable pace. While it presents challenges like limited capital and personal financial exposure, bootstrapping fosters financial discipline, lean operations, and strategic resource management. This study explores the bootstrapping methods adopted by MSMEs and evaluates their effectiveness in ensuring long-term financial stability and resilience in a dynamic and competitive market environment.

Problem definition: This study explores the impact of social media platforms like LinkedIn and Naukri on IT recruitment. It examines their role in hiring efficiency, employer branding, and candidate engagement. The research highlights benefits like cost reduction and improved hiring quality. It also addresses challenges such as algorithmic bias and privacy concerns. This topic bridges HR theory with modern digital practices.

2. LITERATURE REVIEW

Nikolaou (2021) explored the effectiveness of online recruitment and highlighted that IT professionals are more responsive to digital job postings, particularly on professional platforms like LinkedIn and GitHub. The study noted that tech recruiters increasingly rely on candidates' online presence for preliminary assessments.

Chauhan & Patil (2022) conducted research on Indian recruitment practices and found that over 70% of HR professionals in the IT sector used social media platforms to screen candidates. LinkedIn was noted as the most trusted platform, while Facebook and Instagram helped in assessing personality and cultural fit.

Singh & Joshi (2023) emphasized the role of social media analytics in recruitment. Their study revealed that data from candidates' profiles, posts, and interactions could help predict job suitability, saving both time and resources for IT companies.

Mehta & Sharma (2024) investigated employer branding via social media and concluded that companies with a strong and engaging social media presence attract better talent. For IT professionals, perception of innovation and transparency on these platforms influenced application decisions. Existing literature suggests that social media platforms have become integral to modern recruitment strategies, particularly for IT roles where digital presence is a key indicator of professional aptitude. However, there is a need for focused studies that examine how these platforms specifically influence recruitment outcomes in regional or sector-specific contexts—such as IT professionals in India.

3. RESEARCH OBJECTIVES

1. To study the effectiveness of online recruitment process to meet the requirements of the companies.
2. To analyse the advantages and disadvantages of e-recruitment process.

LIMITATIONS OF RESEARCH:

1. The study was confined to Amravati city, making it difficult to generalize findings to other regions or diverse populations.
2. Dependence on a selected sample may lead to biased insights; respondents may have misunderstood questions or withheld sensitive information like company strategies.
3. actors such as a biased recruitment process and incomplete disclosure by employees could affect the accuracy and reliability of the data collected.

4. DATA ANALYSIS

TABLE 1. Method preferred for job searching

| Response | No. of respondents | Percentage |
|---------------------|--------------------|------------|
| Social media | 41 | 41% |
| Traditional methods | 10 | 10% |
| Both | 49 | 49% |
| Total | 100 | 100% |

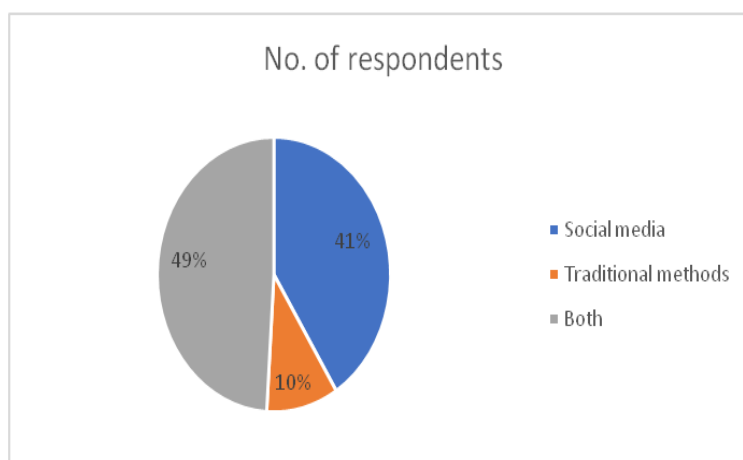


FIGURE 1. No. of respondents

Figure 1 From the above data and chart it is interpreted that method used by respondents prefer for job searching 41% respondents used social media, 10% respondents used traditional method, 49% respondents used both.

Analysis: It shows that most of the 49% respondents used both media prefer for job searching which are social media and traditional method.

Hypothesis Testing:

1. **Null Hypothesis:** There is no significant preference among Employee for social media platforms over traditional methods for job searching.
2. **Alternative Hypothesis (H1):** Employee significantly prefer social media platforms over traditional methods for job searching.

