AN INVESTIGATION ON THE EFFICACY OF E -RECRUITMENT AMONG HR PRACTITIONERS OF IT COMPANIES IN TECHNOPARK THIRUVANANTHAPURAM

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DECLARATION

I, **V.S. SMRITHI,** solemnly affirm that the Dissertation entitled **" AN INVESTIGATION ON THE EFFICACY OF E -RECRUITMENT AMONG HR PRACTITIONERS OF IT COMPANIES IN TECHNOPARK THIRUVANANTHAPURAM "** presented here is the outcome of my original research and has been submitted to the University of Kerala in partial fulfillment of the requirements for the **MASTERS OF ARTS IN HUMAN RESOURCE MANAGEMENT DEGREE EXAMINATION DURING THE PERIOD 2021-2023.** Furthermore, I assert that this dissertation represents the result of my independent study and has not been previously submitted for the conferment of any diploma or degree by any other academic institution or university.

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ABSTRACT

In the world of talent acquisition, technology has brought about significant changes in the way recruitment processes work. This impact is especially noticeable in the Information Technology (IT) sector, where the use of digital tools and strategies has changed how organizations find and hire top-quality talent. This study focuses on thoroughly examining the various effects of e-recruitment within IT companies located in Technopark Trivandrum.

The research aims to understand the different implications of e-recruitment in a detailed manner. It seeks to not just scratch the surface, but to delve deep into how e-recruitment influences various aspects of the recruitment landscape. The study covers a wide range of areas including how time is managed, the scope of geographical reach, the resources needed, and the quality of results obtained.

The research follows a quantitative approach, involving structured surveys distributed to HR professionals and hiring managers across various IT companies in Technopark Trivandrum. These surveys provide insights into the time-related factors associated with different stages of e-recruitment. This helps in analyzing the time it takes for recruitment and identifying any obstacles that might hinder the efficiency of the process.

Additionally, the study looks into how e-recruitment can transcend geographical limitations. It aims to understand to what extent technology can connect talent from different locations. By examining where applicants come from and how they become a part of the organization, the research aims to highlight how e-recruitment contributes to a diverse pool of candidates who aren't restricted by geographical boundaries.

To sum it up, this study delves into the modern practices of talent acquisition, where technology and human efforts work together. It explores how e-recruitment impacts various dimensions, going beyond academia to influence HR decision-making. Through examining time factors, overcoming geographical limitations, and understanding resource efforts, the study sheds light on the diverse impact of e-recruitment within the IT companies of Technopark Trivandrum.

CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

The purpose of the study is to broaden the research on recruitment by assessing source effectiveness based on new measures that examine pre-hire criteria, with a specific focus on e-recruitment. This chapter will provide an overview of the current study in terms of the rationale behind the research based on identified gaps within the literature. This will be followed by a review of the research design and methodology, The crucial and the vital value of an organization lies in the experience, skills, innovativeness and intellectual capital of its human resources. Efficient recruitment processes allows for the generation of human capital of concern. Today's notion is a life without an internet is an isolated life. The internet plays a major role in changing everything around. The last three decades witnessed significant changes in the recruitment process, the labour market structures and the adjustment mechanisms. With the increase usage of internet as the latest tool used in hiring, organizations use websites as a key tool to generate a number of applicants and to provide adequate information to job applicants about the available jobs. The efficient use of e-recruitment will directly lead to a drastic change in the traditional recruitment process as a whole (Parry et al., 2008). One of the challenges of any organizations is to recruit the best workforce from a large pool of applicants. The prospect of a successful company does not only depend on the financial returns but also depends on how the organization combines and develops its' human capital. Recruitment is considered as an important part of human resource (HR) management since it executes the vital function of brining the most significant resource – human capital into the organization" (Barber, 1998). Due to globalization and technological advancement, now a day's organization relies on online to recruit the best manpower. Even in the developing countries like India e-recruitment is getting preference over the conventional recruitment method. E-recruitment, also known as online recruitment, is the practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. The purpose of e-recruitment is to make the processes involved more efficient and effective, as well as less expensive. Online recruitment can reach a larger pool of potential employees and facilitate the selection process. The online promotion of an organization as a desirable place to work, through the corporate website or other venues, is one element of e-recruitment. E-recruitment software and systems are available as standalone applications, product suites and services. A recruitment management system

is an integrated product suite or portal that streamlines and automates the processes involved. E - Recruitment typically specifies the use of technological knowledge and web-based capitals for inviting, screening, cross-examining and selecting the best candidates. Organizations prefer e-recruitment to reach a diverse pool of candidates with low cost and less time.

1.1.1 What is e- Recruitment (Online recruitment)?

e-recruitment uses the power of the internet to match people to jobs. Fundamentally, it is about advertising vacancies on either job sites or corporate websites. At this very basic level, it is particularly effective at getting an important level of response. While it may generate hundred more applications than traditional print advertising, simply attracting more candidates is only part of the job. Few example of online recruitment portals are naukri.com, times jobs.com, monsterindia.com, indeed-one search, all jobs, jobsahead.com, careerbuilder.com, shine.com, freejobalerts.com, facultyplus.com jobsahead.com etc.

1.1.2 Benefits of e- Recruitment (Online recruitment) over Traditional Recruitments :

Wide geographical reach

Advertising online opens a much wider candidate pool than advertising in print. This gives you a much better chance of finding the right candidate for the job.

Speed

Jobs posted online go live in literally minutes and candidates can do responds immediately.

Lower cost

This may surprise, but technology in online recruitment is not expensive. By saving on time, design and print costs and targeting precisely the best sites for the best candidates. Online recruitment is a very cost-effective option.

Automating the process

The pre-selection process can be tailored to individual companies' needs. This way one can sift and sort candidates who meet exact needs. Automating the application process also gives a level playing field for all candidates whether they come directly to your company's site, via a recruitment consultant or in response to a print advertisement.

Interaction with candidates

Working online via websites and email is the way of the future. It's not just the youngsters who are logging on to find jobs either.

Primary Divers for Effective e-Recruitment

The primary drivers for effective e-recruitment are cost effectiveness, faster processes, access to a wider pool of applicants, reducing workload and attracting passive job seekers. There are some other factors like reduction in administration, speed of recruitment.

☐ **Cost effectiveness:** e-recruitment methods can be much more cost effective than traditional methods. Cost effectiveness was the single most important reason to implementing e-recruitment approach.

☐ **Speed and efficiency:** The recruitment process can be made faster through online posting of jobs, filling the online application form and e-mailing CV's is easy. Applications can be processed within minutes, saving both recruiters and jobseekers valuable time.

☐ **Create wider candidate pool:** It creates a wider pool, by providing 24/7 access to job seekers from around the globe. It provides a better chance of finding the right candidate. This also attracts a larger or more diverse applicant pool.

☐ **Other factors:** Other reasons for implementing e-recruitment techniques are reduction in administration work. It improves record management and providing a better service to candidates, meeting specified requirements, attracting passive job seeker and increasing organizational performance.

