

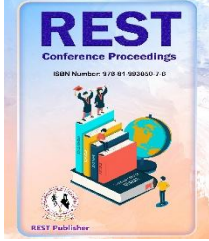


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# A Study on the Impact of E-Recruitment of Commerce Graduates with Special Reference to Amravati City

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**Abstract:** The study explores the increasing importance of digital hiring platforms among commerce graduates in the semi-urban context of Amravati. As recruitment processes become more digital—especially in the post-pandemic scenario—this research aims to understand the awareness, usage patterns, and challenges related to e-recruitment among young job seekers. Data was collected through a structured questionnaire and supported by secondary sources such as journals and research articles. The findings indicate that most respondents are familiar with e-recruitment platforms, with LinkedIn and Naukri.com being the most commonly used. Undergraduate commerce students, particularly those from the B. Com stream, were found to be highly active in using these platforms for job search. However, many participants reported encountering issues such as fake job postings and lack of communication from employers, highlighting concerns about platform reliability. Resume customization was a common strategy among job seekers, showing their adaptability to evolving hiring trends. A majority of the respondents also viewed e-recruitment as a promising alternative to conventional hiring practices. While the digital mode of recruitment offers convenience and wider reach, the study emphasizes the need for improved authenticity checks and responsive engagement from employers. Overall, the research provides insights into the potential and limitations of e-recruitment as experienced by commerce graduates in Amravati City.

**Keywords:** E-recruitment, Online Job Portals, Social Media Recruitment, Employment Opportunities, Recruitment Challenges.

## 1. INTRODUCTION

E-recruitment refers to the use of web-based technology for the different processes of drawing in or attracting, assessing, selecting, recruiting and on boarding candidates. It is considered to be effective because it saves time, effort and moreover it can ensure that suitable person is hired for a particular position. For commerce graduates, who are typically transitioning from academic to the professional world, understanding of the e-recruitment process is essential for effectively navigating the job market. So, the main purpose of the study is to identify about how e-recruitment and internet is influencing the recruitment process of commerce graduates in Amravati.

## 2. REVIEW OF LITERATURE

Several studies have explored the growing impact of e-recruitment on job seekers, highlighting its benefits and challenges. R. Yuvaraj (2023), in their thesis on arts and science graduates in Chennai, examined the unique challenges and opportunities presented by e-recruitment for students in these fields. Similarly, N. Pradeeksha, Parvathy Krishnan, and K.A. Asraar Ahmed (2021) investigated how e-recruitment influences candidates' intentions to apply for jobs, using a sample size of 130 respondents. Manisha S. (2020) provided valuable insights into how e-recruitment has transformed the job-seeking landscape, shedding light on both its advantages and the obstacles faced by applicants. Further, V. Indira and S. Rathika (2020) conducted descriptive research with 50 respondents, focusing on the expenses and trustworthiness of e-recruitment. Additionally, Vijay Yadav and his co-authors (2020) emphasized the significance of on-campus online recruitment systems, especially for college students, noting that such systems address the limitations of traditional hiring processes.

**Research Problem:** The research problem for this study focuses on understanding the impact of e-recruitment on commerce graduates in Amravati City. It is critical to investigate how the transition from traditional to online recruitment methods has affected commerce graduates job search experiences, employment opportunities, and work satisfaction.

### 3. OBJECTIVES

- To identify that the e-recruitment is easy platform for commerce students.
- To know about how much students are aware about e-recruitment.
- To study the perception and attitude of students towards e-recruitment.
- To study the role of social media platforms in the e-recruitment process.
- To summarize the difficulties faced by students during the e-recruitment

### 4. RESEARCH METHODOLOGY

This study adopted a descriptive research design to examine the experiences and perceptions of commerce graduates in Amravati City regarding e-recruitment. The research combined both quantitative and qualitative approaches, using structured questionnaires and interviews to gather relevant data. The sample unit consisted of commerce graduates from Amravati who had experience using e-recruitment platforms such as online job portals. A sample size of 100 respondents was selected for the study. The convenience sampling technique was employed, considering ease of accessibility and time constraints in reaching suitable participants. The primary data were collected directly from commerce students through a structured questionnaire designed to capture their experiences, attitudes, and opinions about e-recruitment. Additionally, secondary data were gathered from various sources including academic journals, magazines, published reports, books, research papers, dissertations, theses, and credible websites to support and enrich the findings of the study.

#### Limitations Of the Study

- Time and Cost are the major limitations of the study.
- The study is limited only to Amravati City.
- As the findings are drawn only on the basis of information collected or provided by the respondents, personal bias of the respondents may affect the study.

