

# Impact of Digital Tools and Platform in Recruitment and Selection Process

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**Abstract:** The digital shift aims to enhance efficiency, reduce hiring time, improve candidate experience, and facilitate data-driven decision-making in talent acquisition. Digital tools enable recruiters to access a larger talent pool, automate repetitive tasks, and apply advanced analytics to assess candidate suitability. These innovations not only streamline the recruitment pipeline but also contribute to better hiring quality and reduced biases. This study aims to explore the extent to which digital platforms impact the recruitment and selection process, analyze their effectiveness, understand the challenges faced in implementation, and assess the perception of HR professionals and candidates toward these technologies.

**Key Words:** Digital tools, Artificial Intelligence (AI), Applicant tracking systems (ATS), Productivity, Recruitment, Selection.

## I.INTRODUCTION

The ever-changing landscape of the digital world is causing companies around the world to transform their hiring and selection procedure through the introduction of digital tools and platforms. New technologies such as applicant tracking systems (ATS) based on artificial intelligence (AI), screening software, online testing, video interview software, and browser-based professional networking designed to improve hiring in a non-physical world are slowly replacing or augmenting conventional hiring technologies that use manual resume sorting, face-to-face interviews, and paper use. In this rapidly changing digital world, companies across the globe are changing their recruitment and selection process, by incorporating digital tools and platforms. The process of conducting traditional hiring, including screening resumes by hand, face-to-face interviewing, and using hard copies, is getting phased out/enhanced with the help of technologically advanced systems, the examples of which sound like AI-based applicant tracking systems (ATS), screening applications, online testing, video interviewing services, and professional networking sites like LinkedIn.

## II.REVIEW OF LITERATURE

**Potocnik (2024)** - This book brings together top recruitment and selection scholars to discuss recent challenges in employee recruitment and selection underpinned by research evidence from different European countries. Broadly speaking, recruitment and selection are concerned with attracting qualified candidates to apply for available jobs and selecting the best ones from the pool of available candidates.

**Lee, S. (2023)** - School principals play an invaluable role in schools', teachers', and students' success; therefore, it is of particular importance that we learn, through empirical research, about the factors related to recruiting and selecting school principals. This study critically reviewed 64 empirical literature studies that were published in the United States over the past 2 decades on the topic of principal recruitment and selection.

**Gomathy (2022)** - In any kind of organization, recruitment and selection processes are considered useful, because they help in finding the most suitable candidates for the jobs. Recruitment and selection are important operations in human resource management, designed to make best use of employee strength in order to meet the strategic goals and objectives of the employers and of the organization as a whole.

**Abbasi (2022)** - The study aims to evaluate the factors that can be incorporated into the process of selection and recruitment for business growth in Pakistan. This study found that the performance of the employee and the procedures of selection and recruitment play a significant role in business growth.

**Boon (2021)** - The authors systematically review HRM systems and their impact on employee outcomes. They highlight the mediating role of person–organization and person–job fit. The study underscores the importance of aligning HR practices with organizational values.

**Ekwoaba (2021)** - Analyzing data from Fidelity Bank Plc, the study reveals that objective recruitment and selection criteria significantly enhance organizational performance. Statistical analysis confirms the positive impact of structured hiring processes. The research highlights the dangers of subjective decision-making in recruitment. Recommendations stress the adoption of standardized selection methods.

**Farndale (2021)** - This paper discusses the complexities and risks in international HRM. It emphasizes the need for agile recruitment strategies in the face of global crises. The study identifies cultural nuances as critical in selection processes.

**Harney (2021)** -The authors explore the evolving landscape of HRM amid global disruptions. They discuss the shift towards digital recruitment and the challenges it presents. The study underscores the importance of agility and resilience in HR practices.

**Marler (2021)** - This paper explores the relationship between strategic HR involvement and e-HRM technology. Findings suggest that digital tools enhance strategic decision-making in recruitment. The study highlights the reciprocal influence between technology adoption and HR strategy. It advocates for continuous investment in HR technologies for competitive advantage.

**Vrontis (2021)** - This systematic study looks at how AI, robots, and cutting-edge technology are integrated into HRM. The findings demonstrate that there have been significant modifications made to the hiring and selection processes. The paper discusses ethical concerns and the need for human monitoring. It proposes a comprehensive approach that combines technology and human judgment.