Criteria for Effective e-Recruitment:

a) Before implementing the e- Recruitment system, all the companies should take into consideration the ROI (Return on Investment). Return on investment (ROI) should be calculated to compare the costs and risks. This calculation helps to find out how much the company will benefit out of it.

b) Companies should follow recruitment policy, such that it can easily get adapted to the market changes. The policy should be clear and each and every point has to be included and prioritized accordingly.

c) At most consideration to be given for the unemployment rate, labor turnover rate. The complete process of e- Recruitment depends on the candidates available in the market and also time limit should be taken into account for every single vacancy filling.

d) Results of supplying compensation details to be taken care of. That is the salary, benefits, when disclosed online then it should obey the legal rules. Chances for negotiation will not be there. Compensation details of the company not only reach to the candidates but will be visible to all.

e) Precautions to be taken for resume screening. Words that discriminates gender, age, religion etc to be avoided and are not preferable.

f) Review the results periodically and also update regularly to achieve a better result. Otherwise pool of candidates will remain static and will not serve the purpose.

g) Organization should be careful while choosing any external website to place their ads.

The main objective of this study is to analyze the effectiveness and efficiency of e-recruitment among IT companies in technopark, Trivandrum .

E-recruitment introduced us to a more effective and advanced hiring process. As the IT industry is rapidly increasing and unpredicted times such as Pandemic made E-recruitment the best to last option for many companies and HR professionals.

E-recruitment is an Online Recruitment of hiring candidates for a specific job. HR professionals believe that the Future of hiring is through E-recruitment as it helps fasten the hiring process. E-recruitment saves time and costs. Through E-recruitment Companies can reach out to potential candidates. Most companies including start-ups and HR professionals in Technopark have adopted E-recruitment for their hiring process. Many choose E-recruitment compared to traditional methods of hiring.. One of the first steps in E-recruitment is online posting in various E-recruitment platforms such as Naukri, Indeed, LinkedIn, etc, many companies also have their in-house platforms or hire Recruitment agencies. This way

the HR professionals can effectively start their E-recruitment process. It provides most of jobs in the IT industry and very little research has been done on how effective the adoption of E-recruitment has been in IT industries in Trivandrum city, this inspired me to research this area.

1.2 STATEMENT OF THE PROBLEM

With the ongoing digitization drive reshaping the landscape of hiring practices, there remains a significant amount of knowledge that is not yet understood about the multiple impacts of e-recruitment on the multifaceted effort of finding new talent. There is still a lot we don't fully grasp about how e-recruitment affects many aspects of finding new talent in the middle of the current wave of digitization that is transforming how recruiting works. We need to find out the answers to certain crucial issues, like how quickly e-recruitment speeds up the recruiting process, whether it can help locate qualified individuals from a distance, what it takes to make e-recruitment go smoothly, and how effectively automatic processes in e-recruitment select the best applicants. This research is conducted because it is crucial to provide answers to these questions in order to fully understand the entire impact of e-recruitment.

1.3 SIGNIFICANCE OF THE STUDY

This study has important significance for human resource practitioners, organizational leaders, and researchers, as it provides insights that can impact the techniques used in the ever-changing landscape of e-recruitment. The study intends to improve recruitment timeframes, increase the talent pool, optimize resource allocation, and improve the quality of candidates chosen by diving into the complexities of e-recruitment. In the end, the study aims to support more efficient, effective, and significant hiring practices inside the Technopark Trivandrum IT firms. By highlighting the potential improvements that e-recruitment may make to the talent acquisition landscape, this research have enormous

value. This study aims to promote a transformative shift in how IT enterprises within Technopark approach recruiting by influencing timeframes, expanding the candidate pool, maximizing resource use, and improving candidate quality.

1.4 OBJECTIVES

General Objective:

To study the effectiveness and efficiency of e-recruitment among HR Practitioners of IT Companies in technopark, Trivandrum

Specific Objectives:

To measure and quantify the time factor involved in e-recruitment

To assess, the extent to which e-recruitment helps in tapping the potential talent above geographical boundaries.

To determine the effort involved in e-recruitment process.

To find the efficacy of e-recruitment in filtering applicant profiles

1.5 DEFINITION OF CONCEPTS

EFFICACY

Theoretical Definition

"Efficacy" is 'the ability of a treatment to produce benefit if applied ideally' and effectiveness, 'the benefit that actually occurs when a treatment is used in practice'. (p 317 in G Andrews 1999)

Operational Definition

"Efficacy"is operationally defined as the measurable extent to which a given intervention, approach, or process achieves its intended goals or outcomes. It involves assessing the effectiveness and efficiency of actions, strategies, or methods in producing desired results within a specific context.

E-RECRUITMENT

Theoretical Definition

According to Galanaki (2002) e-recruiting is the online attraction and identification of potential employees using corporate or commercial recruiting websites, electronic advertisements on other websites, or an arbitrary combination of these channels including optional methods such as remote interviews and assessments, smart online search agents or interactive communication tools between recruiter and applicant.

Operational Definition

"E-Recruitment," also known as electronic recruitment or online recruitment, is operationally defined as the systematic and digital process of sourcing, attracting, evaluating, and selecting potential job candidates using various online platforms, technologies, and digital tools. It encompasses the utilization of company websites, job boards, social media platforms, and digital applicant tracking systems to advertise job vacancies, receive applications, screen applicants, and manage the recruitment workflow.

HUMAN RESOURCE MANAGEMENT

Theoretical Definition

Human Resource Management is defined by Edwin Flippo as "planning, organizing, directing, controlling of procurement, development, compensation, integration, maintenance and separation of human resources to the end that individual, organizational and social objectives are achieved."

Operational Definition

Human Resource Management (HRM) refers to the strategic and operational activities within organizations that involve the planning, acquisition, development, utilization, and retention of personnel to achieve organizational goals. It encompasses processes such as recruitment, selection, training, performance management, compensation, and employee relations.

PRACTITIONER

Theoretical Definition

A "practitioner," as defined by Donald Schön, refers to an individual who possesses a deep understanding of a particular domain or profession and engages in a process.

Operational Definition

"Practitioner" is operationally defined as an individual who engages in a specific profession, field, or domain and actively applies their knowledge, skills, and expertise to carry out tasks, provide services, or address challenges within that area. This involves the practical implementation of theoretical concepts, techniques, and methodologies related to the respective field.

1.6 CHAPTERIZATION

This dissertation is presented in five chapters as below

- Chapter 1- Introduction, describes, Statement of the problem, Significance of the study, Objectives and Chapterization.
- Chapter 2 -Review of literature, Theoretical framework of the study will be detailed in this chapter to find out research gap identified as conclusion.
- Chapter 3 - Methodology includes Title of the study, Research problem, Universe & Sampling, unit, Sources of data, Data collection, tools Data Analysis, and Limitations of the study.
- Chapter 4 - Data Analysis, discussion and interpretations will be summarised
- Chapter 5 – enlisted the findings, present suggestions and summarised conclusion of the study.

CHAPTER II

LITERATURE REVIEW

2.1 INTRODUCTION

The literature review presented here provides a comprehensive examination of the effectiveness and perceived benefits of electronic recruitment techniques in the information technology (IT) sector, using a range of techniques ranging from qualitative interviews to quantitative analysis. It is a summary of academic research including methods. Gain a comprehensive understanding of how e-recruiting is impacting the talent acquisition landscape. Collectively, these studies, taken from different perspectives, reveal the multifaceted impact of electronic recruitment on different aspects of the recruitment process. The centrality of e-recruiting in the modern recruiting paradigm is illustrated through the clear insights of HR managers, recruiting leaders, and eminent academics. Collectively, these voices highlight the tangible and intangible business benefits of e-recruitment, especially in the dynamic IT business space. As the digital revolution continues to transform traditional recruiting practices, understanding the complex interplay between technology and talent acquisition is proving to be a key endeavor.

