

Effectiveness of E-Recruitment Practices in HR Consultancy Firms- An Empirical Evidence

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Abstract:

The purpose of this study is to analyze the effectiveness of E-Recruitment practices in HR consultancy firms and understand how digital recruitment tools impact the efficiency and quality of the hiring process. The study aims to examine key aspects such as time and cost efficiency, candidate reach, quality of hires, and user satisfaction with online recruitment platforms. By providing empirical evidence, the study seeks to offer insights for HR professionals and consultancy firms to optimize their E-Recruitment strategies, overcome challenges, and enhance overall talent acquisition effectiveness, thereby improving organizational performance and competitiveness in a technology-driven recruitment landscape. The rapid advancement of digital technologies has transformed human resource management, with E-Recruitment emerging as a vital tool for HR consultancy firms to attract, screen, and select talent efficiently. This study examines the effectiveness of E-Recruitment practices in HR consultancy firms by analyzing how online recruitment platforms, social media tools, and applicant tracking systems influence the recruitment process. Using a combination of primary data collected through surveys of HR professionals and secondary data from organizational records, the study evaluates factors such as time efficiency, cost-effectiveness, candidate quality, and user satisfaction. The findings indicate that E-Recruitment significantly improves recruitment speed and access to a wider talent pool, though challenges such as technological limitations, lack of personalization, and data security concerns persist.

Keywords: E-Recruitment, Online Recruitment, HR Consultancy, Talent Acquisition, Recruitment Efficiency, Digital Hiring.

1. INTRODUCTION

In today's competitive business environment, effective recruitment is crucial for organizations to attract and retain talent. Traditional recruitment methods, such as newspaper advertisements and walk-in interviews, are increasingly being replaced by E-Recruitment, which leverages digital platforms, online job portals, social media, and applicant tracking systems to streamline the hiring process. E-Recruitment offers numerous advantages, including reduced recruitment costs, faster hiring cycles, wider access to talent, and improved candidate experience, making it an indispensable tool for HR consultancy firms.

HR consultancy firms play a pivotal role in bridging the gap between employers and job seekers, and the adoption of E-Recruitment technologies has transformed their operations. This study focuses on evaluating the effectiveness of E-Recruitment practices in HR consultancy firms, analyzing how technology impacts recruitment efficiency, quality of hires, and overall organizational performance. Understanding these dynamics is essential for HR professionals to optimize digital recruitment strategies, address challenges such as technological limitations and data security concerns, and enhance the overall talent acquisition process in a rapidly digitizing world.

Empirical evidence consistently shows that e-recruitment practices in HR consultancy firms are highly effective, primarily by **reducing costs and time-to-hire, expanding the candidate pool, and improving overall process efficiency.**

Key Findings from Empirical Studies

- **Cost and Time Efficiency:** The most significant benefits identified are reduced costs and time savings compared to traditional methods. Online job postings are more economical than print advertising, and automated screening processes significantly reduce the administrative burden and speed up the hiring cycle.
- **Wider and Diverse Candidate Reach:** E-recruitment, through job portals, corporate websites, and social media, allows HR consultancy firms to reach a geographically dispersed and diverse talent pool. This expanded reach increases the chances of finding a better-matched candidate for specific roles.
- **Improved Applicant Quality (with caveats):** Studies suggest that e-recruitment can lead to applications from more qualified candidates, as job seekers can easily filter and apply for jobs that match their specific skills and requirements. However, some studies note that a large influx of applications can include many unqualified candidates, requiring effective screening systems to manage the volume.
- **Enhanced Employer Branding:** Utilizing professional online platforms helps HR consultancy firms build and project a strong employer brand image, which can attract passive job seekers and increase offer acceptance rates.
- **Streamlined Processes:** E-recruitment systems facilitate data-driven decision-making and streamline the recruitment workflow, particularly in the initial stages of screening and assessment.

Challenges Identified

- **Lack of Personal Touch:** A notable challenge is the potential lack of face-to-face interaction in the early stages, which some recruiters feel is crucial for assessing soft skills, character, and cultural fit.
- **Data Overload and Screening:** The ease of online applications can result in a large volume of resumes, many of which may not be a good fit, increasing the time and effort needed for effective screening.
- **Authenticity and Bias Concerns:** There are concerns about the authenticity of information provided in online resumes and the potential for algorithmic biases in automated screening tools.
- **Internet Dependency:** The effectiveness of e-recruitment is dependent on reliable internet connectivity, which can be a limiting factor in some regions.

