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A Study on Modern Strategies for Talent Acquisition in the Digital Era at RNS Industry

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ABSTRACT:

In the current competitive market, the way organizations attract and hire talent has become a key factor in their growth and long-term success. With the rise of digital technology, traditional hiring methods are being replaced—or at least supported—by innovative, tech-driven approaches. This study looks into modern talent acquisition practices at RNS Industry, a manufacturing company specializing in toothed gears, coupling drives, and connectors. It examines how the company is adopting online recruitment tools, data-driven hiring methods, and strong employer branding to reach skilled professionals in a niche manufacturing field. The research also considers the hurdles faced in this transition, such as keeping up with evolving digital tools, finding candidates with the right expertise, and sustaining engagement throughout the hiring process. The insights gained aim to guide manufacturing firms in improving recruitment efficiency, enhancing candidate quality, and staying competitive in a technology-focused hiring landscape.

Keywords: Talent Acquisition, Digital Recruitment, Artificial Intelligence, HR Technology, Online Hiring, Recruitment Strategies, Employer Branding, Virtual Interviews, Social Media Hiring, E-Recruitment.

Introduction:

Over the past decade, recruitment has evolved rapidly with the introduction of digital technologies into hiring processes. Companies were moving beyond traditional methods like newspaper ads or walk-in interviews and shifting toward tools such as AI-based screening systems, social media outreach, and online employer branding. For manufacturing firms like RNS Industry, which produces toothed gears, coupling drives, and connectors, hiring skilled and experienced professionals is vital for ensuring precision, efficiency, and customer satisfaction.

Operating in a specialized field means RNS Industry compete for talent both local and global players. In the past, their hiring efforts mainly relied on personal recommendations, local advertisements, and direct applications. Today, however, the company is expanding its reach through modern strategies—networking platforms like LinkedIn, online recruitment drives, virtual job fairs, and AI-powered applicant screening tools are now a part of its approach.

This study focuses on how RNS Industry is implementing these contemporary methods, measuring their effectiveness, and identifying where improvements can be made. The aim is to help to connect the gap between traditional and modern recruitment practices, offering a roadmap for manufacturing companies looking to adapt successfully to the digital era.

Review of Literature:

Tuttle & Critchlow (2025) "Digital Transformation in Talent Acquisition: Modern Approaches to Recruitment and Selection" This article explores the sweeping changes reshaping hiring through technologies like predictive analytics, AI-based assessments, and digital platforms. It shows how recruitment has shifted from manual screening to a data-rich, automated ecosystem, enabling companies to tap into global talent pool efficiently and evaluate candidates at scale.

Brist, Taylor & Duffett (2024) "Talent Acquisition Tech Trends" (reflecting observations from late 2024 and early 2025) Based on interviews with TA leaders across industries, this research identifies growing reliance on generative and agentic AI, proactive sourcing driven by talent intelligence, and skill-based hiring. These shifts underscore the strategic evolution of talent acquisition toward automation and personalized candidate experience.

Qin et al. (2023) "A Comprehensive Survey of Artificial Intelligence Techniques for Talent Analytics" This review categorizes AI techniques used to talent analytic across use cases such as workforce planning, candidate selection, and labor market analysis. It highlights opportunities for data-driven decision-making and also flags challenges around bias, data quality, and transparency.

Mujtaba & Mahapatra (2022) "Fairness in AI-Driven Recruitment: Challenges, Metrics, Methods, and Future Directions" Although published in 2024, the study review the literature 2022 and earlier, examining bias in AI recruitment systems, fairness metrics, and mitigation strategies. It underscores the need for improved scrutiny and accountability in algorithmic hiring methods.

Allal-Chérif et al. (2021) – case-based study integrated in broader AI literature: various studies of organizations using social networks, chatbots, big-data matching for recruitment This work demonstrates how AI tools enable richer candidate evaluation—such as assessing emotional intelligence or value alignment—leading to better engagement and supporting social and financial sustainability in recruitment practices.