The literature addresses the development of recruitment strategies driven by the transformative role of the Internet. Scientists such as Whitford (2000) and his Cober et al. emphasizes revenue growth. It is becoming clear that the impact of the Internet goes beyond mere convenience, resulting in cost savings and expanding the reach of recruitment activities. Additionally, the overall reviewed research highlights a global shift to web-based recruitment practices. Scholars such as Mohamed (2002), McDougall (2001), and Baille (1996) show the extent to which the Internet has become a central source of information for applicants and a platform for job seekers. This digital transformation is especially relevant for large organizations where the integration of the Internet into their recruitment activities has become the norm. The benefits of electronic recruitment are manifold and span economic, temporal and cognitive aspects. A harmonious chorus of research highlights reducing operating costs, accelerating recruitment deadlines and improving applicant quality. These benefits are not limited to organizational areas. Rather, it influences the outside world and shapes the image and reputation of the recruitment agency. Equally important is the recognition that electronic recruitment is not without its challenges. Scholars such as Boswell, Roehling, LePine, Moynihan (2003), Avinash S. Kapse (2012), Florea and Badea (2013) emphasize the need for a balanced approach, highlighting the benefits of technology-driven recruitment strategies

and I am aware of both limits. Through careful analysis, this paper also addresses the complex interplay of web design, applicant responses, and organizational impressions. Thompson, Brady, and Wuensch (2008) explore the psychological underpinnings of applicant decision-making and decipher the impact of design aesthetics on applicant perceptions. In summary, this literature review brings together the knowledge of eminent academics, HR professionals, and HR managers to demonstrate the diverse impact of e-recruiting on the landscape of her IT company. The findings support future research on the impact of perceived effectiveness on adoption of e-recruiting practices by HR professionals. As technology continues to redefine the contours of talent acquisition, understanding the nuances of electronic recruitment is proving to be a vital undertaking for modern businesses seeking to maximize the potential of digital transformation. It has been.

Generation of Perceived Benefits of E-Recruitment: The study by Bulter (1991) began with capturing the essence of e-recruitment's advantages through semi-structured conversations with human resources managers and recruitment supervisors. These professionals draw from their experiences and interactions to articulate the benefits of e-recruitment. These benefits include tangible advantages such as reduced operational costs, heightened time efficiency, and improved quality of applicants. Furthermore, the positive image projected by organizations engaging in e-recruitment is highlighted, indicating its potential to not only enhance hiring but also contribute to the organization's reputation.

Role of the Internet in Recruitment: The studies by Whitford (2000) and Cober et al. (2000) delve into the pivotal role that the internet plays in modern recruitment practices. This technology-driven paradigm shift transforms recruitment, enabling organizations to effectively attract talent while reducing costs. The internet facilitates an extensive reach to potential applicants, thereby augmenting the pool of potential candidates. Moreover, the studies underscore that online recruitment goes beyond traditional methods, offering cost savings and benefits for both applicants and companies.

Web-Based Recruitment: Insights from studies conducted by researchers such as Mohamed (2002), McDougall (2001), and Baille (1996) amplify the growing significance of web-based recruitment. Their research highlights that the internet has transformed into a primary source of talent for organizations. The ubiquity of online recruitment across diverse industries underscores its potential to tap into a vast pool of candidates and streamline the

application process. These studies also reveal the prevalence of web-based recruitment practices among large organizations, indicating its adoption as a mainstream strategy.

Benefits of E-Recruitment: The findings collectively emphasize the array of benefits that e-recruitment offers to organizations. These benefits range from financial efficiency and operational savings to enhanced speed in hiring processes. The studies notably underscore the potential of e-recruitment to improve the quality of applicants through effective filtering mechanisms, as well as its role in projecting a favorable image of the organization. This multifaceted approach highlights the depth of e-recruitment's impact on various aspects of the recruitment process.

Effect on Applicant Quality: The research conducted by Connerley, Carlson, & Mecham (2003) contributes to the understanding of how e-recruitment impacts the quality of applicants. Their analysis demonstrates that applicant quality varies significantly within and across job families. This insight suggests that while e-recruitment might attract diverse candidates, the quality of these candidates can differ based on the nature of the positions. This understanding underscores the need for organizations to tailor e-recruitment strategies based on specific job categories.

Efficiency and Effectiveness: The studies by Boswell, Roehling, LePine, & Moynihan (2003) delve into the managerial challenges associated with e-recruitment. These studies highlight how technology can extend the life cycle of new economy employees by effectively managing recruitment processes. The cost-effectiveness and efficiency brought about by e-recruitment mechanisms are recognized as pivotal factors in reducing both recruitment costs and time-to-hire.

Web Design and Jobseeker Reactions: Thompson, Braddy, and Wuensch (2008) offer valuable insights into how web design influences jobseekers' reactions and perceptions of organizations. Their investigation reveals that web design elements play a crucial role in shaping the impressions that potential candidates have about an organization. The attractiveness and usability of online recruitment materials are noted as influential factors in shaping candidates' decisions to pursue job opportunities. This underscores the significance of user-friendly interfaces and appealing visuals in e-recruitment platforms.

Global Reach and Cost Efficiency: Kim et al. (2009) and Holm (2012) delve into the advantages of e-recruitment that transcend geographical boundaries. The studies highlight how e-recruitment enables organizations to access a broader applicant base across diverse locations. The potential to recruit candidates from different regions underscores e-recruitment's role in fostering diversity and attracting global talent. Furthermore, the studies emphasize the cost efficiency that e-recruitment introduces into the recruitment process, contributing to operational savings.

Technology's Impact on Recruitment: The works of Avinash S. Kapse (2012) and Florea & Badea (2013) delve into the broader implications of technology in reshaping recruitment practices. These studies underscore the dual nature of technology, highlighting its potential advantages along with inherent challenges. While technology, particularly the internet, can introduce efficiency and speed into recruitment, it can also pose challenges like scrutinizing applications and ensuring face-to-face interactions. The studies emphasize the need to balance technology's advantages with potential drawbacks.

Geographical Outreach and Quality Improvement: Ghadeer Mohamed Badr ElDin Aboul-Ela (2014) provides a comprehensive view of the advantages of e-recruitment, reinforcing previous insights. The capacity of e-recruitment to offer geographical outreach is emphasized, enabling organizations to tap into a diverse range of candidates from various locations. This expansion of the talent pool also aligns with the pursuit of higher applicant quality. Moreover, the study underscores the potential of e-recruitment to project an improved organizational image, creating a positive perception among both potential applicants and stakeholders.

PhD research. Sayel Sabha (2018) highlights the critical role recruitment plays in today's competitive job market. The emergence of online platforms has caused a major revolution in the recruiting industry. The latest trend in the field, electronic recruitment, is penetrating businesses of all sizes. This practice includes using digital opportunities to post job vacancies, receive resumes online, and communicate with applicants through electronic channels. This means moving from traditional recruitment methods to more technologically advanced solutions.

Research by Dr. Masese Omete Fred and Dr. Masese Omete Fred. In his 2018, Uttam M. Kinange draws attention to the critical importance of human resources in driving organizational development. This study establishes a direct link between the effectiveness of online recruitment strategies and progress across organizations. In an environment where the ability to attract and retain qualified employees is paramount, this study focuses on how well-designed e-recruitment activities contribute to an organization's overall growth. .