Overall, empirical evidence strongly supports the effectiveness of e-recruitment practices in HR consultancy firms as a strategic tool to gain a competitive advantage. To maximize this effectiveness, firms should integrate robust applicant tracking systems, train HR personnel in using these

technologies effectively, and use e-recruitment to complement, rather than completely replace, traditional human interaction methods

2. REVIEW OF LITERATURE

- **Muhammad Shaukat Malik & Muhammad Assad ul Mujtaba (2018)**, investigates how adoption of e-recruitment affects the effectiveness of HR departments in private-sector firms in Pakistan. Their purpose was to explore whether modern “e-recruitment” technologies improve HR outcomes compared to traditional recruitment, particularly in private companies across various cities in Pakistan. The focus was on assessing cause-and-effect relationships between use of online recruitment (independent variable) and HR-department effectiveness (dependent variable), using data from HR professionals in companies from multiple cities. They found that e-recruitment has a significant positive impact on HR effectiveness — improving recruitment efficiency, cost-effectiveness and quality of hires. They conclude that private-sector organizations should adopt e-recruitment to make their HR processes more effective and efficient.
- **Girard and Fallery (2009)**, explore how the transition from Web 1.0 to Web 2.0 influences e-recruitment strategies in software and computing-services companies. The study focuses on whether Web 2.0 practices (social networks, blogs, richer online presence) enable firms to go beyond traditional recruitment and build employer branding, reputation, and relationships with potential applicants. Their findings indicate that while Web 1.0 tools are widely used, they are becoming insufficient; Web 2.0 supports a shift from transactional recruitment to relational, reputation-building and long-term applicant engagement. The authors conclude that using Web 2.0 allows firms to adopt more strategic, socially oriented recruitment — strengthening employer brand and expanding their reach to passive or proactive candidates. They suggest organizations should integrate Web 2.0 tools to modernize recruitment and make HR more dynamic.
- **Prabha (2024)**, investigates how HR recruiters in various consultancy companies perceive the efficiency of e-recruitment compared to traditional methods. The purpose is to examine the shift from conventional recruitment to e-recruitment, assess benefits and dimensions of e-recruitment media, and identify challenges recruiters face. The study focuses on the effectiveness of e-recruitment from HR recruiters’ perspectives — particularly in consultancy firms — in terms of efficiency, media-dimension usefulness and recruitment outcomes. Findings indicate that e-recruitment offers significant efficiency improvements and media advantages, although recruiters also face notable challenges when using these online methods. The author concludes that adopting e-recruitment is beneficial for modern HR practices, provided organizations recognize and address the associated challenges and implement recommendations to optimize use of e-recruitment tools.
- **Ghazzawi and Accoumeh (2014)**, examine how online recruitment (e-recruitment) can replace traditional recruitment by identifying and measuring the factors that influence its success. The study focuses on key determinants such as technology usage, process efficiency, and organizational readiness for e-management. Their findings show that e-recruitment — when implemented correctly — improves recruitment efficiency, speeds up communication and hiring, and supports long-term staffing and workforce planning in organizations. The authors conclude that organizations should adopt e-recruitment strategically and pay attention to the critical success factors they identified to fully realize benefits in staffing, retention and HR management. This

research provides HR professionals a framework to design more effective, technology-based recruitment strategies.

- **Martinez-Gil (2014)**, provides an overview of how knowledge-management techniques, particularly semantic processing, can improve efficiency in e-recruitment systems. The purpose was to examine how traditional e-recruitment fails to account for semantic relationships in candidate/job data and to propose using semantic-processing methods to build better matching systems. The focus of the study was on surveying major techniques from semantic knowledge management (ontologies, semantic retrieval, semantic matching) that can address inefficiencies of classical keyword-based recruitment. Findings indicate that applying semantic processing can help overcome limitations of keyword-matching, improving candidate-job matching, reducing costs and effort, and making e-recruitment more effective for both job-seekers and employers. The study concludes that adopting a semantics-based e-recruitment model yields a more attractive, robust, and efficient business model for recruitment processes.
- **Okolie and Irabor (2017)**, examine how the rise of internet-based methods transforms traditional recruitment by exploring e-recruitment practices, opportunities, and challenges across organizations. The study focuses on how digital job sites enable posting vacancies online, receiving resumes electronically, and supporting employer branding, cost-effectiveness, speed, and customized recruitment solutions. Their findings show that e-recruitment offers significant value—job sites speed up hiring, reduce recruitment costs, enhance company visibility, and expand access to a broader pool of applicants. However, they also note that e-recruitment is not without challenges, such as the risk of being overwhelmed with applications and potential mismatches due to lack of human screening. The authors conclude that, while e-recruitment represents a powerful trend for modern hiring, organizations must carefully implement it—balancing its benefits with its drawbacks—to truly improve recruitment quality and efficiency.
- **Mwangi and Reuben (2019)**, examine the effects of e-recruitment and e-training on human resource performance at Telkom Kenya. The study aims to evaluate how online recruitment (via the corporate website) and electronic training influence HR effectiveness — including applicant tracking, skill acquisition, and overall workforce quality. Using a descriptive design and questionnaire responses from Telkom Kenya employees, they find that 71% believe the website enhanced recruitment of desired staff, 72% report improved applicant tracking, and 64% see e-training as effective for mentoring and skill development. The results suggest e-recruitment significantly improves hiring outcomes and e-training supports skill development, although not all employees viewed e-training as superior to other training methods. The authors conclude that e-recruitment and e-training via HRIS can substantially enhance HR performance — recommending organizations adopt such systems to improve recruitment quality and workforce training.
- **Jayaraj et al. (2023)**, explore new trends in HR recruitment processes and evaluate how these contemporary methods affect job seekers. The study aims to map out evolving recruitment practices driven by digitalization, competition, labor-market changes, and demand for skilled labour. It focuses on a variety of modern recruitment strategies (online job portals, digital hiring processes, tech-based recruitment) and analyses their impact on job seekers. Findings show that new recruitment trends change access, opportunities, and selection methods — influencing how job seekers search, apply, and are selected — with both potential advantages (wider opportunity, easier access) and challenges (increased competition, potential implications for fairness or suitability). The authors conclude that understanding these evolving recruitment practices is

