



A STUDY OF EFFECTIVES OF ONLINE RECRUITMENT PLATFORMS IN TALENT ACQUISITION TOWARDS KGISL INSTITUTE

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ABSTRACT:

This abstract is crafted for a study conducted at **KGISL Institute**, focusing on the evolving role of online recruitment platforms in modern talent acquisition strategies. This study examines the effectiveness of online recruitment platforms in talent acquisition, focusing on their impact on hiring processes, cost efficiency, and overall candidate quality. The research specifically investigates popular platforms such as **LinkedIn, Naukri, Cutshort, Indeed** and **Glassdoor** which have transformed how organizations source and hire talent. The study aims to evaluate whether these platforms offer significant advantages over traditional recruitment methods in terms of reach, time-to-hire, and cost-per-hire, while also assessing their role in improving the quality of talent.

Through a combination of surveys and interviews with HR professionals and job seekers, this research aims to gain insights into the advantages and challenges faced by organizations when using these online platforms. The findings of this study suggest that online recruitment platforms offer significant benefits, including broader access to a global talent pool, reduced recruitment time, and lower costs.

Keywords : Online Recruitment, Talent Acquisition, HR Platforms, LinkedIn, Naukri, Time-to-Hire, Cost-per-Hire, Candidate Quality, Recruitment Challenges, AI in Recruitment.

INTRODUCTION OF THE STUDY

In recent years, online recruitment platforms have become an essential tool for businesses seeking to streamline their hiring processes. With the advent of technology and the widespread use of the internet, traditional recruitment methods have evolved significantly, making online platforms an indispensable part of talent acquisition strategies across industries. Online recruitment platforms like LinkedIn, Naukri, Indeed, and Cutshort have transformed the way companies source, assess, and hire candidates by providing wider access to a diverse talent pool and more efficient recruitment processes.

This study explores the effectiveness of online recruitment platforms in talent acquisition, focusing on how these platforms impact the overall hiring process, candidate selection, cost-effectiveness, and time efficiency. Online recruitment offers numerous advantages, such as faster recruitment timelines, access to global talent, and the ability to screen and filter candidates using data-driven methods, which can lead to better hiring decisions. However, despite these benefits, challenges such as dealing with a high volume of applications, ensuring candidate quality, and maintaining privacy and data security have surfaced.

The purpose of this study is to analyze the effectiveness of these online recruitment platforms from the perspective of both employers and job seekers. Through a combination of primary research, including surveys and interviews with HR professionals and job applicants, this study will assess the practical advantages and potential drawbacks of using these platforms. The findings will offer insights into the best practices for companies to optimize their use of online platforms in talent acquisition.

The project aims to provide a comprehensive understanding of the role of online recruitment in the evolving landscape of human resource management, identifying opportunities for businesses to improve their recruitment strategies and enhance the overall hiring experience. By investigating the effectiveness of these platforms, the study seeks to contribute valuable insights for HR professionals and businesses looking to adopt or refine their recruitment processes in the digital age.

KGISL Institute is a renowned educational institution that offers advanced training and academic programs in various fields, including business management, technology, and human resources. The institute focuses on providing its students with practical exposure to the latest industry trends and tools, equipping them with the skills necessary to thrive in the professional world. As part of its commitment to bridging the gap between academia and industry, KGISL Institute continuously engages in research that explores contemporary challenges in the world of business and technology.

One such emerging topic in the field of Human Resource Management (HRM) is the growing influence of online recruitment platforms in talent acquisition. In today's rapidly evolving digital landscape, businesses are increasingly relying on online recruitment tools to attract, evaluate, and

hire top talent. Platforms such as LinkedIn, Naukri, Glassdoor, and Indeed have revolutionized traditional hiring practices, offering HR professionals a wider reach, faster processing times, and more cost-effective recruitment solutions.

The study, "A Study on the Effectiveness of Online Recruitment Platforms in Talent Acquisition," seeks to explore and assess the impact of these online platforms on modern recruitment strategies. Through this research, the study aims to examine the extent to which online recruitment platforms have transformed the talent acquisition process by improving efficiency, candidate quality, and reducing hiring costs. The study also aims to highlight the challenges that organizations face while using these platforms and provide insights into best practices that can be adopted to leverage them more effectively.

KGiSL Institute's research on this topic is not only crucial for understanding the role of technology in recruitment but also for enhancing the skills and knowledge of students pursuing an MBA or similar programs in HR. By analyzing the effectiveness of these platforms, the study contributes valuable insights into the evolving landscape of human resources and talent management in the digital era.