 Nafia Sultana and Nahida Sultana efforts in 2018 address the increasing reliance on online platform in conducting various HR management activities. Notably, the study not only evaluated the effectiveness of online recruitment, but also identified the specific stages of the recruitment process where companies would benefit most from adopting digital methods. This highlights the need for a comprehensive understanding of the various aspects of the impact of electronic adoption.

 2018 study by Piana Monsurmindia and Kazimulhok highlights the critical role the recruitment process plays in an organization's success. This study highlights certain gaps and discrepancies in electronic recruitment systems, leading to consideration of hybrid approaches that combine traditional recruitment methods with modern online practices. Awareness of this potential limitation highlights the need for a balanced and adaptable approach to recruitment.

Research by Muhammad Asad-ul-Mujitaba and Ph.D. In 2018, Muhammad Shaukat Malik examines the impact of e-recruitment on HR effectiveness, especially in Pakistan's private sector. The study explores how recent technological advances, especially the concept of electronic recruitment, have significantly changed recruitment practices and processes in HR departments, leading to increased efficiency and performance.

2017 study by Prakash Yadao Khillare and Smita Kasinath Shirsale focuses on conceptualizing electronic recruitment in the modern business environment. The purpose of this research is to comprehensively understand the nature, benefits, challenges, methods and current trends associated with electronic recruitment practices. By discussing these factors, this study contributes to our overall understanding of the impact of e-recruitment on organizations.

Research by Anand J and Ph.D. His Chitra Devi S of 2016 highlights the growing acceptance of e-recruitment activities among HR professionals, especially in terms of organizational growth and feasibility. Increasingly, companies are using e-recruiting to identify and attract the right people at the right time, at the right cost, a strategic importance in contributing to an efficient recruitment process and overall success. recognizing.

2016 study by Dr. Sajad Hossain, Dr. Kazi Tarek Ullah and Dr. Mohan Kudri addresses the complex relationship between e-recruitment and hiring candidates. This study examines how e-recruitment activities impact job seekers' perceptions and engagement, with a particular focus on postgraduate job seekers in Bangladesh. This study provides insight into the psychological and perceptual impact of electronic recruitment on potential candidates.

Literature survey by Anand J and Dr. 2016 Chitra Devi S summarizes the perceived benefits of e-recruitment from the perspective of HR managers. This review highlights the need for continuous improvement when addressing the technical aspects associated with e-recruitment and emphasizes the importance of refining and adapting these practices as technology evolves.

2016 study by Rozy Rani explores the impact of e-recruitment on job seekers and the functionality of online job sites. The survey highlights the convenience and effectiveness of her online platform when looking for work. This study highlights the transformative impact of the digital age on job-seeking behavior and the evolution of traditional job-seeking methods.

A 2015 study by Lakshmi SL highlights the growing popularity of electronic adoption and its effectiveness in a competitive business environment. The study shows that e-recruiting offers benefits such as cost savings, faster hiring times, and the ability to attract qualified candidates. Furthermore, it highlights that online recruitment plays a key role in managing talent and maintaining a competitive advantage, and further growth is projected for the electronic recruitment sector.

As per Study of **Tong and Sivanand, (2005)** online recruitment (e-recruitment) emerges as a handy and advantageous method over traditional methods of recruitment e-recruitment enable the firm to perform the tasks in speed and improves the process One of the outcomes

of the growth of e-recruitment technologies has been that applying for jobs has become simpler and more streamlined.

Executives of Malaysia believe that e-recruitment can lead them to a new competitive position in regional labor markets due to the importance of knowledge workers and resource-based competition **(Poorangi et al., 2011; Ahmed, 2009).**

Galanaki, (2002); Khan, (2010) as stated that lower cost investment, shorter recruitment cycle, reach to a wider range of applicants, better quality of applicants,the opportunity to address specific market niches, and issue attraction of passive job-seekers; are described as the strong sides of the Internet recruitment. Additionally, the advertisement and its attributes are important factors in e-recruitment as **Buda (2003)** found that the recruitment advertisement is to be effective when it should include positive information at the start when being advertised through non-expert sources (e.g. general media).

The review of the above literature provides an indication that online recruitment (e-recruitment) is acknowledged as being an important aspect of job/candidate searching for jobseekers and organizations. Moreover, e-recruiting is becoming more effective recruitment tools, creating an avenue to build relationships between job seekers and organizations **(Mooney, 2002).**

2.3 CONCLUSION

In summary, combining various literature reviews illuminates a comprehensive and complex understanding of the profound impact and importance of e-recruitment in today's organizational dynamics. Taken together, these insights highlight the central and transformative role that technology has taken in redefining traditional recruiting strategies, especially on the Internet. This synthesis of research findings spans multiple years and contextual variations, thus encompassing the evolving landscape of e-recruitment and its dynamic impact on HR practices. These literature reviews show various implications related to e-recruitment by looking at different studies. A common thread that emerges is the seismic shift triggered by digital platforms, especially the Internet, which has changed the way organizations source, attract and select potential talent. This change marks a departure from traditional recruitment methods characterized by inefficiencies and limitations to an era defined by increased efficiency, global accessibility and cost-effectiveness. These insights are based on rich research that spans different industries, sectors and geographies. This diversity highlights the universality of e-recruitment and its ability to cross organizational boundaries. The consistent findings of the research show a convergence of perceptions and an understanding that e-recruitment is not just a trend, but a cornerstone of modern HR management.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 TITLE OF THE STUDY

An Investigation on the Efficacy of e-recruitment Among HR Practitioners of IT Companies in Technopark thiruvananthapuram

3.2 RESEARCH DESIGN

The research design that was employed for the quantitative research study was cross-sectional. By administering surveys or questionnaires, the researcher collected information about these practitioners experiences, opinions, and practices related to e-recruitment. By collecting data from a diverse group of HR practitioners working in IT companies in Technopark Trivandrum at a single point in time, the researchers gained insights into the prevailing trends and patterns related to e-recruitment adoption. Additionally, the cross-sectional design enabled the researchers to compare the effectiveness of erecruitmentpractices among different IT companies within the Technopark. By administering surveys or questionnaires to HR practitioners from various companies, the researchers could identify variations in approaches, challenges, and success rates associated with e-recruitment. This approach is particularly useful for benchmarking and identifying best practices that can contribute to enhancing the overall efficacy of e-recruitment strategies in the IT sector

3.3 UNIVERSE AND UNIT

3.3.1 Universe of the study

Study is composed of HR practitioners working in IT companies within Technopark located in thiruvananthapuram district. Specifically, it includes HR professionals who are involved in recruitment activities within the IT companies situated in Technopark. This universe encompasses all levels of HR practitioners, from entry-level recruiters to senior HR managers, who are responsible for implementing and managing the e-recruitment process in their respective organizations.

3.3.2 Unit of the study

Human Resource Practitioners employed in IT companies operating in Technopark located in Thiruvananthapuram district.

3.4. SAMPLING DESIGN

3.4.1. Sampling Method

Random Sampling

The sampling technique employed in this study is random sampling. Random sampling involves the selection of participants from the target population in a manner where each member has an equal chance of being included in the study. In this context, HR practitioners from various IT companies situated within Technopark Thiruvananthapuram are selected randomly to form the research sample. This approach ensures that the collected data is representative of the broader population of HR practitioners in these IT companies, enhancing the generalizability of the study's findings to a larger context. The use of random sampling minimizes bias and increases the likelihood that the sample accurately reflects the diversity and characteristics of HR practitioners working in Technopark Thiruvananthapuram's IT sector, thus bolstering the validity and reliability of the research outcomes.

