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A Study on Effectiveness of Job Portals in Talent Acquisition at RND Softech Pvt Ltd, Coimbatore

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Abstract

This study examines the effectiveness of job portals in talent acquisition processes, focusing on RND Softech Pvt. Ltd. in Coimbatore. By analysing data collected from 100 HR professionals, the research identifies trends, satisfaction levels, and key challenges in digital recruitment. The findings indicate that while job portals are widely used and generally effective in reducing hiring time, concerns such as outdated resumes and irrelevant applications persist. Statistical tests reveal no significant correlation between portal usage and satisfaction or quality of hires, suggesting that enhancements in platform functionality are needed. Furthermore, the study emphasizes the growing need for job portals to incorporate advanced technologies such as artificial intelligence (AI) for intelligent resume matching and automated screening. It also highlights the importance of employer branding and user experience in attracting top talent. As recruitment processes become more data-driven, the role of job portals is evolving from a sourcing tool to a strategic partner in workforce planning. The study contributes valuable insights for HR professionals and job portal developers aiming to improve recruitment outcomes, efficiency, and candidate engagement in an increasingly competitive job market.

Introduction

In today's digital era, job portals have become a vital part of the recruitment process, offering an efficient platform for connecting employers with potential candidates. These portals have revolutionized talent acquisition by simplifying job posting, resume screening, and interview scheduling. They provide a broader reach, reduce time-to-hire, and lower recruitment costs compared to traditional hiring methods. With the integration of technologies like AI and machine learning, job portals now offer features such as smart resume matching and predictive analytics. This study focuses on evaluating the effectiveness of job portals in talent acquisition, particularly at RND Softech Pvt Ltd., Coimbatore, by examining their usage, benefits, limitations, and impact on the hiring process.

Industry and Company Profile

RND Softech Pvt Ltd. is a Coimbatore-based, unlisted private company established in 1998, providing IT and BPO services across sectors such as healthcare, insurance, real estate, legal, banking, and e-commerce. With operations spanning three continents, the company specializes in revenue cycle management, software development, IT infrastructure, and cybersecurity services. Its structured leadership includes experienced professionals in delivery, HR, network security, and business development. The organization emphasizes quality, customer satisfaction, and compliance, positioning itself as a reliable outsourcing partner. The BPO and ITES industry it operates in is highly competitive, driven by technological innovation, cost efficiency, and global client demands, where RND Softech holds a strong market presence.

Research Problem

The study aims to assess the role of job portals in enhancing recruitment efficiency, exploring whether these platforms meet the expectations of HR professionals and what limitations hinder their effectiveness.

Objectives of the Study

1.   To identify the frequency and preference of job portal usage.

2.   To evaluate the satisfaction level of recruiters using job portals.

3.   To examine challenges associated with portal-based hiring.

Review of literature

1.   **Menon and Das (2023):** They explored the integration of blockchain, big data, and AI in job portals, highlighting their impact on predictive hiring, resume authentication, and personalized candidate-job matching.
2.   **Bose (2022):** Emphasized job portals as long-term talent pipelines, stressing features like talent pools, CV banks, and employer branding to maintain ongoing candidate engagement.
3.   **Singh and Rao (2022):** Discussed AI-enabled job portals with features like resume screening and predictive analytics that enhance recruitment efficiency while reducing bias and hiring costs.
4.   **Gupta and Sinha (2021**): Studied candidate experiences, revealing frustration due to lack of employer feedback and suggesting better engagement features on job portals.
5.   **Raj and Joshi (2021):** Highlighted recruiter challenges like irrelevant applications and poor candidate profiling, calling for personalized features to improve portal efficiency.
6.   **Thomas and George (2021):** Conducted a cost-benefit analysis showing job portals reduce recruitment costs for SMEs, but emphasized the need for training recruiters to use advanced portal features.
7.   **Jain (2020):** Analysed how job portals influence employer branding and attract top talent, recommending companies invest in online brand presence for better hiring outcomes.
8.   **Kumar (2020):** Found job portals reduce time-to-hire but bring screening challenges, suggesting AI/ML integration to improve candidate shortlisting and reduce bias.

Scope of the Study

This study is centered on assessing how job portals support talent acquisition at RND Softech Pvt Ltd. It investigates usage patterns, recruiter satisfaction, and the perceived effectiveness of various job portals. The research is confined to data collected from HR professionals within the company, focusing on their recruitment experiences. It evaluates critical metrics such as time-to-hire, candidate quality, and the challenges encountered during portal-based hiring. By examining different types of portals—general, niche, and company- specific—the study provides a comprehensive understanding of digital recruitment tools and their role in enhancing hiring efficiency in a dynamic organizational setting

Limitations of the Study

This study is subject to certain limitations that must be acknowledged. Firstly, the research is confined to a single organization, RND Softech Pvt Ltd., located in Coimbatore, which may restrict the generalizability of the findings to other industries or regions. The data collected is based on self-reported responses from HR professionals, which may carry the risk of personal bias or social desirability influencing the answers. Additionally, the study focuses primarily on commonly used job portals and may not consider the full spectrum of niche or emerging platforms. The rapidly changing nature of recruitment technologies also means that some findings may lose relevance over time. Lastly, limited access to internal recruitment performance metrics constrained the scope of quantitative analysis in evaluating the actual hiring success facilitated by these portals.