This research will empower future HR professionals to make data-driven decisions, optimize their recruitment strategies, and stay ahead of industry trends in the recruitment domain.

STATEMENT OF THE STUDY

- In today's competitive job market, organizations are under constant pressure to attract and hire the right talent efficiently and effectively. Traditional recruitment methods often fall short in terms of speed, cost, and reach.
- With the rapid advancement of technology, online recruitment platforms such as LinkedIn, Naukri, Indeed, and others have emerged as popular tools for sourcing candidates. While these platforms offer numerous advantages like broader reach, faster processing, and access to diverse talent pools, questions remain about their overall effectiveness in delivering high-quality hires, reducing recruitment costs, and improving the time-to-hire.

OBJECTIVES OF THE STUDY

- The research focuses on a specific set of popular online recruitment platforms (e.g., LinkedIn, Naukri, Indeed).
- The study may not include smaller or emerging platforms that could also play a significant role in talent acquisition, thereby limiting the scope.
- There is potential for respondent bias in surveys or interviews, as employers and job seekers may provide responses that reflect their personal experiences, preferences, or biases rather than a holistic view of the platform's effectiveness.

SCOPE OF THE STUDY

- The study will focus on popular online recruitment platforms such as LinkedIn, Naukri, Indeed, Cutshort, and others, analyzing their features, effectiveness, and impact on talent acquisition.
- It will explore how these platforms streamline and enhance the hiring process, specifically examining the reduction in time-to-hire, cost-per-hire, and overall efficiency.
- The study will compare online recruitment with traditional methods like job fairs, newspaper ads, and recruitment agencies, to evaluate whether online platforms provide tangible benefits in terms of reach and candidate quality.
- Many organizations face challenges such as high application volumes with low relevance, limited personalization, lack of human interaction, and varying candidate experiences.

LIMITATION OF THE STUDY

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INDUSTRY PROFILE

KG Information system private Limited (KGiSL) is a division of \$500 million KG Group conglomerate that has diverse interests in various fields like Software, Textiles, Engineering, Finance, Healthcare, Education, Renewable Energy, Infrastructure and Entertainment.

The KGiSL Group is also in the forefront of Healthcare and Education with its internationally recognized hospital and commendable educational institutions

KGiSL is an EN ISO 9001:2008 company certified for its compliance to international quality standards and procedures, in Software Engineering and Engineering Design Services. KGiSL is also an SEI CMM@ Level 4 company.

KGiSL was incepted in the year 1994, under the astute leadership of Ashok Bakthavathsalam, with the dream of becoming "The Most Admired Global IT Company known for its quality, timely delivery, and cost effectiveness of services." KGiSL, an acclaimed Information Technology

(IT) consulting company is also a provider of specialty Business Process Outsourcing (BPO) services. To deliver the best and optimal services to its clients, KGiSL has teamed up with some of the leading technology companies to explore avenues for new business development, knowledge sharing, continuous growth and to make some value additions to the students under the educational streams belonging to the parent group.

The flagship companies of the KGiSL Group are its Textile companies, Sharadha Terry Products Limited and KG Denim Limited. These are the leading vertically integrated Textile mills in Coimbatore producing high quality yarn, luxury bath towels and upscale bedding & apparel products.

KGiSL Group has forayed into real estate development under the banner of KGiSL Technologies Infrastructures Pvt. Ltd. KGiSL's mission is to become the market leader in affordable Housing in Coimbatore by providing good quality and convenience housing.

KGiSL Institute is an esteemed educational institution in India that offers advanced training and academic programs with a strong focus on bridging the gap between theoretical knowledge and practical skills in the fields of business, technology, and management.

The institute is part of the KGiSL Group, which is known for its robust contributions to various sectors including IT, human resource management, and business consulting.

The institute provides undergraduate, postgraduate, and professional programs that are designed to cater to the demands of the evolving job market. KGiSL Institute places a significant emphasis on research, innovation, and practical learning, which is why it is recognized for nurturing future-ready professionals who are equipped to excel in the competitive global workforce.