1. **Sample Sizes:**

- o $n_1 = 41$ (Social media)
- o $n_2 = 10$ (Traditional methods)

2. **Proportions:**

- o $p_1 = 0.41$ (41%)
- o $p_2 = 0.10$ (10%)

3. **Pooled Proportion (p):**

$$p = \frac{\text{Total favoring Social media} + \text{Traditional methods}}{\text{Total respondents}} = \frac{41 + 10}{100} = 0.51$$

4. **Standard Error (SE):**

$$SE = \sqrt{p(1-p) \left(\frac{1}{n_1} + \frac{1}{n_2} \right)} = \sqrt{0.51 \times 0.49 \left(\frac{1}{41} + \frac{1}{10} \right)}$$

$$SE = \sqrt{0.2499 \times (0.0244 + 0.1)} = \sqrt{0.2499 \times 0.1244} \approx \sqrt{0.0311} \approx 0.1764$$

5. **t-value:**

$$t = \frac{p_1 - p_2}{SE} = \frac{0.41 - 0.10}{0.1764} = \frac{0.31}{0.1764} \approx 1.757$$

Final t-value:

1.76

1. The t-value of 1.76 suggests a statistically significant difference between the preferences for social media and traditional job search methods at a reasonable significance level (e.g., $\alpha=0.05$).
2. To confirm significance, compare this t-value with the critical t-value from the t-distribution table at $df = n_1 + n_2 - 2 = 49$
3. $df = n_1 + n_2 - 2 = 49$. If $t_{\text{calculated}} > t_{\text{critical}}$, the result is significant.
4. There is no significant preference among Employee for social media platforms over traditional methods for job searching. So the null hypothesis is accepted.

Findings: The study reveals that the majority of respondents are IT professionals (71%), aged between 26–38 years (53%), predominantly male (58%), and largely from urban areas (87%). Most have 2–5 years of experience (39%), are currently employed (81%), and earn between ₹30,000–₹50,000 (35%). A vast majority (93%) are aware of social media's use in recruitment, with LinkedIn (92%) and Naukri (85%) being the most used platforms, while Facebook lags behind (17%). Around 38% use social media daily for job-related activities, and 49% prefer both traditional and social media methods for job searching. Over half (52%) believe social media is more effective than traditional methods, and 82% have been contacted by recruiters via these platforms. Ease of access (75%) is the top motivator for using social media, while fake job postings (66%) are the most common challenge. To verify job authenticity, 63% check official company pages. Additionally, 54% observed improved job search efficiency, 53% encountered negative company reviews, and 76% said salary benchmarks influence their decision to apply.

5. CONCLUSION

E-recruitment is a forward step of traditional means of recruitment. E-recruitment has become the most wanted need for corporate recruiters as well as potential employees. Compared to traditional means of recruitment, e-recruitment is more time-effective, cost-effective and more efficient to accomplish the recruitment objective. The analysis of the study suggests that e-recruitment provides the large platform, where corporate recruiters as well as potential employees can interact with each other. From the research work, it has been concluded that businesses appear to be very quality oriented, in the sense that they seem to be very concerned with finding competent candidates for vacancies, as opposed to focusing mainly on, for instance, costs. This findings may be of interest to third parties who play an active role in the recruitment process, such as recruitment agencies and head hunters. Bearing in mind that being able to find high quality candidates is the main objective of employers these results may suggest that E-Recruitment channel may perhaps be able to create a profitable niche market for them by focusing on specializing in Specific areas of the employee market with the aim of having access to the best available candidates. Of course E-Recruitment which is specialized already exist today, however it appears that the majority still tries to cover the entire market rather than to specialize. Specialization may in particular be a feasible strategy to recruitment vendors who are trying to enter the market and who, if they were to focus on the entire market, perhaps be unable to compete in the long run with well established organizations.

Suggestions: The researcher suggests that private IT companies should integrate e-recruitment as a core component of their HR strategy to stay competitive in a rapidly evolving business environment. Ensuring data security through firewalls and regularly updated antivirus systems is vital to protect recruitment databases. To enhance candidate experience and attract top talent, organizations should implement user-friendly software and maintain a robust networking system to support activities like employee leasing, transfers, and outsourcing. Moreover, companies should analyze how external environmental and societal factors influence the effectiveness of e-recruitment from an institutional perspective. Understanding which aspects of online recruitment contribute most to efficiency can guide better decision-making. Additionally, firms should adopt cost-effective sourcing strategies—using platforms like LinkedIn for non-urgent roles—and combine online methods with traditional approaches such as newspaper ads and job portals to reach a wider pool of candidates.

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