3.4.2. Sampling Procedure

A list or database of all HR practitioners working in the IT companies located within Technopark Thiruvananthapuram was developed. This list served as the sampling frame from which participants were randomly selected.

3.4.3. Sample Size

For this study the researcher was able to collect data from 64 Human Resource Practitioners of various IT companies operating in Technopark located in Thiruvananthapuram district.

3.5. SOURCES OF DATA

3.5.1. Primary Data

Primary data is mainly collected with the help of a questionnaire from HR Practitioners of various IT companies operating in Technopark located in Thiruvananthapuram district. Questionnaire has been designed from standardized qustionnaire and by adding relevant questions pertinent to the present study. 100 questionnaires were sent, and 64 completed questionnaires were returned with the response rate of 64 % of them, there are HR recruiters from entry-level recruiters to senior HR managers.

3.5.2 Secondary Data

The researcher has collected secondary data from journal articles, newspapers, magazines and internet sources.

3.6. DATA COLLECTION

 The researcher used well structured questionnaire and administered in the form of Google Forms to collect the primary data from the respondents. The questionnaire contains a comprehensive set of questions carefully designed to collect relevant information. This questionnaire is designed with a dual approach and contains both closed and open ended questions. Answers are measured on a 5-point Likert scale from 1 to 5. The scale is as follows: 1 means "strongly agree", 2 means "agree", 3 corresponds to "neutral", 4 means "disagree". and 5 represents "strongly disagree". This nuanced methodology was used to facilitate an in-depth exploration of participants' views and opinions on the topic.

3.7.PILOT STUDY

A pilot study was carried out for assessing the feasibility of the study among the respondents. 10 respondents were selected randomly and the data was collected. After analysis necessary corrections and modifications were made.

3.8. TOOLS FOR DATA ANALYSIS

The researcher employed the Statistical Package for Social Sciences (SPSS), which is a software package designed for conducting statistical analyses, to perform data analysis. The analysis encompassed both descriptive statistics, which provide summaries and insights about the data, and inferential statistics, which allow for making broader conclusions and inferences based on the data patterns.

3.9.VARIABLES

INDEPENDENT VARIABLE

E-Recruitment

DEPENDENT VARIABLES

- • Save Time
- • Geographical Locations
- • Save Human Efforts
- • Improved Quality of Applicants

3.10. LIMITATIONS OF THE STUDY

The study is subjected to the following limitations

- ✓ This being a cross-sectional study, the pre and post analysis of digitalizing recruitment activities are not captured.
- ✓ A qualitative perspective is also not included in the study. Such inputs would reveal the practical implications and learning experience of HR practitioners.
- ✓ The study's insights are derived from a specific sample of HR practitioners within Technopark. A larger sample could have offered a more comprehensive grasp of e-recruitment methods' effectiveness and enhanced the statistical robustness of the analysis.

CHAPTER 4

DATA ANALYSIS

AND

INTERPRETATION

4.1 INTRODUCTION

The Data Analysis and Interpretation chapter of this research study plays a pivotal role in extracting valuable insights from the collected data, shedding light on the intricate dynamics surrounding the efficacy of e-recruitment methods among human resource practitioners in IT companies located within Technopark Trivandrum. This chapter represents a critical juncture where raw data is transformed into meaningful and actionable knowledge, enabling a deeper understanding of the research questions and objectives.

4.2 ANALYSIS OF DEMOGRAPHIC VARIABLES

Demographic data represents the information of a specified group based on particular identified factors. For this research, the demographic factors considered are age, , years of experiences in information and communication technology and years of experiences in recruitment.

4.3 FREQUENCY TABLE

4.3.1 Age wise participation of respondents

Age	Frequency	Percent
22-29	21	32
30-37	8	12
38-45	1	4
46-53	11	17
54-60	23	35
TOTAL	**64**	**100**

AGE
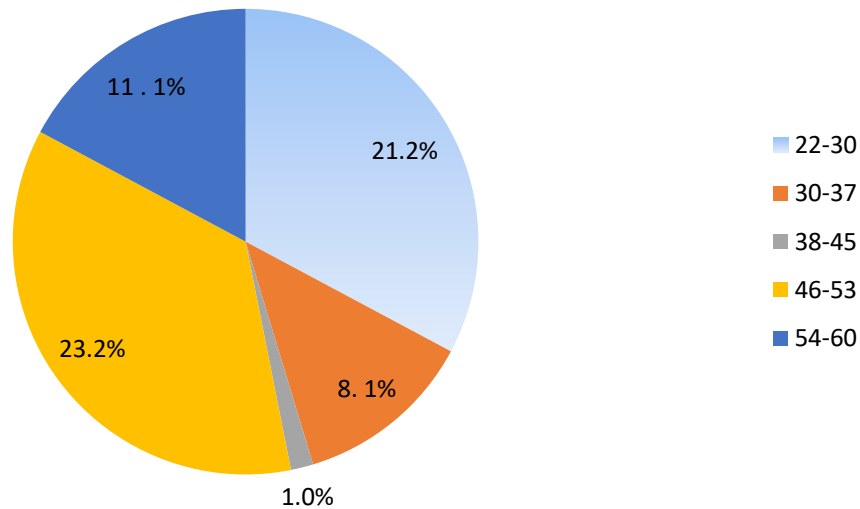
The table illustrates the age distribution of the participants who participated in the study of the effectiveness of the method of electronic recruitment of HR specialists of IT companies in Technopark Trivandrum. The main objective of this study is to evaluate the effectiveness of electronic recruitment methods among HR professionals in IT companies located in Technopark Trivandrum. The ages of the participants are divided into separate groups and the frequency and percentage representation in the total sample of 64 participants are presented. Age groups: The ages of participants are divided into five different groups: 22-29yrs, 30-37yrs, 38-45yrs, 46-53yrs and 54-60yrs.

The table shows the number of participants in each age group where 21 participants are aged 22-29. 8 participants are 30-37 years old. One participant is 38-45 years old. 11 participants are 46-53 years old. 23 participants are classified as 54-60 years old. Percentage: The "Percentage" column is the percentage of participants in each age group out of the total number of participants over 64 years of age. Participants aged 22-29, of which there are 21, make up about 32 percent of all participants. 8 participants aged 30-37 are about 12% of all participants. One participant between 38 and 45 years old represents approximately 4% of all participants. 11 participants aged 46-53 make up approximately 17% of all participants. The age group 54-60 with 23 participants is about 35% of the participants. Overall, the table provides valuable information about the age distribution of the study participants. This information helps researchers and readers understand the demographic makeup of the sample.

In addition, this data can help to investigate how age can affect the effectiveness of electronic recruitment methods for HR professionals in IT companies located in Technopark Trivandrum.