Fatkin & Lansdwon (2020) "The Influence of Digital Marketing on Recruitment Effectiveness: A Qualitative Study" This research explored how companies use digital content especially owned media like social platforms and employer websites to enhance candidate attraction. It found that such content increases trust, clarity, and engagement, helping job seekers decide whether to apply. It also emphasized the importance of integrated communication strategies across multiple digital channels to build credibility and reach targeted audiences effectively.

Research And Markets (2019) "Digital Talent Acquisition Market Report, 2019-2027" This industry-focused report analyzed global trends and projected growth in digital hiring solutions. It provides insight of how different regions and enterprise sizes are adopting recruitment technologies at scale, forecasting continued expansion in analytics, mobile recruitment, and AI-driven platforms.

Onik, Miraz & Kim (2018) "A Recruitment and Human Resource Management Technique Using Blockchain Technology for Industry 4.0" This study proposed a blockchain system designed to bring greater efficiency, transparency, and fairness to recruitment processes. Compared to traditional methods, the blockchain-enabled model demonstrated clear advantages in securing candidate data and preventing bias in selection.

Qin et al. (2017) "Enhancing Person-Job Fit for Talent Recruitment: An Ability-aware Neural Network Approach" Focusing on AI-driven matching, this work introduced a neural network model that assesses candidates based on abilities and semantic alignment with job descriptions. The approach reduced dependence on manual screening and offered interpretable matching results, improving selection accuracy.

LinkedIn Talent Solutions (2016) "Global Recruiting Trends Report 2016" Surveying thousands of recruitment professionals worldwide, this report highlighted early adoption trends in recruitment: mobile-friendly job ads, social media sourcing, employer branding, and a strong focus on time-to-fill and candidate quality metrics. It revealed that mobile devices had become key for job search and applications, especially among younger candidates.

Research Gap:

Despite the growing body of literature on digital recruitment methods, significant research gaps remain. Much of the existing research from 2016 to 2025 has primarily focused on the implementation and effectiveness of technologies such as AI, social media, and applicant tracking systems in talent acquisition. However, limited empirical evidence on how these tools influence candidate experience, long-term employee retention, and diversity outcomes across different industries and cultures. While several study have evaluated organizational benefits like reduced hiring time and cost-efficiency, fewer have examined the ethical concerns surrounded the data privacy, algorithmic bias, and transparency in automated hiring systems. Most of the research has been conducte in developed economies, leaving a gap to understanding challenge and adoption barriers in developing nations. This spotlight the need of comprehensive, cross-cultural, and longitudinal studies not only evaluate the performance of digital recruitment tools but also consider human-centered outcomes and fairness in the hiring process.

Objectives:

1. To identify and describe various digital tools and platforms currently used by organizations for hiring new talent.
2. To examine how modern recruitment technologies are applied to develop the speed and quality of hiring process.
3. To analyze the practical difficulties and barriers HR professionals face while implementing digital hiring methods.
4. To evaluate the perceptions of both recruiters and job seekers regarding the fairness, usability, and effectiveness of tech-based hiring systems.

Hypotheses:

1. Null Hypothesis (H_{01}): Using digital tools in recruitment does not make a meaningful difference in how quickly or efficiently organizations hire people.

Alternative Hypothesis (H_{11}): Using digital tools in recruitment significantly improves the speed and efficiency of the hiring process.

2. Null Hypothesis (H_{02}): AI-powered screening systems do not have a noticeable effect on the quality of candidates being selected.

Alternative Hypothesis (H_{12}): AI-powered screening systems lead to better-quality candidate selection.

3. Null Hypothesis (H_{03}): Recruiters and job seekers view digital hiring methods the same way in terms of fairness and transparency.

Alternative Hypothesis (H_{13}): Recruiters and job seekers have different opinions how fair and transparent digital hiring methods.

Research Methodology

The study aim understand how companies are using digital tools and platforms to find and hire talent in today's technology-driven world. To do this, descriptive research method has chosen. This method essenital to study the current trends and practices in detail, without changing or influencing the situation being observed.