### III.NEED FOR THE STUDY

To understand how to recruit and how to select the best employee in the job market today, one needs to look into the importance of digital tools and platforms in hiring employees today. It is important to assess the effectiveness of the utilization of digital tools in terms of raising the quality of candidates, reducing the time spend on recruitment, and enhancing its efficiency.

### IV.OBJECTIVES OF THE STUDY

- To assess how well digital platforms and tools can improve the effectiveness of the hiring and selection procedure.
- To examine how digital hiring affects the caliber of hires and the general applicant experience.
- To determine the obstacles and difficulties businesses encounter when embracing and utilizing digital hiring technologies.

### V.LIMITATION OF THE STUDY

- The study is limited by the sample size.
- Responses from participants may be subject to personal opinion, which could affect the objectivity of the findings.

### VI.RESEARCH METHODOLOGY

**Research Design:** Descriptive Research Design

**Purposive Sampling:** Participants will be selected based on their involvement in recruitment and familiarity with digital tools

**Sample size:** 50 Respondents

**Data Collection Instrument:** Structured Questionnaire using Likert scale questions.

**Tools for Analysis:** Descriptive Statistics or Chi-Square Test

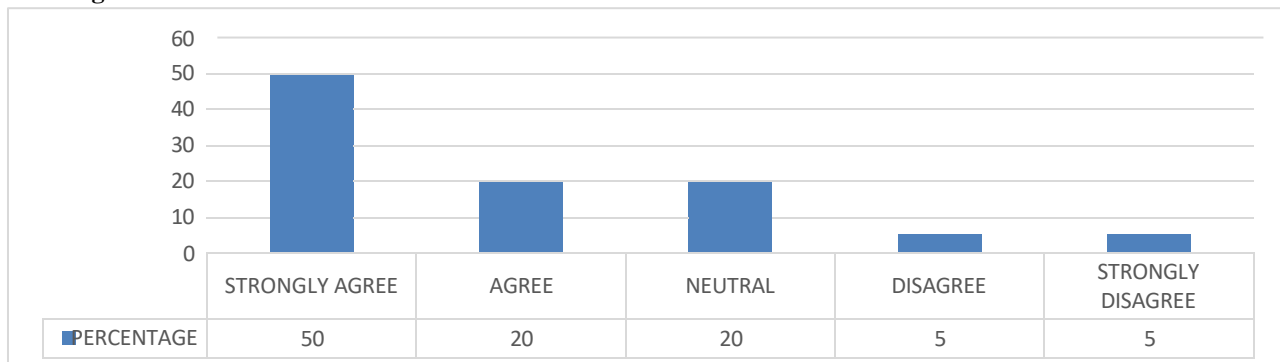
### VII.DATA ANALYSIS AND INTERPRETATION

**Table No.1:** Showing that the Speed and Ease Provide by Online Hiring Tools in the Recruitment Process.

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly Agree	25	50
Agree	10	20
Neutral	10	20
Disagree	2.5	5

Strongly Disagree	2.5	5
TOTAL	50	100

Source: Google Form



Source: Table

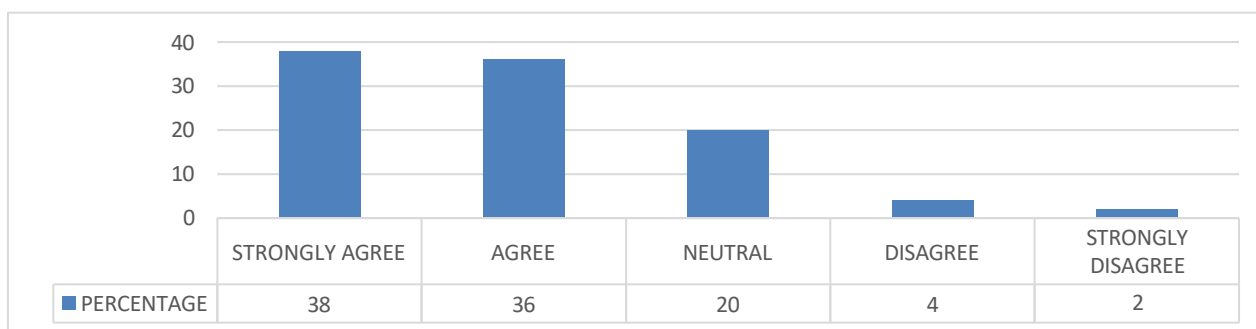
**Interpretation:** The numbers are also high on the positive side as 50 percent of the respondents strongly agreed and the rest agreed. The margin is not high in favor of any side and there are a couple of noncommittal parties who are not really sure what they believe.