essential to identify the most optimal, ethical, and sustainable hiring strategies for organizations, while also considering their consequences for job seekers and labour-market dynamics.

- **Daniel (2019)**, investigates how E-Recruitment impacts organizational performance in the banking sector of Nigeria. The study aims to evaluate recruitment methods (online, newspaper ads, TV/radio, internal transfers/promotions) and their effect on organizational performance via a one-time survey in two Nigerian commercial banks. Their focus is on understanding whether automating recruitment and selection through e-recruitment software improves hiring quality, cost-effectiveness, and organizational outcomes. Findings reveal that e-recruitment is a key component of HRM — helping banks to identify competent candidates, make cost-effective hiring decisions, and improve overall performance. The author concludes that integrating e-recruitment tools with traditional recruiting activities provides more efficient, reliable, and effective hiring processes, and recommends banks adopt such systems for improved organizational success.
- **Koudagani et al. (2022)**, examine the relationship between e-recruitment and e-selection processes and their impact on e-HRM practices in IT MNCs located in Hyderabad. The study focuses on whether integrating online recruitment tools and electronic selection methods improves efficiency and effectiveness of the HR function compared to traditional manual processes. The findings suggest that companies adopting e-recruitment and e-selection report smoother hiring workflows, better applicant screening, and improved alignment between job-requirements and candidates. The study concludes that for IT firms in Hyderabad, combining e-recruitment and e-selection significantly enhances HRM outcomes, recommending firms to adopt such electronic processes for improved HR performance.
- **Talari (2019)**, investigates how mid-sized organizations can choose the optimal recruitment software by analysing four shortlisted solutions and comparing decision heuristics and biases encountered in software selection. The study focuses on how decision-making processes — involving expert ERP consultants and HR users — influence the choice of e-recruitment systems under different organizational IT landscapes. Findings indicate that among the evaluated options, one solution (SuccessFactors Recruitment) best suits the organization's requirements, but the process revealed significant influence of heuristics and biases on decision outcomes. The author concludes that while systematic evaluation tools (like the HDM tool used in the study) can guide better software selection, awareness of cognitive biases is essential to make more objective, effective HR software decisions.
- **Varadaraj and Charumathi (2019)**, examine the impact of e-recruitment on the supply of human resources in India's consulting sector. The purpose of the study is to understand how online recruitment practices, career sites, and internet penetration affect talent acquisition and professional mobility. The study focuses on data collected from 125 respondents via a questionnaire using convenience sampling to assess the effectiveness of e-recruitment. Findings suggest that e-recruitment broadens access to talent, improves recruitment efficiency, and helps firms overcome geographic limitations in hiring. The authors conclude that consulting firms in India can leverage e-recruitment to strengthen their workforce, enhance talent quality, and support industry growth.
- **Khlebarodava and Remeikienė (2019)**, investigate how social media platforms can serve as effective e-recruitment channels and evaluate their development potential in Lithuania. The study aims to identify factors that influence e-recruitment via social media and to analyze theoretical and practical aspects of online hiring (channels, advantages, disadvantages). The focus is on expert evaluation combined with literature review to assess opportunities for e-recruitment through social media in Lithuanian organizations. Findings indicate several favorable factors for social media—

based e-recruitment, including wide reach, cost-effectiveness, and flexibility, while also acknowledging challenges such as reliability of candidate information and suitability for all types of organizations. The authors conclude that e-recruitment via social media platforms holds substantial promise for recruitment in Lithuania, and recommend further development and strategic use of these platforms for HR professionals.