REVIEW OF LITERATURE

- Parry & Tyson (2008) Their study on e-recruitment adoption in UK organizations concluded that platforms like LinkedIn and company career websites are more effective for professional and technical roles due to their reach and targeting capabilities. These platforms also offer better applicant tracking and employer branding opportunities
- **Holm (2012)** Holm examined the integration of e-recruitment tools into HR systems and found that platforms like LinkedIn and Naukri.com led to better hiring outcomes when synchronized with applicant tracking systems (ATS). The study emphasized user-friendliness and data analytics features as critical to platform effectiveness.
- **Ahmed, K. & Bakhtiar, M. (2019)** In a study conducted in Indian IT firms, Naukri.com was found to be the most preferred job portal due to its large user base and industry-specific filters. LinkedIn was rated higher for sourcing senior and technical talent due to its professional networking capabilities.
- **Stone et al. (2005)** The study focused on the impact of interface design and platform usability on the recruitment outcome. It concluded that platforms offering a streamlined application process (like Indeed and LinkedIn) had a higher rate of successful applications and improved candidate engagement.
- **Kapse, Patil & Patil (2012)** Their research compared multiple online recruitment channels and concluded that a combination of social media platforms and job portals provides a wider reach and attracts diverse candidates. However, platforms like Monster and TimesJobs were found to be less effective for IT-specific roles compared to LinkedIn and Naukri.
- **Gusdorf (2008) – SHRM Foundation** Gusdorf's white paper highlighted the importance of aligning the platform choice with the target audience. For IT companies, technical forums, GitHub links, and LinkedIn profiles often provided more insights into candidate skills than traditional resumes submitted via general job portals.
- **Bhupendra & Swati (2021)** This recent study in Indian metropolitan IT firms revealed that companies using AI-integrated platforms such as LinkedIn Recruiter and Zoho Recruit were more successful in reducing time-to-hire and improving the quality of hires.
- **Backhaus and Tikoo (2004)** Strong employer branding significantly enhances the effectiveness of online recruitment. A well-positioned brand on platforms like LinkedIn, Glassdoor, and Indeed attracts higher-quality applicants. Collins and Stevens (2002) found that consistent online branding and engaging company content can influence candidate perception and improve application rates.
- **Chapman and Webster (2003)** They explored recruiter experiences and found that while online platforms reduce hiring costs and increase reach, they also lead to information overload and challenges in candidate screening. Recruiters appreciate platforms that offer automation, filtering, and AI-driven shortlisting tools.
- **Kumari and Saini (2017)** They reported that candidates often feel disengaged due to lack of updates and impersonal interactions, while recruiters express the need for better data analytics and quality filters.

RESEARCH METHODOLOGY

The research methodology outlines the overall approach taken to gather, analyze, and interpret data relevant to this study. It includes the research design, sources of data, methods of data collection, sampling strategy, and tools used for data analysis. This structured approach ensures that the findings are accurate, reliable, and applicable to real-world recruitment challenges faced by organizations like KGiSL.

RESEARCH DESIGN

The study uses a descriptive research design to examine how online recruitment platforms are used by KGiSL in Coimbatore for acquiring talent. This design is appropriate to identify patterns, perceptions, and outcomes of digital recruitment strategies employed by the organization.

STUDY AREA

The study is conducted at KGiSL Institute, Coimbatore, a part of KGiSL Educational Institutions and KGiSL Group of Companies. KGiSL is an IT and education-focused organization involved in hiring talent across multiple domains including IT services, business operations, training, and administration.

DESIGN OF THE STUDY

This research follows a **descriptive research design**, aiming to evaluate the use, efficiency, and challenges of online recruitment platforms in talent acquisition. It seeks to provide a factual and systematic representation of current recruitment practices at KGiSL.

SAMPLING METHOD

A stratified random sampling method was employed to ensure fair representation from different departments (HR, IT, operations, training, etc.), as well as from various respondent categories (HR professionals, candidates, managers, Job Seeker).

SAMPLE SIZE

The number of employees is 500 and particularly selective samples was conducted with **180 respondents**, comprising:

- 35 HR professionals and recruitment team members
- 65 hired candidates/employees
- 80 Job seeker

DATA COLLECTION METHODS

The study is based on both primary and secondary sources of data to ensure comprehensive analysis and validation of findings.