**Table No.2:** Showing that the quicker hiring outcomes achieved through digital platforms compared to traditional methods.

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly Agree	19	38
Agree	18	36
Neutral	10	20
Disagree	2	4
Strongly Disagree	1	2
TOTAL	50	100

Source: Google Form

Graph showing the quicker hiring outcomes achieved through digital platforms compared to traditional methods.



**Table No.3:** Showing that the way online recruitment systems simplify job posting and candidate shorting.

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly Agree	23	46
Agree	12	24
Neutral	14	28

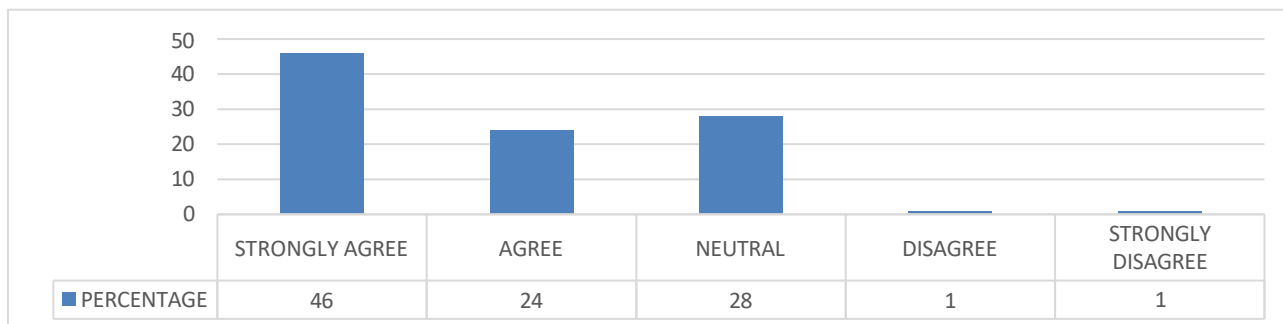
Disagree	0.5	1
Strongly Disagree	0.5	1
TOTAL	50	100

Source: Table

**Interpretation:** The data revealed was skewed towards positive answer with most of the participants strongly agreeing or in agreement. The smaller proportion is neutral and it suggests the vagueness or equal views. Very few ones were opposed meaning that the opposition was very little.

Source: Google Form

Graph showing the way online recruitment systems simplify job posting and candidate shorting.



Source: Table

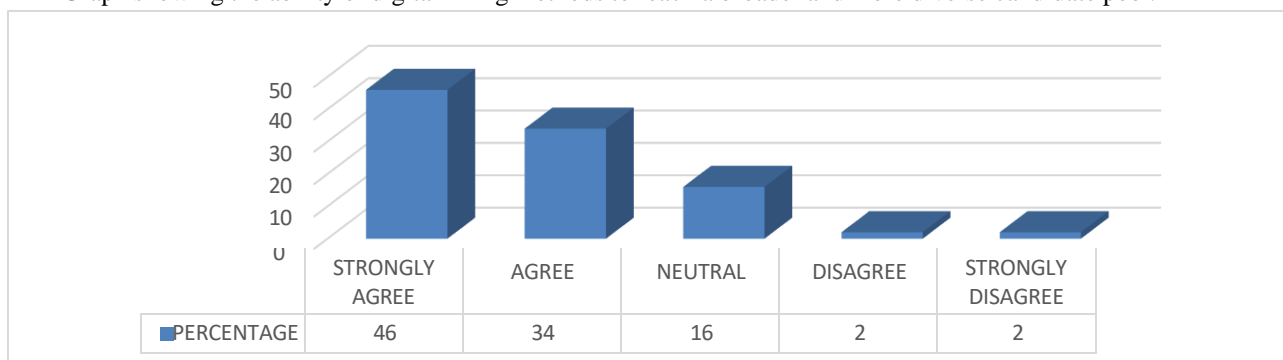
**Interpretation:** There was a positive sentiment in the data and a larger number of respondents strongly agreed as compared to those that agreed. What is remarkable is that a significant part fails to take sides, showing some indecisiveness or middle-ground feelings. There was a low degree of negative sentiment with very few dispensing disagreements.