4.3.2 Year wise experience of respondents in information and communication technology

Age	Frequency	Percent
1-5	16	25.0
6-10	25	39.1
11-15	17	26.6
16-20	6	7.8
Total	**64**	**100.0**

YEARS OF EXPERIENCE IN INFORMATION AND COMMUNICATION TECHNOLOGY
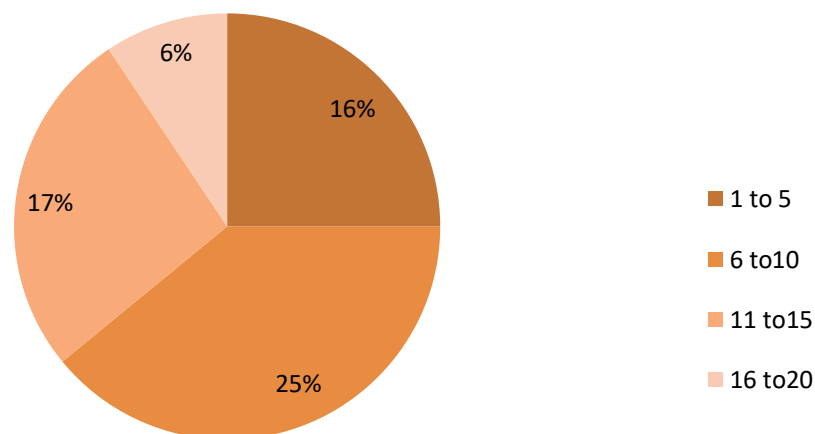
Based on the table, the researcher can draw the following conclusions:

The majority of the participants (39.1%) belong to the "6-10 years of experience" category, followed by 26.6% of the participants with "11-15 years of experience" and 25.0 % of the participants with "1-5 years". years of experience." to experience." A smaller percentage (7.8%) of the participants have "16-20 years of experience".

The table shows that people with medium level (6-15 years) experience in the ICT sector participated in the study. This may affect the results of the study, as the perceptions and preferences of these mid-level professionals may differ from those of junior or senior professionals.

As the study focuses on HR professionals in IT companies, sharing years of experience can help the researcher adapt the findings and recommendations to the specific needs and concerns of professionals with different experience levels.

Although it can be expected that the age distribution of participants will vary within each experience category. This can affect how electronic recruitment methods are perceived, as different age groups can have different levels of knowledge and comfort with technology. The researcher wants to determine if there are significant differences in the effectiveness of e-recruitment based on experience levels. For example, mid-level specialists may have different expectations and concerns than those relatively new to the field or those who have been in the field for a long time.

In summary, the presented table gives an overview of the distribution of years of experience of IT participants in Technopark Trivandrum for the study of effectiveness of electronic recruitment methods. With this information, the researcher can analyze the possible effect of experience levels on the results of the study and better understand the point of view of the target group about electronic recruitment methods.

4.3.3 Year wise experience of recruitment

Age	Frequency	Percent
1-5	16	25.0
6-10	33	51.6
11-15	10	15.6
16-20	4	6.3
TOTAL	**64**	**100**

YEARS OF EXPERIENCE IN RECRUITMENT
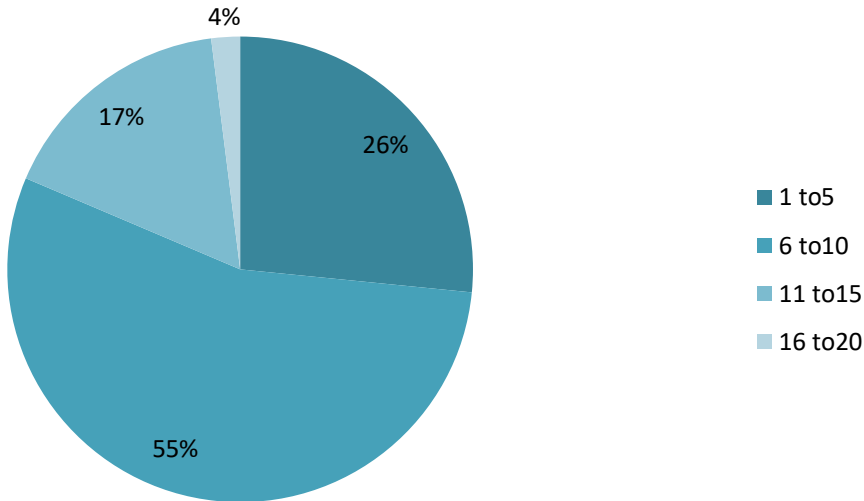
In this table, participants are ranked by how many years they have worked in recruiting. The purpose of this classification is to understand the distribution of experience levels among the HR professionals participating in the study. 1-5 years, 6-10 years, 11-15 years and 16-20 years were selected for classification. Such a breakdown allows researchers to analyze how participants' experiences may relate to their perceptions and attitudes toward electronic recruitment methods.

The table shows the percentages for each combination of years and age, showing the percentage of participants in each category out of the total number of participants in the study. This information is crucial to understand the distribution of participants across different experiences and age groups. Percentages indicate the relative weight of each category in the overall composition of the participant.

The percentages provide an overview of the prevalence of different experience levels among the participants. It says that 25.0% of participants have 1-5 years of experience, this means that a quarter of the entire group of participants falls within that range. Similarly, the statement that 51.6% have 6-10 years of experience indicates that a little more than half of the participants are in this experience. The percentages for other categories follow the same logic. These percentages help identify the dominant experiences of the participating population.

4.4 ANALYSIS OF MEANS WITH VARIABLES

The mean, also known as the average, is a measure of central tendency that sums up a set of values and divides the total by the number of values. It provides a representative value for a dataset and is commonly used in statistical analysis. The mean is sensitive to extreme values, making it important to consider other measures, such as the median, in certain cases.

Table no: 4.4.2 DESCRIPTIVE STATISTICS

SLNO	SAVE TIME	MEAN
1	E-recruitment saves a lot of time to our company	4.15
2	The time taken for e-recruitment process is less than that is allocated for traditional recruitment methods	4.12
3	E-recruitment method is associated with the concept of time efficiency.	4.15
4	E-recruitment reduces the time taken for analyzing the data collected from applicants	4.20
	TOTAL	**4.162**

Statement 1: "E-recruitment saves our company a lot of time"

This statement, with an average score of approximately 4.16, reflects a strong consensus among participants that electronic recruitment brings significant time savings to their companies. This high average shows that the majority of the respondents consider e-recruitment as an effective way to make the recruitment process more efficient. A relatively high score indicates that participants not only recognize the potential time savings, but also believe that these savings are significant and noteworthy.

Statement 2: "The electronic recruitment process takes less time than traditional recruitment methods"

This statement averaged approximately 4.13, indicating that participants generally believe that electronic recruitment is more time-saving compared to traditional recruitment methods. The score indicates that participants see e-recruitment as a method that allows them to complete the recruitment process in less time than if they used traditional methods. This opinion is consistent with the general perception that electronic recruitment is considered a faster option.

Statement 3: "The e-recruitment method is related to the concept of time efficiency"

This statement, which shares the same average score of approximately 4.16 as statement 1, highlights the consistency of participants' perceptions. The fact that the participants gave a response score to this statement suggests that they associate the concept of time efficiency closely with electronic recruitment. This finding reveals the unanimous view of the respondents that e-recruitment is intrinsically linked to the idea of time optimization.

Statement 4: "Electronic recruitment reduces the time needed to analyze the data collected from applicants"

This statement received the highest mean of approximately 4.21, suggesting that participants preferred electronic recruitment to speed up data analysis. The strong agreement of the participants with this statement means that they feel that the time spent on processing and evaluating information from the applicant is significantly reduced. This result shows that electronic recruitment methods are particularly effective in enhancing the data analysis of the recruitment process.