PRIMARY DATA

Primary data is collected directly from individuals involved in the recruitment and selection process at KGiSL. These include HR executives, recruiters, department heads, Job Seeker, and newly hired employees. Data was gathered using:

- Structured questionnaires
- Google Forms
- Face-to-face and virtual interviews

SECONDARY DATA

Secondary data is gathered from:

- Company records and internal recruitment reports
- HRM (Human Resource Management) books and journals
- Research articles on online recruitment
- Company website and career portal
- Industry reports on e-recruitment practices

TOOLS FOR THE DATA ANALYSIS

- MS Excel
- Statistical Package for Social Sciences (SPSS)
- Correlation
- Chi -Square
- ANOVA

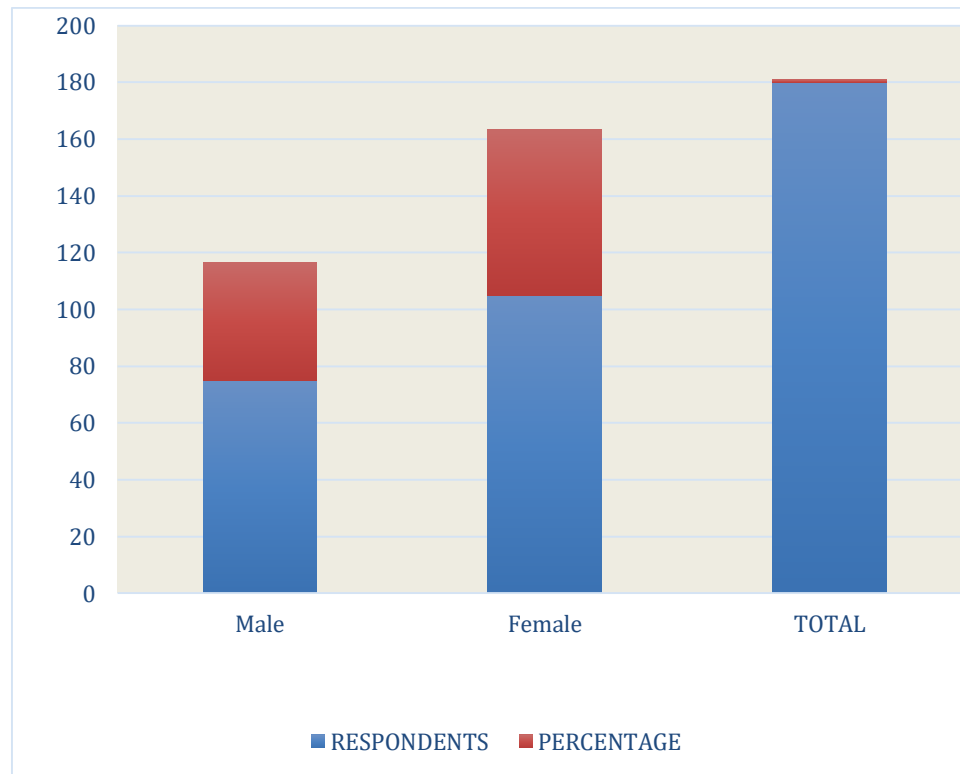
GENDER OF THE RESPONDENTS

GENDER	RESPONDENTS	PERCENTAGE
MALE	75	41.67%
FEMALE	105	58.33%
TOTAL	180	100.00%

Source: Primary data

INTERPRETATION

The above table shows that gender of the respondents, 41.67% of the respondents are male and remaining 58.33% of the respondents are female. Majority 58.33% of the respondents are Female.