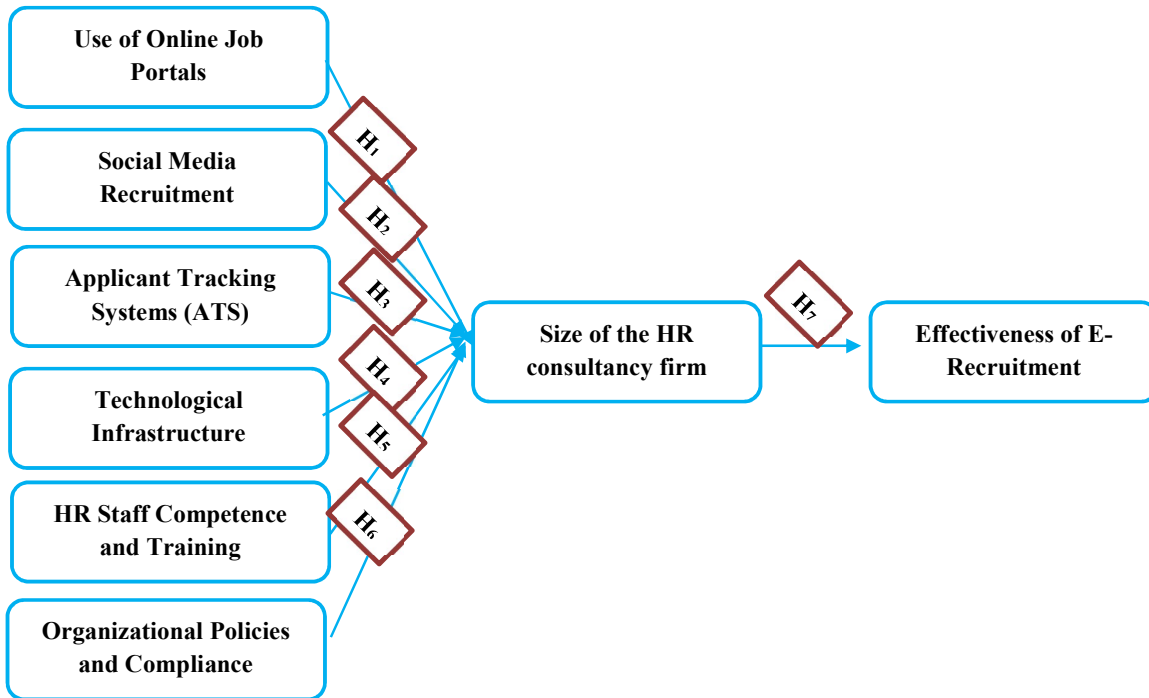
- **According to Holm (2009)**, the purpose of the study was to clarify whether e-recruitment should be understood simply as automation of recruitment tasks or rather as a broader organizational concept. The study focuses on exploring e-recruitment from an open-system organizational perspective (virtual organizing), based on a qualitative exploratory study conducted in Denmark during 2008–2009. Findings show that e-recruitment is not merely a technological tool but spans broader organizational dimensions including social, structural, and environmental factors — thus reshaping recruitment processes beyond simple task automation. The research concludes that e-recruitment must be viewed as a complex organizational phenomenon, where recruitment processes are embedded in a larger virtual HRM system that connects internal HR practices and external environments. Overall, the paper asserts that organisations adopting e-recruitment should consider its systemic and strategic implications, not just its technological aspects.
- **Kumar et al. (2022)**, examined the use of artificial intelligence (AI) in e-recruitment within the pharmaceutical industry, combining secondary data from papers, websites, and HR blogs with primary data collected from 200 job-seekers in major Indian cities like Bangalore, Hyderabad, Chennai, and Delhi. The purpose was to explore AI implementation and management strategies for HR managers and recruiters to enhance efficiency and reduce costs. The study focused on relationships between recruitment outcomes and AI technologies, particularly natural language processing (NLP), workforce, and automation variables. Findings revealed statistically significant relationships between NLP, workforce, and automation in improving recruitment processes. The authors concluded that AI, especially NLP and automation, plays a crucial role in enhancing the effectiveness of e-recruitment in the pharma sector.
- **Syed Rizwan Naqvi et al. (2023)**, the authors investigate the link between job-seekers' behavioural intention to use e-recruitment and their perceptions of utility, usability, enjoyment, and social influence. The study focuses on how these perception factors influence job seekers' adoption and usage of e-recruitment platforms. Using quantitative data collected from 500 job-seekers via online survey and interviews, they found that factors like perceived usefulness, perceived enjoyment, ease of use, and social influence significantly shape behavioural intention to use e-recruitment. The findings suggest that when e-recruitment systems are perceived as useful, easy, enjoyable, and socially endorsed, job seekers are more likely to engage with them. The authors conclude that understanding and optimizing these perceptual factors can help employers and recruitment platforms design e-recruitment systems that better meet job-seekers' needs and increase adoption rates.
- **Dhamija (2012)**, the author explores how e-recruitment as part of electronic human resource management (E-HRM) can transform traditional recruitment by using web-based postings, online job-boards, and electronic resume submission to streamline hiring. The purpose of the study was to present the overall concept of e-recruitment — methods (emails, corporate websites,