### 5. DATA ANALYSIS AND INTERPRETATION

#### Job portals and e-recruitment platforms registered by respondents

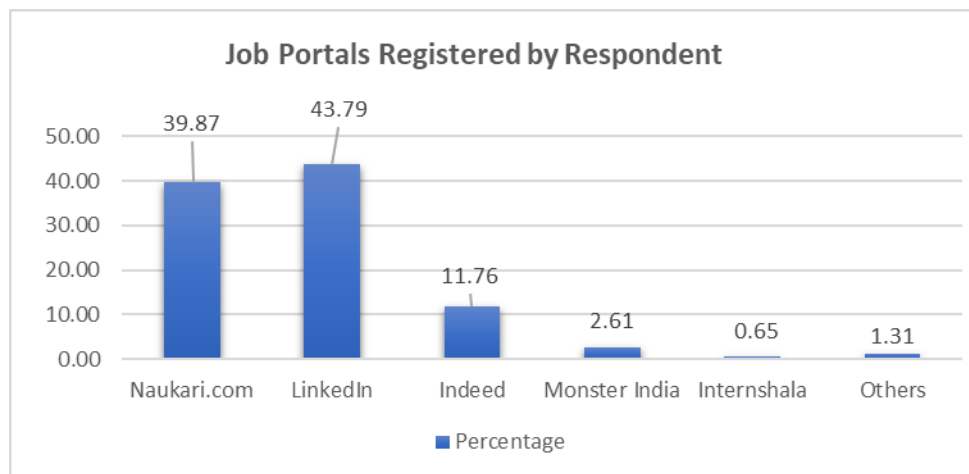
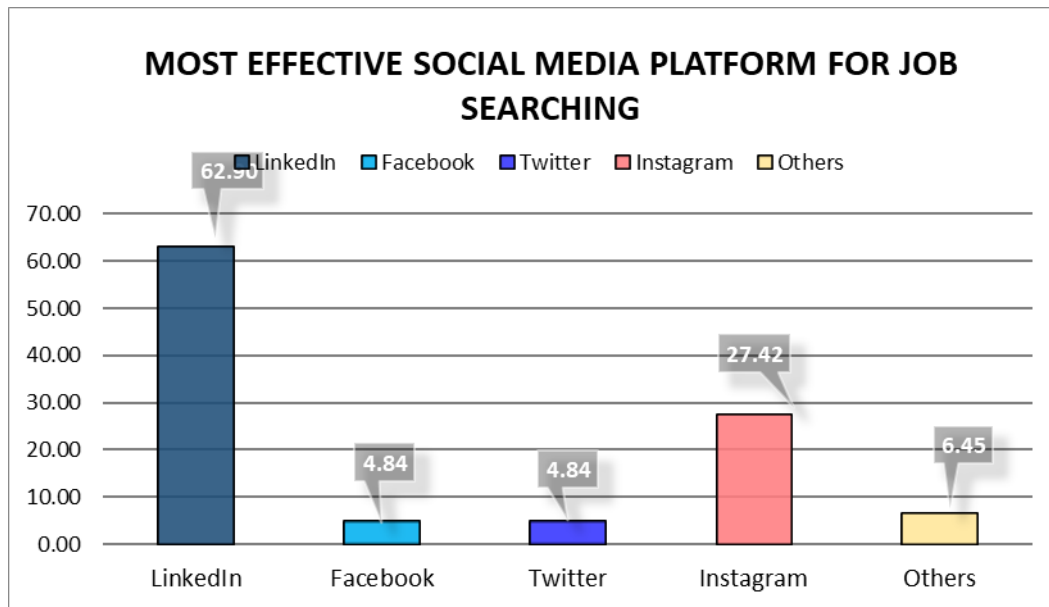


FIGURE 1. Job Portal Registered by Respondents

**Analysis & Interpretation:** The data showed that LinkedIn (43.79%) and Naukari.com (39.87%) were the most preferred job portals among respondents. Indeed, was used by 11.76%, Monster India by 2.61%, and 1.31% preferred other platforms. This indicated a clear preference for platforms that combine job listings with professional networking features

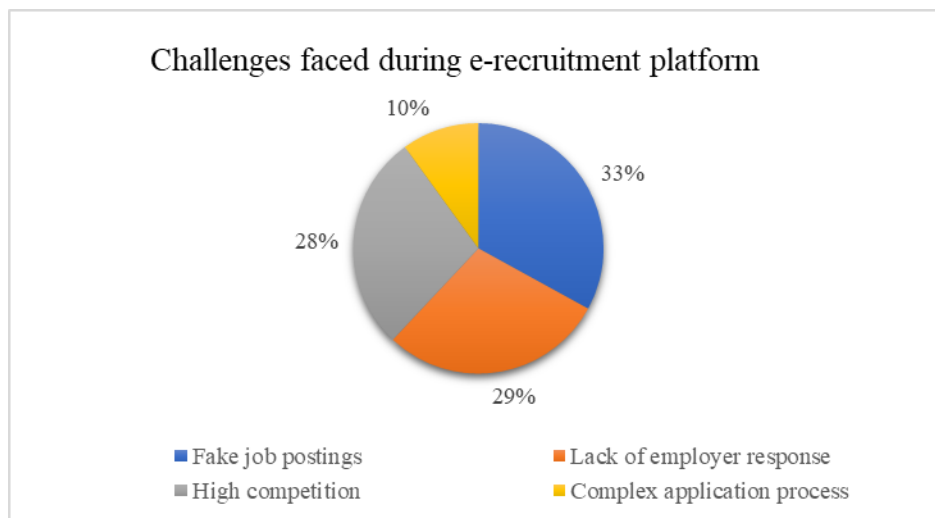
**Identifying the most effective social media platform for job searching**