Research Methodology

The study uses descriptive research and stratified random sampling. A total of 100 HR professionals participated via structured questionnaires. Data was analysed using SPSS and Excel. Chi- square tests assessed the significance of hypotheses related to usage frequency, hiring time, and candidate quality.

Primary data

Primary data was collected from 100 HR professionals at RND Softech Pvt Ltd. using a structured questionnaire. It focused on job portal usage, satisfaction, and recruitment challenges.

Data Analysis and Interpretation

Descriptive statistics

Table no;1 Effectiveness of Job Portals in talent acquisition at RND Softech PVT LTD

Factors	Mean score	Standard deviation
Frequency of job portal usage	3.70	1.10
Preferred Job Portals	3.95	1.20
Satisfaction Level	3.50	0.97
Time to Fill Vacancy	2.55	0.92
Quality of candidates	3.35	1.01
Challenges faced	3.65	1.31

Source: Primary

Interpretation

The analysis of mean scores and standard deviations reveals key insights into the effectiveness of job portals. Preferred job portals (mean = 3.95) and frequency of use (mean = 3.70) scored highest, indicating strong adoption among recruiters. Satisfaction (mean = 3.50) and candidate quality (mean = 3.35) reflect moderate contentment, though variability suggests differing experiences. Time to fill vacancies (mean = 2.55) scored lowest, showing scope for efficiency improvement. Challenges faced (mean = 3.65) also had the highest variability (SD= 1.31), indicating inconsistent portal performance. Overall, while job portals are widely used, improvements in quality, relevance, and usability are essential.

Hypotheses analysis

Hypothesis 1 There is a significant relationship between the frequency of job portal usage and the satisfaction level of recruiters.

Chi-Square Tests

TABLE NO 4.7.1 Utilization and level of Satisfaction of the Job Portal

	Value	df	Asymp. sig. (2-sided)
Pearson chi-square	6.103	16	0.987
Likelihood ratio	7.217	16	0.970
No. of valid cases	100		

Source: Primary

Interpretation

The result is not statistically significant as the p-value is much greater than 0.05. Furthermore, 80% of the cells have expected counts less than 5, which affects the validity of the test. Hence, we fail to reject the null hypothesis and conclude that there is no significant relationship between frequency of usage and satisfaction.

Hypothesis 2 There is a significant relationship between the time taken to fill a vacancy and the quality of candidates sourced from job portals.

TABLE 4.7.2   Perception of Job Portal in Hiring Services

	Value	df	Asymp. sig. (2-sided)
Pearson chi-square	6.991	12	0.858
Likelihood ratio	7.217	12	0.837
No. of valid cases	100		

Source: Primary

Cells with expected count < 5: 13(65.0%)

Interpretation

The p-value is 0.858, which is greater than 0.05, indicating that the relationship is not statistically significant. With 65% of the cells having expected counts below 5, the reliability of the test is limited. Thus, we fail to reject the null hypothesis. There is no statistically significant relationship between the time taken to hire and the perceived quality of candidates.

Hypothesis 3 There is a significant relationship between the type of job portal used and the challenges faced during the talent acquisition process.

TABLE 4.7.3 Type of Challenges faced by the respondents in Job Portals

	Value	df	Asymp. sig. (2-sided)
Pearson chi-square	1.913	16	1.000
Likelihood ratio	2.159	16	0.999
No. of valid cases	100		

Source: Primary

Cells with expected count< 5: 18(72.0%)

Interpretation

The p-value is 1.000, indicating a complete lack of statistical significance. This means we fail to reject the null hypothesis. Additionally, 72% of cells had expected counts under 5, weakening the test's reliability. Thus, there is no significant relationship between the portal type and challenges faced.

Findings

The study reveals that 65% of respondents frequently use job portals, highlighting their importance in recruitment. Naukri.com leads as the preferred platform with 45% usage, followed by Indeed and LinkedIn. About 60% of users are satisfied with these portals, although 15% remain dissatisfied. Over half (55%) fill vacancies within two weeks, indicating efficiency in hiring. Candidate quality is rated good or excellent by 50%, but 30% consider it average. Common challenges include irrelevant profiles (35%), outdated resumes (25%), and duplicate applications (20%). Hypothesis testing showed no significant links between usage frequency, satisfaction, hiring time, candidate quality, or portal challenges.

Suggestions

To improve recruitment outcomes via job portals, recruiters should adopt more advanced filtering and AI-based screening tools to minimize irrelevant and duplicate applications. This will enhance the quality of candidates and reduce time spent sifting through unsuitable profiles. Job portals themselves should focus on regularly updating and cleansing their databases to eliminate outdated resumes, which are a common challenge. Additionally, organizations should not rely solely on one platform but diversify their recruitment channels to access a broader talent pool. Investing in training recruiters to effectively use portal features and analytics can further optimize hiring efficiency. Overall, combining technology upgrades with strategic use of multiple platforms will help address current shortcomings and improve satisfaction levels.

Conclusion

Job portals have become a crucial tool in recruitment, with a majority of users relying on them frequently and reporting satisfactory experiences. They contribute to faster hiring processes and provide access to a wide range of candidates. However, challenges such as irrelevant profiles and outdated resumes still affect overall effectiveness. While portals like Naukri.com dominate the market, no single platform guarantees perfect results. Continuous improvements in technology and recruitment strategies are necessary to enhance candidate quality and user satisfaction. By addressing these issues, recruiters can better leverage job portals for more efficient and successful talent acquisition.

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