commercial job-boards), advantages and disadvantages, and its role in modern HRM. The focus was on how e-recruitment methods reduce routine administrative tasks, improve reach to potential candidates, and impact human capital management. The study finds that e-recruitment helps organizations manage human resources more efficiently, reducing workload associated with traditional recruitment and improving accessibility for candidates. The author concludes that e-recruitment is a valuable roadmap towards E-HRM and a necessary adaptation for organizations seeking to modernize their HR processes.

- **Roshani and Agarwal (2021)**, the authors examine the usefulness of e-recruitment in the context of HR consulting firms, focusing on how major job-portals and electronic recruitment media perform for both employers and job-seekers. The purpose was to assess factors influencing e-recruitment effectiveness — including cost per hire, time to close positions, number of successful candidates, and satisfaction of candidates and employers. The focus was on online recruitment via job portals and consultancy-mediated hiring, evaluating its impact on speed, cost-effectiveness, and recruitment outcomes. The findings indicate that e-recruitment is perceived as cost-effective, time-efficient, and broadly accessible, with many respondents reporting reductions in time-to-hire and hiring cost, and overall satisfaction with job-portals. The authors conclude that e-recruitment represents a valuable tool for HR consulting firms and organisations, improving recruitment efficiency and helping match candidates and employers more effectively.
- **Tyagi (2012)**, the author investigates the role of e-recruitment (online recruitment via web-based systems) in talent acquisition, aiming to understand which e-recruitment methods organisations in India are using and what benefits they experience from adopting them. The focus is on methods such as corporate websites, online job-portals, and electronic submissions, and how these methods influence recruitment speed, cost-effectiveness, candidate reach, and reduction in administrative load. The findings suggest that e-recruitment is the fastest job-application mode, cost-effective, and improves accessibility for candidates, while also helping organisations reduce employee turnover and administrative burden. Tyagi concludes that e-recruitment is a valuable and effective tool for modern HR consulting and organizational recruitment — helping both employers and candidates by streamlining the hiring process.
- **Khan & Kawadkar (2022)**, the authors explore how job-seekers perceive and use e-recruitment platforms, aiming to assess candidate preferences when searching for jobs online. The study focuses on factors such as cost-effectiveness, time savings, availability of job opportunities, and the preference for social-media/political-portal-based job search during 2020–2021. The findings show that most respondents preferred e-recruitment methods, citing that they found online job search via portals or social media to be cost- and time-efficient and offering a wider range of opportunities. The authors conclude that e-recruitment plays a critical role in modern job search and is especially valuable in competitive markets — making it the preferred mode for job applicants during and after the pandemic period.

3. RESEARCH METHODOLOGY

- **Conceptual Model:**



- **Statement of the Problem:**

Despite its advantages, many HR consultancy firms face challenges such as technological limitations, inadequate staff training, data security concerns, and difficulty in assessing candidate fit through online platforms. There is limited empirical research on the effectiveness of E-Recruitment practices in HR consultancy firms, particularly in understanding how these practices impact recruitment efficiency, cost-effectiveness, and candidate satisfaction.

Research Gap:

While E-Recruitment has become increasingly popular in HR consultancy firms, most existing studies focus on **general digital recruitment trends or online hiring in large organizations**, with limited attention to **empirical evidence from HR consultancy settings**. There is a lack of research examining the **effectiveness of E-Recruitment practices** in terms of recruitment speed, cost-efficiency, candidate quality, and user satisfaction within consultancy firms. Additionally, studies often overlook the **combined influence of technology adoption, staff competence, and organizational policies** on the recruitment process.

Objectives of the Study:

- To examine the effectiveness of E-Recruitment practices in HR consultancy firms.
- To analyze the impact of online recruitment tools and platforms on recruitment efficiency.
- To evaluate the role of social media and digital channels in attracting quality candidates.
- To assess the influence of applicant tracking systems (ATS) and technological infrastructure on recruitment outcomes.

Hypothesis of the Study:

- H₀₁ (Null Hypothesis): Use of online job portals has no significant impact on the effectiveness of E-Recruitment.