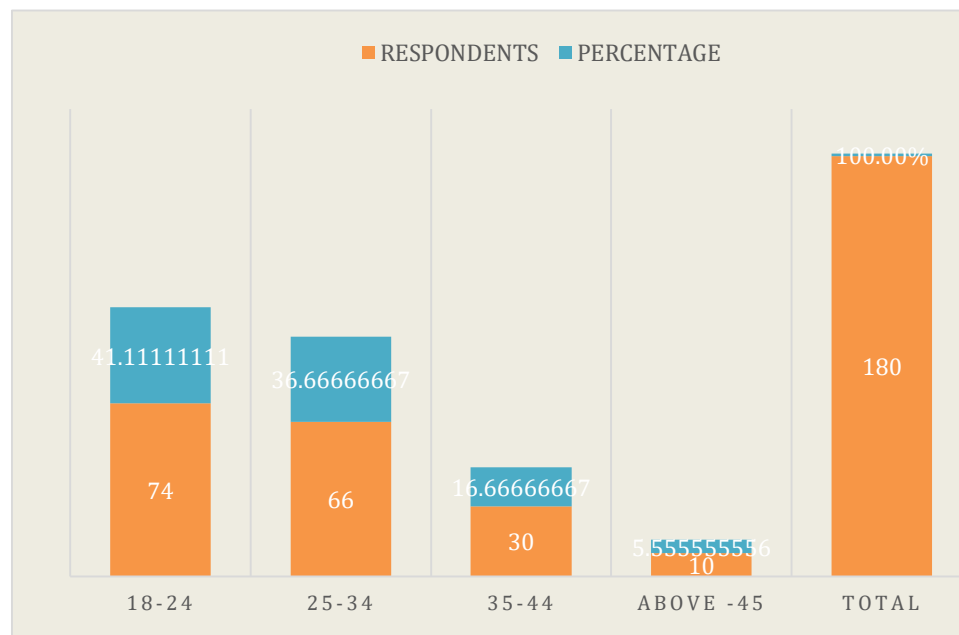


AGE OF THE RESPONDENTS		
AGE	RESPONDENTS	PERCENTAGE
18-24	74	41.11%
25-34	66	36.67%
35-44	30	16.67%
Above -45	10	5.56%
TOTAL	180	100.00%

Source: Primary data

INTERPRETATION

The above table shows that gender of the respondents, 41.11% of the respondents are in the age between 18-24 years, 36.67% of the respondents are in the age between 25-34 years, 16.67 % of the respondents are in the age between 35-44 years, 16.727% and remaining 5.56 % of the respondents are in the age 45 and above years. Majority 41.11% of the respondents are in the age between 18-24 years.



CORRELATION

	Mean	Std. Deviation	N
Use Online Platforms	1.93	.816	180
Online Hiring %	2.31	1.089	180

	Use Online Platforms	Online Hiring %
Use Online Platforms	1	-.008
	Pearson Correlation	Sig. (2-tailed)
		.911

NON PARAMETRIC CORRELATION

RESULT

From the output of the Correlation test, the value obtained is less than 0.01 interpreted that null hypothesis (Ho) is accepted. Thus, uses of online platforms and online hiring .

FINDINGS

- Majority 58.33% of the respondents are Female
- Majority 41.11% of the respondents are in the age between 18-24 years.
- Majority 41% of the respondents are in the 1-3 years Experience.
- Majority 47.78 % of the respondents are Job Seeker.
- The majority of 58.3% of the respondents are Yes
- Majority 38.89% of respondents are Naukri in using online platforms.
- Majority 40% of the respondents are 26-50% using total hiring.
- Majority 47.2% of the respondents are 47.2% using Frequently use online recruitment platforms.
- Majority 41.1 % of the respondents are Very Effective to find a talent acquisition.
- Majority 38.89 % of the respondents are Good in Rate of quality of candidates /Jobs.
- Majority 52.78% of the respondents are No using ATS Job Portal.
- Majority 44.4% of the respondents are Skill assessment /Test.
- Majority 41% of the respondents are Less than 1 week.
- Majority 35.5% of the respondents are Very cost effective.

- Majority 44.4% of the respondents are Daily.
- Majority 47.2% of the respondents are Yes.
- Majority 41% of the respondents are E-Mail.
- Majority 35.56% of the respondents are very satisfied

SUGGESTION

- Online recruitment platforms should be integrated with an ATS to streamline the hiring process, organize candidate data, and reduce manual workload.
- Incorporating artificial intelligence for resume parsing, chatbots, and skill-matching can help reduce screening time and improve candidate relevance.
- Conduct training sessions on how to use job portals efficiently, optimize keyword usage, and manage data securely on recruitment dashboards.
- Keep a database of previously shortlisted or interviewed candidates to speed up future hiring and reduce recruitment costs.
- Recruiters and hiring managers should give feedback on candidates sourced from various platforms to refine sourcing strategies.

CONCLUSION

The study clearly indicates that online recruitment platforms have significantly transformed the talent acquisition process by offering faster, wider, and more cost-effective hiring solutions. Platforms such as LinkedIn, Naukri.com, and Indeed are widely used by HR professionals to attract qualified candidates, especially in the IT and service sectors. The integration of digital tools, AI-based screening, and data analytics has further improved the precision and efficiency of recruitment efforts. However, challenges such as high volumes of irrelevant applications and lack of personal interaction still persist. To achieve optimal results, companies must balance digital recruitment with human judgment, invest in recruitment technology, and regularly evaluate platform performance. Overall, online recruitment platforms are proving to be an essential asset in modern HR practices, enhancing both the quality and speed of hiring processes.

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