Average total score:

The average score for all statements is approximately 4.16, which reinforces the consistently positive perception of participants about the time-saving benefits of e-recruitment. This cumulative score highlights that the positive opinion about the time-saving features of e-recruitment is not limited to one statement, but is reflected in several different parts of the recruitment process

Table no: 4.4.2 DESCRIPTIVE STATISTICS

SLNO	GEOGRAPHICAL REACH	MEAN
1	The company's' recruitment efforts reach lots of applicants through e-recruitment	4.07
2	The company can reach several geographical locations through e-recruitment	4.09
3	It's easier to get the required expertise from different countries through e-recruitment	4.06
4	E-recruitment is the simplest method to reach several locations worldwide	4.04
5	E-recruitment allows a more diversity of applicants from various geographical locations to apply	4.11
6	E-recruitment allows us to reach the world easily	4.11
7	E-recruitment helps the organization to find worldwide recruitment Sources	4.12
	TOTAL	**4.090**

Statement 1: "A company's recruiting efforts reach a large pool of candidates through electronic recruiting." This statement suggests that HR professionals who responded to the survey believe that e-recruitment is effective in attracting a significant number of candidates. The average score of 4.08 indicates a generally positive attitude of the participants, which means that they consider e-recruitment as a fruitful method to increase the pool of candidates.

Statement 2: "A company can reach multiple geographic locations through electronic recruiting."

Average score: 4.10

The high mean score of 4.10 for this statement suggests that participants believe that electronic recruitment will allow their companies to expand their reach across various geographies. This positive perception shows that e-recruitment is seen as a means to overcome geographical barriers and tap into a wider pool of talent.

Statement 3: "E-recruitment makes it easier to get the necessary expertise from different countries."

Average score: 4.06

The average score of 4.06 shows that HR specialists who answered the survey consider electronic recruitment as an opportunity for more easily available competences from different countries. This means they see e-recruitment as a viable method of bridging skills by attracting specialist talent from around the world.

Statement 4: "E-recruitment is the easiest way to reach multiple locations around the world."

Average score: 4.05

A mean score of 4.05 suggests that participants view e-recruitment as a relatively easy way to expand their company's reach to multiple locations around the world. This insight can be valuable for organizations looking for effective ways to expand their presence without major logistical challenges. Statement 5: "E-recruitment allows an even more diverse group of applicants from different geographic areas to apply."

Average score: 4.11

With an average score of 4.11, this statement reflects the strong belief of the participants that electronic recruitment facilitates the participation of diverse candidates from different geographical areas. This insight is consistent with the idea that e-recruitment can increase diversity and inclusion in organizations.

Statement 6: "We can easily enter the world with electronic recruitment."

Average score: 4.11

A mean score of 4.11 indicates that participants see e-recruitment as a tool to easily reach a global audience. This image highlights the global accessibility and scalability of electronic promotional methods.

Statement 7: "E-recruitment helps an organization find global sources of recruitment."

Average score: 4.13

A mean score of 4.13 indicates that participants strongly agree that electronic recruitment helps identify recruitment sources worldwide. This insight highlights the role of e-recruitment in expanding the horizons of talent acquisition.

Overall average: 4.09

The overall mean score of 4.09 indicates that HR professionals at IT companies in Technopark Trivandrum consistently rate positively the effectiveness of electronic recruitment methods. This cumulative perspective highlights the value of these professionals in e-recruitment to address global recruitment challenges.

Conclusion:

From the researcher's point of view, the high mean scores for all statements indicate that there is a strong consensus among the HR professionals about the usefulness of e-recruitment. This method is considered key to reach a wide and diverse pool of candidates in different geographical areas. The results of this study can influence HR practices in the IT

industry by guiding the implementation and optimization of electronic recruitment strategies to effectively deploy global talent.

Table no: 4.4.4. DESCRIPTIVE STATISTICS

SLNO	SAVES EFFORTS	MEAN
1	E-recruitment helps our company to save lots of efforts through the utilization of technology	4.111
2	Using e-recruitment consumes less efforts as technology makes things easier	4.095
3	Using e-recruitment, will lead to a reduction in human efforts	3.984
4	E-recruitment saves lots of efforts that are further utilized by the organization towards efficiency	4.047
5	E-recruitment is a fast and an easy way to save human efforts	4.079
	TOTAL	**4.063**

The study presented participants with a series of arguments about the effectiveness of e-recruitment in terms of saving effort. These statements likely covered several aspects of how technology-enabled recruitment processes can help reduce the effort and workload associated with traditional recruitment methods. By adding several statements, the researchers aim to get a comprehensive picture of the respondents' perceptions and opinions.

Relatively high average scores:

The average scores for all the statements given by the participants are remarkably high, ranging from about 3.98 to 4.11. This high range of mean values indicates that respondents

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who are HR professionals in IT companies in Technopark Trivandrum share a generally positive opinion about the effectiveness of electronic recruitment methods in terms of cost savings. Higher mean scores indicate a stronger association with the statements.

Highest average (4.111):

Among the statements, the one with the highest mean score (4.111) is: "E-recruitment helps our company save a lot of effort by using technology." This exceptionally high mean indicates that a significant proportion of participants strongly agree with this statement. In other words, they believe that technology-based e-recruitment methods are particularly effective in streamlining and reducing the effort involved in the recruitment process.

Lowest average (3.984):

The statement with the lowest average score (3.984) is: "The use of electronic recruitment reduces human work." Although this is the lowest average of the statements, it is still relatively positive among participants. This suggests that although respondents may not be as enthusiastic about this particular aspect, they still generally agree that e-recruitment helps reduce the overall effort involved in the recruitment process. Total positive rating (average: 4.063):

Looking at the averages of all the statements, the average of all the statements is 4.063. This general assessment further reinforces the idea that participants have a positive perception of the effectiveness of electronic recruitment methods in saving effort. This average rating is an indicator that shows the overall feeling of the respondents towards the research object.

Conclusion and contextual considerations:

Based on the data presented in the table, the study concludes that electronic recruitment methods are considered effective in reducing IT company personnel in Technopark Trivandrum. In conclusion, the table show that the survey participants see electronic recruitment methods as generally valuable work tools in the context of IT companies in Technopark Trivandrum. High mean scores and nuanced agreement across statements support this positive perception.

Table no: 4.4.4. DESCRIPTIVE STATISTICS

SLNO	IMPROVED QUALITY OF APPLICANTS	MEAN
1	E-recruitment provides better quality of applicants	3.84
2	E-recruitment can save the organization the costs of attracting unqualified applicants	3.82
3	E-recruitment allows the company to filter the qualified applicants through the adoption of technology buffers	3.93
4	E-recruitment increases the opportunity of attracting competent applicants	3.95
5	E-recruitment can reduce the chances of attracting unqualified applicants	3.85
6	E-recruitment helps to create a sound image for the organization	3.93
7	Companies adopting e-recruitment enjoy an improved organizational image	3.98
8	E-recruitment reduces the barrier of attracting unqualified applicants through improved organizational image **TOTAL**	3.92 **3.90**

E-recruitment offers a better quality for applicants (average: 3.84):

This score indicates that the majority of participants agree that electronic recruitment has a positive effect on the quality of applicants. A higher mean score indicates that participants consider e-recruitment a valuable tool for attracting candidates with the desired qualifications and skills. This can have a significant impact on companies, as a higher quality of candidates can lead to better salaries and improve the overall performance of the organization.

