



10. Recruitment and Selection Through Digital Tools and Technologies

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ABSTRACT

The elevation of technology is inclining and making huge difference in the field of business now days. The recruitment and the selection process is mainly done through advance technology. Various sectors like retail sectors, manufacturing sectors, IT sectors, hospitality sectors, Education sectors started adopting this technique for the recruitment and selection process. This kind of process is mainly done through chat bots, video conferencing, online meeting platforms, various mobile applications etc. This made the task easier and time saving than before. This research paper mainly focus on the outline of the future selection process how effectively can be done and in faster pace. This also tells us how the technology plays a vital role in human life and also to the various phases of life he is associated with. Through technology how the recruitment process is done effectively and made a huge difference in the field of selection. With this current scenario right person for right job concept is possible to some extent. The research study shows that with these recruiting methods how the selection process and time saving can be done in much smarter way. Social media is one of the important aid through which we can connect with potential hires. With this we can advertise the new openings, introduce new hires and engage the candidates with various assessments. In next few decades' technology will take place in every aspect.

KEYWORDS

Recruitment, selection process, mobile applications, online meeting platforms, hires, social media

Introduction:

In the present world the biggest element is the advancement of the technology. If we look several years back, the use of the technology was very much limited. They are mainly used for telephones, fax, printing etc. But in the current scenario the up gradation of technology made the lif and task easier to some extent and time saving also. As technology is getting faster the field of recruiting and selection process is also getting faster. For screening candidates and also computer based interviews are done face to face interview is performed.

At present and the coming generation consist of AI which includes mobile applications, virtual reality, machine learning, chatbots, gamification etc. to name a few. These technologies are now a days applicable in all the sectors like IT sectors, defence, education, banks etc. The impact of AI in all the sectors is very high. One of the vital

Function of the technology is mainly in the field of HR where the recruitment process is done. The main goal of HR by using this technology is reducing the manual work and time saving where the available time can be utilized for productive way related to the other areas of HR. Big companies like Proctor and Gamble use video conferencing method for recruiting and selection process in the campus for cost saving (Chapman 1999).

Technology can speed up the recruiting process by opening the doors for more qualified candidates. The AI has the capacity to upgrade themselves and also to adapt the changes according to the situation in demand. Hence the task of recruiters is to collect the data, analyze it and shortlist as there are huge number of datas are uploaded. The datas which is available in the social media are vast and valuable.

The recruiting people collect the data in the social media platform from the candidate and giving them instant replay about the status. Artificial Intelligence has played a vital role in screening the candidates, LinkedIn Recruiter Automatic are few to be named.

The organizations constantly seek the talented candidates to work with AI more so in the post pandemic as a digital transformation. The demand of the employees with specific skill sets with limited talented is high. Specifically, technical recruiters can help to attract and acquire employees with the technical talents which motivates the business to grow with innovation. Normally it takes much time for hiring process from interviewing to on boarding and hiring.

Using Technology to Find Talent:

When you hear about “Recruitment and technology” the first thing comes to your mind is it has huge complications very expensive, technical difficulties and above all it is designed only for professional recruiters. But the truth is nit is very much affordable and user friendly. These technical tools help you to recruit the most valuable members.

Making technology to work for you during the recruitment and selection process. Digital templates give hiring efforts a uniform look and allow you to zip through document creation. Social media help the candidates to engage themselves by providing them computer assessments etc. The principal factors to impact the recruitment process are the use of artificial intelligence. Social media recruiting continues to grow each year. It is up to the companies and recruiters to embrace the trend.

A survey conducted by Monster Job found that 65% of respondents would be opening to hearing about a new job opportunity. The finding a new job through social media is increasing over decade. The study shows that Glassdo. States that job seekers use social media when conducting the job search. The study shows 84% of the organizations are recruiting via social media. This makes perfect sense that is where millennial candidates are now found.

Literature Review:

Acceptance of technology: - The use of technology in many of the organizations is different. When it comes for recruitment some companies are adopting advance level of technology and others are using both advance level of technology and traditional way of selection process.

Some of the technology innovation are computer based assessment, telephone based or video based judgmental test etc. But the mostly important factor is the impact of the technology of applicant according to the organization preferences. Whether they are adopted to the environment. Chapman and Mayers (2015) emphasize the crucial but undermine the role of attraction, as the “series of systems, process and strategies design to maximize the size and the quality of the applicant tool”, The reason to adopt this HR technology is to improve efficiency, reducing the cost of hiring the large number of candidates.

Changes in the Recruitment Process: There are several changes observed in the recent year. The observed changes are of two types platform centric and information centric. The platform centric consists of Integrated assessments technology user friendly test, media rich assessments and also assessment in the media rich technologies. The information centric consists of internet angle assessment on computer based standard etc. The Human resource department of the organization is trying to cope with this kind of trend in the recruitment process.

Increased Productivity: Its common knowledge that more productivity more the economic growth. The more you produce more you sell and more you sell more money you make. So where the technology fits in? Technology involves automation that cuts down the time complete tasks. The automation includes social sharing, managing emails, assigning tasks, in short to mention the complete and organizing data.