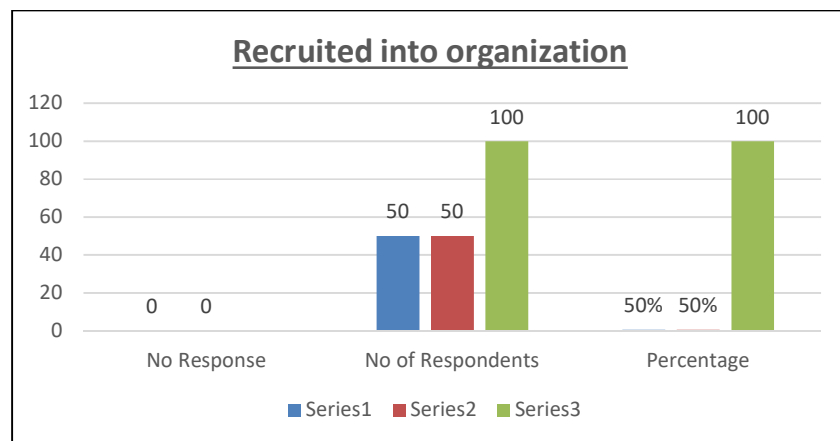
- H₁₁ (Alternative Hypothesis): Use of online job portals has a significant positive impact on the effectiveness of E-Recruitment.
- H₀₂: Social media recruitment does not significantly influence the effectiveness of E-Recruitment.
- H₁₂: Social media recruitment significantly improves the effectiveness of E-Recruitment.

4. RESULT & DISCUSSION

Table:1 “Recruited into organization

No Response	No of Respondents	Percentage
Internal method	50	50%
External Method	50	50%
	100	100

Graph:1 “Recruited into organization



Result & Discussion

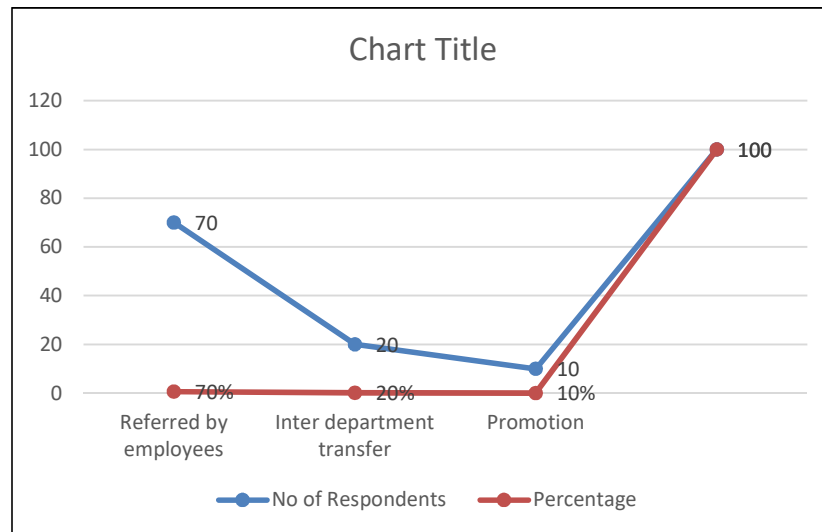
The study analyzed the methods preferred by respondents for E-Recruitment, categorized into Internal Methods and External Methods. As shown in the table, out of 100 respondents, 50% preferred internal recruitment methods, while the remaining 50% preferred external recruitment methods.

The preference for internal methods reflects trust in existing employees, cost reduction, quicker hiring processes, and better cultural fit. On the other hand, an equal number of respondents favor external methods, highlighting the need for fresh talent, specialized skills, and access to a wider applicant pool—benefits commonly associated with E-Recruitment platforms.

Table:2 “Internal method for recruiting

	No of Respondents	Percentage
Referred by employees	70	70%
Inter department transfer	20	20%
Promotion	10	10%
	100	100

Graph-2: “Internal method for recruiting



Result & Discussion

This part of the study examines the respondents’ preferences toward different internal recruitment methods used in HR consultancy firms.

Results

The findings reveal the following distribution among 100 respondents:

- Referred by Employees – 70 respondents (70%)
This is the most preferred internal recruitment method.
- Inter-Department Transfer – 20 respondents (20%)
A moderate proportion of respondents consider this method effective.
- Promotion – 10 respondents (10%)
This is the least preferred internal recruitment approach among the respondents.