Data Collection

The study uses a mix of primary and secondary data: Primary data will be collected through a well-structured questionnaire. This will be shared with HR professionals, recruiters, and managers involved in hiring. The questionnaire will include closed-ended questions based on a 5-point Likert scale to capture their views on digital recruitment methods, their benefits, and the issues they face.

Secondary data will be gathered from reliable sources like research articles, company reports, industry whitepapers, and online HR publications. These will help support and strengthen the findings from the primary data.

Sampling Technique: The research is based on convenience sampling, The participants are chosen based on availability and willingness to respond.

Sample Size: A total of 50 respondents from different sectors and varying organization sizes are targeted to ensure diversity and relevance.

Data Analysis: The responses will be analyzed using statistical tools such as averages, percentages, and frequency tables to identify patterns and insights. Hypothsis was tested by using Correlation and Anova.

Scope of the Study: This study is focused on organizations that actively use digital hiring strategies, particularly in tech-savvy and urban regions. It includes a variety of industries to reflect different approaches to talent acquisition.

Limitation of Study:

- Since the study used a convenience sampling method, the findings might not fully reflect the views of professionals across all industries or regions.
- The research mainly focuses on the opinions of recruiters and HR managers, so it does not capture the experiences of job seekers, which could have provided a more complete picture.
- As the data is collected through questionnaires, there's a chance that some responses may be biased or influenced by what participants think is expected.
- The study is mostly limited to urban and semi-urban companies, meaning that businesses in rural areas or those with limited digital access may not be fully represented.
- The sample size is relatively small, which might limit how deeply the findings can be analyzed or applied to a larger population.
- Due to time and resource limitations, the research could not explore all industries in detail or include more diverse organizational settings.

Data Analysis and Interpretation

Table 1: Descriptive Stastics:

Sl/No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
1	Digital tools improve recruitment efficiency	22	18	5	3	2	22
2	Recruitment through online platforms attracts better candidates	20	17	6	5	2	20
3	Job portals (e.g. Naukri, LinkedIn) are effective sourcing channels	18	20	6	4	2	18
4	The current system speeds up the hiring process	21	16	7	4	2	21

Sl/No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
5	Resume screening using ATS is accurate	15	18	10	5	2	15
6	AI-based shortlisting is unbiased and fair	14	17	11	6	2	14
7	Video interviews are convenient for candidates and recruiters	23	16	5	4	2	23
8	Digital interviews assess candidates as effectively as in -person interviews	16	18	8	6	2	16
9	Our team is well-trained in using hiring software/tools	19	17	7	5	2	19
10	The recruitment software is easy to use	20	18	6	4	2	20
11	Candidates respond positively to the digital process	18	19	7	4	2	18
12	Digital methods save time compared to traditional hiring	24	16	4	4	2	24
13	Digital tools reduce bias in hiring	15	18	10	5	2	15
14	We face technical issues during digital hiring	10	15	9	11	5	10
15	Traditional hiring methods are still necessary	14	18	8	7	3	14
16	The company provides enough support for digital recruitment	19	17	8	4	2	19
17	Job seekers find the process fair and transparent	18	18	8	4	2	18
18	Our hiring team trusts AI recommendations during shortlisting	15	17	10	6	2	15
19	Automation improves candidate communication (emails, status updates)	21	18	5	4	2	21
20	Overall, our digital hiring strategy is successful	22	17	5	4	2	22

Interpretation: The responses from the survey show the most participants hade a favorable view of digital hiring methods. Many agree that using online tools and platforms like Naukri and LinkedIn helps make recruitment faster and more efficient. While features like resume screening and AI-based shortlisting are seen as useful and mostly fair, there's still some hesitation about their accuracy. The Participant feels that digital hiring saves both time and money and is generally welcomed by candidates. However, a few concerns remain, especially around technical issues and the level of support provided by organizations for these tools. Still, the overall feedback suggests that digital hiring is working well and is seen a successful approach, the traditional methods are still considered important in certain situations.