Internet and HR Analytics: The impact of internet was huge in recruitment and selection as well. Because of its high influence the selection process through online is increasing. Through online selection process is increasing day by day but at the same time it creates and issue in the minds of candidates for authentication their data control, assessment condition as well. The measures have been taken to protect these rights and also keep the candidates data confidential. Every job has its own criteria like for project management, interpersonal management skills, business functional skills are more emphasize whereas for project administrator technical specialties, database administration have more importance. So there are set of rules and regulations and of curse guidelines which can be design by the HR for recruiting and selection process (Hisao Chang, Huang & Chang 2011).

Improvement in technologies in Recruitment: IT plays an important role in selection and recruiting process. In next few decades HRM field will be notable in this area. The selection process will become more virtual which relies more on electronic interactions by using intranets, World Wide Web and software packages and also the impact process. At present AI is used in the field of emerging, science management, business related to technical field etc. For any organization Human Resource Department is very important. Hence the experts in their field is needed in the organization (Mehrabad and Brojney 2007)

Latest Trends in Recruitment and Selection Process:

Social Networking Websites: - Social Networking websites are recruiting the candidates and increased on the daily basis. The huge industries especially in the field of the hospitality are welcoming candidates through social websites (Dolanster.el.2010). But it is very important for the candidate to perceive fair information about themselves. Many people post their information in FB, Twitter, LinkedIn which helped the employees to screen the candidate for the Job (Shea and Wesley 2006). Another most important reason for using social networking website is that it is easily accessible and very easily affordable.

The VR technology: - The Virtual technology was in demand. Basically this kind of tech recruitment is seen in high risk jobs like pilots and in military selection of a people in a different cadre. The cost of this kind of selection is high because of certain knowledge skills, abilities are needed for assessment via VRT.

Communal voice Response: The communal voice response is one of the greatest solution for economical between screening and selection which is done through telephonic interview and also for net based screening. Generally, it is seen in this kind of a selection “1” for yes and

“0” for No. This kind of interview plays a significant role due to following reason

- a. With this kind of interview candidate or an applicant can give the interview at anytime and anywhere
- b. It is easy to access for the candidate.
- c. Face to face interview which is having a possibility of bias can be avoided.
- d. Large number of candidates can be screened.

Electronic Job Market place: Different Kinds of job websites like hotjobs.com, Monster.com, Hunterjobs.com plays a major role in job searching with this platform for the companies which are hiring and candidates who are seeking the job came together. The candidates started posting their resume in the templates given which help the applicants to modify their resume according to the requirement. The applicants can prepare their resume according to the requirements and also can submit is the column given.

Research Methodology:

The methodology is used to analyze the recruitment and selection process done through various methodology. It is fully integrated topic of the technology trends and the process selection into the review of the literature. A large collection of findings and conclusions and fused into synchronize manner to review this research.

The review is prepared with the successor of the datas available in Springer, SSRN product and services, Research gate Institute of Entrepreneurship Development (IED) etc. They are highly cultural on the modern techniques used for screening and selection process. The different number of articles are searched and reviewed to find out the impact of digital tools

for recruiting and selection process in the various organizations. Many technical terms are studied in detail.

Key Findings:

Components that brought change in Selection process

It is categorized in to two main components

- A. Internal components: In internal components recruitment and selection process are
- **Dimension of the firm:** The dimension is the main component that effect the selection process. If the company is big huge number of candidate is recruited according to the vacancy. In case of large number of candidate's company usually adopt video conferencing, mobile apps etc. to save time with less cost.
 - **Image of the firm:** The image of the firm plays an important role in the selection process. The big companies like Google, Microsoft, Apple recruitment will be mainly on tech based process. And if the selection process does not meet up to candidate level it may be lead to the loss of company's brand
 - **Cost of selection:** There are many alternatives for selection process. Some of the economic process is through social media video conferencing etc. But some big companies use advance level of selection process like chat bots, VR methods which is quite expensive. Hence the cost component should be influenced the adoption of the tech tools in the selection process.
- B. External components: Some of the external components are:
- **Contenders:** The firms belong to the same field have large number of contenders. So it is very important for the companies Human resource department should be highly competitive with effective and productive work force.
 - **Labor market:** When it comes for recruiting knowledge workers where there is the scarcity of knowledge workers demand is high, for such kind of recruitment in the company tech play a very important role where the psycho meter test will find the best person for the right job.
 - **Knowledge level:** Due to some demographic factors such as knowledge play a very important role in tech knowledge process. If the education level is low, then they will not be able to understand the recruitment process through digital tools

Conclusion:

The execution of technology in recruitment and selection process of the organization has gradually evolved for many years. Now in recent years it has reached in very much advance level in the recruitment process. Now the human mindset it is everything depends on the technology. Now a day's every individual wants task to be done in an easier way better way and with cost efficient and also to save time. This will also help them to recruit efficient employees according to profiles in the organization. Companies are now a days adopting advance technologies for selecting the best one for the best job. It has to be kept in mind that a touch of human intervention must be kept in the recruitment process. This is research which deals with all the latest methods that are involved in the recruiting process some are chatting, video conferencing, internet based assessment to a name a few. It also shows the internal and external components that have a great effect on the technological trends in the

recruitment and selection process. Hence the advanced tech adoption is the future recruitment and selection process for the HR professionals.

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