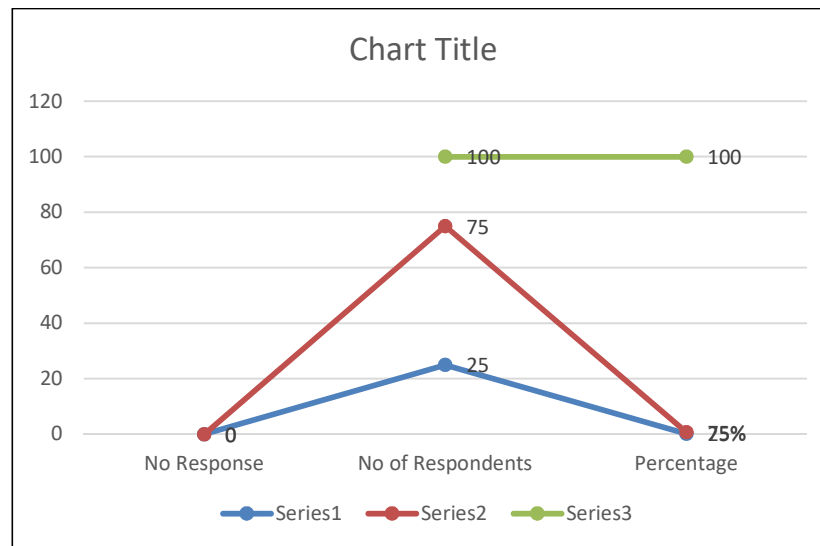
Discussion

The results clearly indicate that employee referrals dominate internal recruitment, with 70% of respondents supporting this method. This suggests that organizations place strong trust in existing employees’ ability to recommend suitable candidates. Referral-based hiring is often associated with shorter hiring cycles, better cultural fit, and reduced recruitment costs, making it an attractive option for HR consultancy firms.

Graph:3 “External method for recruiting

No Response	No of Respondents	Percentage
HR Consultancy	25	25%
Newspaper	75	75%
	100	100

Table:3 “External method for recruiting



Result & Discussion

This section analyzes respondents' preferences toward external recruitment sources, specifically HR consultancies and newspapers.

Results

Out of 100 respondents:

- HR Consultancy – 25 respondents (25%)
A minority of respondents prefer recruitment through HR consultancies.
- Newspaper – 75 respondents (75%)
The majority of respondents rely on newspaper advertisements as a source of recruitment information.

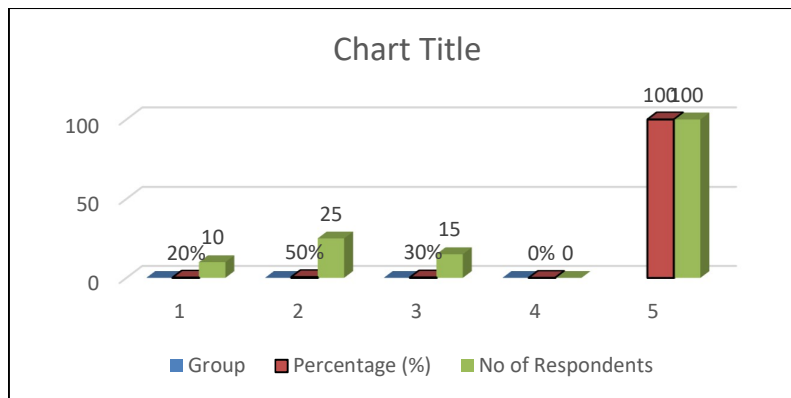
Discussion

The results indicate that newspaper advertisements remain the most widely used external recruitment method, with 75% of respondents relying on them. This suggests that traditional media continues to play a significant role in job search and recruitment despite the growing popularity of digital platforms. Newspapers are often accessible, trusted, and provide wide geographic coverage, making them a common choice for job seekers.

Table:4 “Rating the process of recruitment and selection

Group	Percentage (%)	No of Respondents
Excellent	20%	10
Good	50%	25
Satisfactory	30%	15
Not satisfactory	0%	0
	100	100

Graph:4 “Rating the process of recruitment and selection



Result & Discussion

This section evaluates respondents' overall satisfaction with the recruitment methods used, categorized into four groups: Excellent, Good, Satisfactory, and Not Satisfactory.

Results

Based on responses from 50 participants:

- Excellent – 10 respondents (20%)
A moderate proportion of respondents rated the recruitment methods as excellent.
- Good – 25 respondents (50%)
Half of the respondents reported that the recruitment methods were good, making this the highest-rated category.
- Satisfactory – 15 respondents (30%)
Nearly one-third of respondents found the recruitment methods satisfactory.
- Not Satisfactory – 0 respondents (0%)
No respondents rated the recruitment methods as unsatisfactory.