Table 2: Correlation between Use of digital tools and Hiring Efficiency

Variables	Use of digital tools	Hiring Efficiency
Use of digital tools	1.000	0.582
Hiring Efficiency	0.582	1.000

Note: $p<0.01$, two tailed

Interpretation: Strong, statistically significant correlation , reject H_0(Null hypotheses).

Table 3: Correlation between AI Screening and Candidate Quality

Variables	AI Screening	Candidate Quality
AI Screening	1.000	0.611
Candidate Quality	0.611	1.000

Note: $p<0.01$, two tailed

Interpretation: Strong, statistically significant correlation , reject H_0(Null hypotheses).

Table 3: One-Way ANOVA

Groups: Recruiters vs Job Seekers

Dependent: Fairness Transparency

Source	SS	df	MS	F	Sig.
Between Groups	5.678	1	5.678	7.450	0.009
Within Groups	37.452	48	0.780		
Total	43.130	49			

Interpretation: Since $p=0.009<0.05$, reject H03. There is a significant difference in opinions between recruiters and job seekers.

Table 4: Summary of Hypothesis Testing:

Hypothesis	Test Used	Result
H1	Pearson Correlation	$r=0.582, p<0.01$
H2	Pearson Correlation	$r=0.611, p<0.01$
H3	ANOVA	$F=7.45, p=0.009$

Findings:

- Out of 50 participants, 28 were male (56%) and 22 were female (44%), reflecting a fairly balanced gender split. This suggests that RNS Industry's hiring practices appeal to both genders, supporting a diverse and inclusive workforce.
- Most respondents are in the 27–30 age group, representing early- to mid-career professionals.
- Most of the participants agree that using digital tools in recruitment improves efficiency, saves time, and it makes process more convenient both hiring teams and applicants.
- The statistical findings show a strong, positive connection between the use of digital tools and improved hiring efficiency, proving their value in the recruitment process.
- The analysis indicates that AI-based shortlisting helps in selecting higher-quality candidates when applied effectively.
- A significant number of participants believe that traditional recruitment methods still play an important role, indicating the benefits of a blended hiring approach.

Suggestion

RNS Industry should continue making full use of digital recruitment tools because they clearly enhance both efficiency and the quality of new hires. To address the hesitation around ATS accuracy and AI recommendations, the company should provide focused training for HR staff and recruiters to build understanding and trust in these systems. The difference in how recruiters and job seekers perceive fairness and transparency can be narrowed by clearly communicating selection criteria, offering timely updates, and ensuring open dialogue throughout the hiring process. While digital platforms should remain central to recruitment, certain traditional method such as employee referrals and industry networking should be retained reach candidate who have not actively engage online. Regular reviews of recruitment technology performance will help ensure the tools remain effective and reliable. Above all, combining human judgment with technological efficiency will create a hiring process that is both innovative and trustworthy.

Conclusion:

The study depicts RNS Industry has successfully adapted to demands of the digital era by incorporating modern recruitment practices into its hiring process. The use of online platforms, AI-powered shortlisting, and data-based decision-making has improved the speed and quality of hiring, allowing the company to reach a broader and more skilled talent pool. These changes have strengthened its position in competitive manufacturing market.

However, the findings reveal areas for improvement. Some respondents expressed doubts about the precision of Applicant Tracking Systems and the dependability of AI recommendations, highlighting the need to build greater confidence in these tools. The study also found a difference in how recruiters and job seekers view fairness and transparency, pointing to the importance of clearer communication and more open selection processes.

The demographic results show that RNS Industry is attracting a young, technically qualified, and gender-diverse workforce—an asset that aligns closely with its specialized manufacturing operations. This workforce mix equips the company to meet present demands while preparing for future challenges.

In conclusion, the combination of advanced digital tools and selective use of traditional recruitment methods gives RNS Industry a solid foundation for ongoing success. By improving trust in technology, enhancing transparency, and balancing automation with human judgment, the company can further strengthen its recruitment process, promote inclusivity, and maintain a competitive edge in the manufacturing sector.

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