**Table No.4:** Showing that the ability of digital hiring methods to reach a broader and more diverse candidate pool.

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly Agree	23	46
Agree	17	34
Neutral	8	16
Disagree	1	2
Strongly Disagree	1	2
TOTAL	50	100

Source: Google Form

Graph showing the ability of digital hiring methods to reach a broader and more diverse candidate pool.



Source: Table

**Interpretation:** The statistics are indicative of a positive trend, and the percentage of those who are agreeing, especially

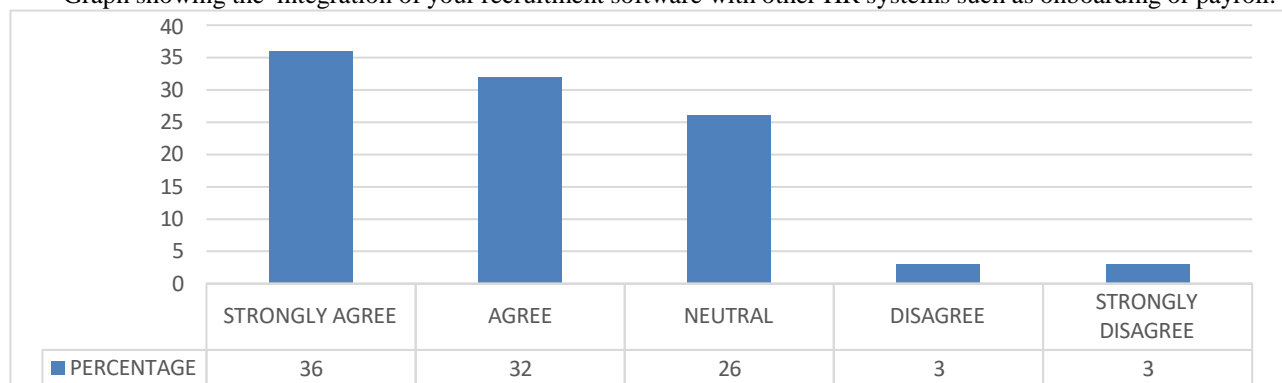
strongly agreeing with the statements as shown by the data, is large. There is also the view that a smaller number is neutral implying a degree of uncertainty or indecision. The negative sentiment was very low with very few percentage of participants disagreeing. On the whole, the answers show high ratings of approval and confidence to the topic.

**Table No.5 :** Showing that the integration of your recruitment software with other HR systems such as onboarding or payroll.

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly Agree	18	36
Agree	16	32
Neutral	13	26
Disagree	1.5	3
Strongly Disagree	1.5	3
TOTAL	50	100

Source: Google Form

Graph showing the integration of your recruitment software with other HR systems such as onboarding or payroll.



Source: Table

**Interpretation:** The data indicates a generally positive response, with most participants expressing agreement, particularly strong agreement. A significant portion remains neutral, reflecting some uncertainty or balanced opinions. Overall, the responses suggest favorable views with a moderate level of neutrality.

### VIII.SUGGESTIONS

- To cut down on manual labor and boost productivity, businesses should think about incorporating AI-driven applicant tracking systems (ATS) and resume screening.
- It is important to strategically use social media sites like Facebook, Instagram, and LinkedIn for employer branding as well as job posting.
- Hiring quality can be greatly improved by implementing online testing tools to evaluate technical, cognitive, and behavioral skills.

### IX.CONCLUSION

The study unequivocally shows that the landscape of traditional recruitment and selection has been profoundly altered by digital tools and platforms. Organizations can now reach a larger talent pool, cut down on hiring time, and improve the candidate experience by integrating AI-powered screening, online tests, and virtual interviews. Social media sites have become essential tools for employer branding and hiring new employees. The human element of hiring must not be disregarded, even though these technologies provide speed, accuracy, and cost-effectiveness. Effective and inclusive hiring, according to the findings, requires a balanced strategy that maintains individualized candidate interaction while utilizing digital innovation. Furthermore, as more people adopt digital technology, protecting cybersecurity and data privacy continues to be a top priority. In conclusion, using digital platforms for hiring is now strategically required rather than optional. Businesses will have a competitive edge in luring and keeping top talent in today's fast-paced, technologically advanced labor market if they make the appropriate technological investments, train HR staff, and continuously improve their digital hiring practices.

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