**FIGURE 2.** Most effective social media platform for job searching

**Analysis & Interpretation:** The data indicated that 62.90% of respondents considered LinkedIn the most effective platform for job searching, followed by Instagram at 27.42%. Facebook and Twitter received lower preferences at 4.84% each, while 6.45% mentioned other platforms. This showed that LinkedIn had clearly emerged as the preferred platform for professional job searches among commerce graduates in Amravati City, due to its strong focus on career networking and job listings

**Challenges faced during e-recruitment platform**



**FIGURE 3.** Challenges faced during e-recruitment platform

**Analysis & Interpretation:** The data showed that 33% of respondents encountered fake job postings, while 29% experienced a lack of employer response, and 28% faced high competition. Only 10% found the application process complex. These findings suggested that fake listings and poor employer engagement were major concerns, leading to user frustration and reducing trust in e-recruitment platforms.

## 6. HYPOTHESIS TESTING

- There is no significant difference between Gender and the online recruitment provide opportunity
- H1: There is significant difference between Gender and the online recruitment provide opportunity

The observed frequency table below illustrates the actual number of male and female respondents who indicated whether they perceive online recruitment as an opportunity or not:

**TABLE 1.** Observed Frequency

Gender	Online Recruitment Provide Opportunity			Total
	Yes	No	Not Sure	
Male	16	6	8	30
Female	53	5	12	70
Total	<b>69</b>	<b>11</b>	<b>20</b>	<b>100</b>

Expected Frequency Table

The expected frequencies were computed using the formula:

$$E = (\text{Row Total}) \times (\text{Column Total})$$

Grand Total

**TABLE 2.** Expected Frequency Table

Gender	Online Recruitment Provide Opportunity			Total
	Yes	No	Not Sure	
Male	20.7	3.3	6	30
Female	48.3	7.7	14	70
Total	<b>69</b>	<b>11</b>	<b>20</b>	<b>100</b>

### Chi-Square Test

The Chi-square statistic is calculated using the formula:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

E

**TABLE 3.** Chi square

Observed Value (O)	Expected Value (E)	(O - E)	(O - E) <sup>2</sup>	(O - E) <sup>2</sup> / E
16	20.7	-4.7	22.09	1.067
6	3.3	2.7	7.29	2.209
8	6	2	4	0.667
53	48.3	4.7	22.09	0.457
5	7.7	-2.7	7.29	0.947
12	14	-2	4	0.286
<b>Chi square total</b>				<b>5.633</b>

- Degrees of Freedom (df):  $(r-1)(c-1) = (2-1)(3-1) = 2$
- Level of Significance ( $\alpha$ ): 0.05
- Chi-square Critical Value ( $\chi^2_{0.05, 2}$ ): 5.991
- Calculated Chi-square Value: 5.633
- Calculated Value < Critical Value
- $5.633 < 5.991$

Since, the calculated Chi-square value (5.633) is less than the critical value (5.991), we **accept the null hypothesis** at 0.05 level of significance.

Therefore, there is no significant difference between gender and online recruitment provide opportunity.

## 7. FINDINGS

The study revealed that 97% of respondents were aware of online job portals, indicating widespread familiarity with digital job search tools among commerce graduates. LinkedIn (43.79%) and Naukri.com (39.87%) emerged as the most preferred platforms due to their job opportunities and networking features. E-recruitment platforms were used daily by 35% and weekly by 31% of respondents, making them a regular part of job search routines. LinkedIn was considered the most effective platform by 62.90% of respondents. However, challenges remained, with 33% encountering fake job postings and 29% reporting a lack of employer response, pointing to trust and communication issues.

**Suggestions:** The study suggested that e-recruitment platforms had implemented stricter verification processes to reduce fake job postings and enhance user trust. Employers were encouraged to provide timely feedback to maintain applicant engagement. Awareness programs were conducted to educate job seekers on safe job search practices and identifying genuine opportunities. Application processes were simplified to improve user experience, and platforms like LinkedIn promoted networking opportunities and skill-building webinars to support career growth.

## 8. CONCLUSIONS

The study concludes that e-recruitment platforms are widely recognized and actively used by commerce graduates in Amravati City, with LinkedIn and Naukri.com emerging as the most preferred choices. High awareness levels and frequent usage reflect the growing reliance on digital platforms for job searches. However, challenges like fake job postings and lack of employer response remain significant concerns, affecting the overall effectiveness of these platforms.

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