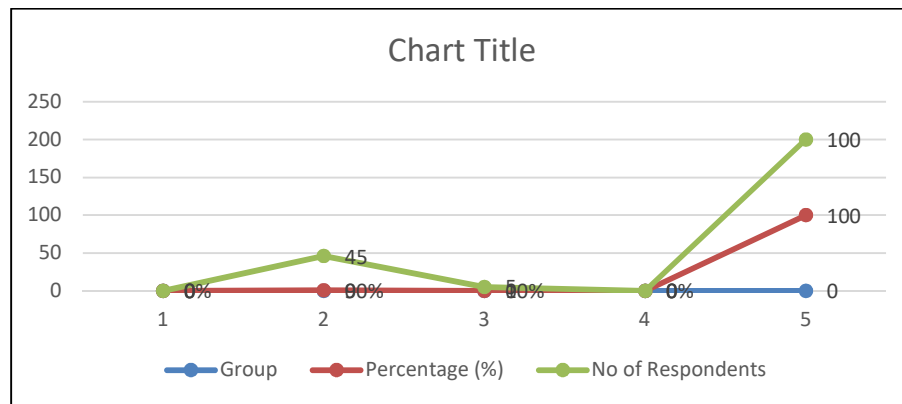
Discussion

The results show that the majority of respondents (50%) consider the recruitment methods used as good, indicating a positive perception of the overall recruitment process. This suggests that the procedures are effective, timely, and reasonably efficient in meeting candidates' expectations.

Table:5 “Reasons attracted to apply for job

Group	Percentage (%)	No of Respondents
Decent salary	0%	0
Opportunities for growth	90%	45
Job security	10%	5
Identification with the company	0%	0
	100	100

Graph:5 “Reasons attracted to apply for job



Result & Discussion

This section analyzes the main factors that influence candidates' preference for job opportunities, based on responses collected from 50 participants.

Results

The responses reveal the following distribution:

- Opportunities for growth – 45 respondents (90%)
This is the most preferred factor among respondents.
- Job security – 5 respondents (10%)
A small percentage of respondents consider job security as the key factor.
- Decent salary – 0 respondents (0%)
No respondents selected salary as the primary factor for job preference.
- Identification with the company – 0 respondents (0%)
No respondents indicated alignment with company values as their preference.

Discussion

The results indicate that “Opportunities for growth” is the most influential factor shaping job preferences, with 90% of respondents selecting it. This highlights that candidates place high importance on career development, skill enhancement, and promotion pathways when choosing job opportunities. It suggests that modern job seekers prioritize long-term professional growth over immediate financial benefits.

Regression Statistics of E-Recruitment Practices in HR Consultancy

Regression Statistics								
Multiple R	0.9982357							
R Square	0.996474513							
Adjusted R Square	0.996033827							
Standard Error	15.92928607							
Observations	10							
ANOVA								
	df		df		df			
Regression	1	Regression	1	Regression	1			
Residual	8	Residual	8	Residual	8			
Total	9	Total	9	Total	9			
	Coefficients		Coefficients		Coefficients		Coefficients	
Intercept	14.14610712	Intercept	14.14610712	Intercept	14.14610712	Intercept	14.14610712	Intercept
X Variable 1	1.021683304	X Variable 1	1.021683304	X Variable 1	1.021683304	X Variable 1	1.021683304	X Variable 1

5. CONCLUSION

The study on effectiveness of E-Recruitment practices in HR consultancy firms highlights the transformative role of digital technologies in modern recruitment. Findings suggest that the use of online job portals, social media platforms, applicant tracking systems (ATS), and robust technological infrastructure significantly enhances recruitment efficiency, reduces hiring costs, and improves access to a wider talent pool. Additionally, the competence and training of HR staff play a crucial role in ensuring the success of E-Recruitment initiatives. Despite its advantages, challenges such as technological limitations, data security concerns, and difficulty in assessing candidate fit persist. Addressing these challenges can further improve the efficiency and effectiveness of digital recruitment practices. Overall, the study emphasizes that strategic adoption of E-Recruitment tools, combined with skilled HR personnel and sound organizational policies, can optimize talent acquisition, enhance candidate experience, and strengthen the competitive position of HR consultancy firms in the digital era.

FURTHER SCOPE:

- **Comparative Studies:** Future research can compare the effectiveness of E-Recruitment practices between different HR consultancy firms or between consultancy firms and corporate in-house HR departments.
- **Impact of Emerging Technologies:** Studies can explore the role of AI-driven recruitment tools, chatbots, and machine learning algorithms in improving candidate sourcing, screening, and selection.

- Candidate Experience Analysis: Future research can assess the perception and satisfaction of candidates with E-Recruitment platforms to enhance user experience and employer branding.
- Sector-Specific Recruitment: Research can examine how E-Recruitment effectiveness varies across industries, such as IT, healthcare, finance, and manufacturing.
- Longitudinal Studies: Extended studies over multiple years can track trends, improvements, and challenges in E-Recruitment adoption and effectiveness.

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