Cost savings by avoiding unqualified candidates (average: 3.83):

A related agreement emphasizes that the participants are aware of the savings potential of electronic recruitment. By using technology to filter out unqualified applicants, companies can save resources that would otherwise be spent on reviewing and processing applications that do not meet the required criteria. This shows that participants understand the practical benefits of e-recruitment in terms of resource allocation.

Filtering of accepted applicants using technology buffers (mean: 3.94):

A high mean score indicates that participants strongly believe that technology-based filters and screening mechanisms are effective in identifying and selecting qualified candidates. This underscores participants' confidence in the ability of e-recruitment to streamline the candidate selection process, enabling more efficient identification of potential employees with desired skills and qualifications.

Increase the likelihood of attracting qualified candidates (average: 3.95):

This result shows that the participants see e-recruitment as a method that positively affects the attractiveness of the company in the eyes of competent candidates. This perception suggests that e-recruitment strategies are considered to improve the image and reputation of the company, which in turn helps to attract qualified individuals interested in working for an organization known for its professionalism and potential.

Reducing the attraction of unqualified applicants (mean: 3.86):

Reconciling this point with the second point emphasizes participants' appreciation of e-recruitment's ability to weed out unqualified candidates. This meets the practical advantages of electronic recruitment as it ensures that only candidates who meet the required standards are considered for the later stages of the recruitment process.

Promotion of a positive image of the organization (average: 3.94):

A high mean value for this item indicates that participants consider e-recruitment as a tool that helps create a favorable organizational image. This is crucial because a positive image can attract top talent and promote an attractive employer image, which can be especially important in a competitive job market. Companies implementing electronic recruitment have a better organizational image (average: 3.98):

The strong consensus on this issue reinforces the notion that e-recruitment has a significant positive impact on organizational image. Participants' belief in this positive impact means they understand the strategic value of e-recruitment in shaping the views of potential candidates and the wider industry.

Overlapping statement (mean: 3.92):

Despite the double claim, the high average score reinforces participants' confidence in the positive effects of electronic recruitment on organizational reputation and the reduction of unqualified candidates. This consistency underlines the strength of their convictions on these issues.

In summary, the results of the study show that participants of HR professionals from IT companies in Technopark Trivandrum have a positive attitude towards electronic recruitment methods. They believe that electronic recruitment improves the quality of candidates, lowers costs by filtering out unqualified candidates, improves company image and increases the chance of attracting competent people. The average composite score of 3.91 reflects a generally positive attitude towards the effectiveness of electronic recruitment in the specific context of the study. These findings may have significant implications for HR practices and strategies of IT companies in the region.

4.5 DESCRIPTIVE STATISTICS FOR THE VARIABLES IMPROVED APPLICANTS QUALITY AND HUMAN EFFORTS SAVINGS

Descriptive statistics provide valuable insights into the central tendencies, variability, and distribution of responses within these variables. The presented table encapsulates critical information, such as the mean scores, standard deviations, and confidence intervals for each level of response on a Likert scale. Mean scores indicate the average level of agreement or perception, shedding light on the collective sentiment of the participants.

In this research, understanding the characteristics and distribution of data is paramount to comprehending the insights gathered from a study. Descriptive statistics serve as a foundational tool for summarizing and interpreting data, enabling researchers to uncover patterns, trends, and variations within the dataset. This section presents a comprehensive overview of the descriptive statistics obtained for two key variables in the study: "Improved Applicant Quality" and "Human Effort Savings."

The variables "Improved Applicant Quality" and "Human Effort Savings" are central to the investigation on the efficacy of e-recruitment methods within the context of human resource practices in IT companies located in Technopark Trivandrum. The study aims to shed light on the impact of these e-recruitment methods on the perceived quality of applicants and the potential reduction in human effort during the recruitment process.

TABLE No: 4.5.1. DESCRIPTIVE STATISTICS

Descriptives								
IMPROVED QUALITY OF APPLICANTS AND SAVE HUMAN EFFORTS								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
3.25	1	3.25000	.	.	.	.	3.250	3.250
3.75	1	4.12500	.	.	.	.	4.125	4.125
4.00	38	3.91447	.287853	.046696	3.81986	4.00909	2.750	4.375
4.25	7	3.98214	.047246	.017857	3.93845	4.02584	3.875	4.000
4.50	11	3.70455	.448165	.135127	3.40346	4.00563	3.000	4.125
4.75	4	4.09375	.623957	.311979	3.10089	5.08661	3.625	5.000
5.00	1	5.00000	.	.	.	.	5.000	5.000

This table appears to show descriptive statistics for two study areas: "Applicant Quality Improvement" and "Save Human Efforts." These aspects is measured by Likert scale response.

These categories represent items on a Likert scale where participants were asked to rate whether they agreed or disagreed with statements related to "improving the quality of applicants" and "saving measures". These scores range from 3.25 to 5.00, indicating varying agreement.

N (number of responses):

Column "N" indicates the number of participants who responded in each Likert scale category. For example, 38 participants answered at the level of 4.00, 7 participants at the level of 4.25, etc.

Average (average score):

The Average column shows the average score for each category. This mean represents the central tendency of answers of participants in that category. For example, the mean score for

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the 4.00 category is approximately 3.914, indicating that, on average, participants gave answers indicating this level of agreement.

Std. Deviation (standard deviation):

The "Std. Deviation" column shows the spread or variation of responses around the mean for each category. A smaller standard deviation indicates that responses are clustered close to the mean, while a larger standard deviation indicates more scattered responses.

95% Confidence Interval of Mean:

This column gives the range in which the true population measure is likely to fall with 95% confidence. It is calculated using the mean, standard deviation and sample size.

Minimum and maximum scores:

The "Minimum" and "Maximum" columns show the minimum and maximum points awarded by participants in each category. For example, in class 4.25, the lowest score was 3.875 and the highest was 4.000. All together:

The "Total" row shows the total statistics of all responses to both questions. The average score for all participants is approximately 3.907, indicating an average level of agreement. A standard deviation of 0.372 indicates that there is some variability in participants' responses.

Majority Agreement and Mean Scores Above Midpoint:

The statement "The majority of participants seem to agree with statements related to both 'Improved Quality of Applicants' and 'Save Efforts' since the mean scores are generally above the midpoint of the scale" highlights that the mean scores provided by participants are higher than the midpoint of the scale. This suggests that participants generally agree with the statements being assessed. The midpoint of the scale (likely 3.00) is often considered as neutral, indicating neither agreement nor disagreement. When mean scores are above this midpoint, it indicates a trend towards agreement. In this case, the mean scores falling above the midpoint suggest that participants tend to perceive both "Improved Quality of Applicants" and "Save Efforts" positively.

Relatively Low Standard Deviations and Consistent Responses:

The statement "The relatively low standard deviations suggest that the responses are relatively consistent around the mean, indicating that participants' opinions are not widely divergent" emphasizes the concept of standard deviation. Standard deviation is a measure of how much individual responses deviate from the mean. A lower standard deviation implies that participants' responses are closer to the mean, indicating a level of agreement and consistency. In this context, the relatively low standard deviations in the table indicate that the participants' opinions are not widely spread out; they tend to cluster around the mean. This consistency indicates a certain degree of agreement among the participants in their perceptions.

95% Confidence Intervals and Confidence in Estimated Mean:

The statement "The 95% confidence intervals provide a range in which the true population means are likely to fall. The narrower the interval, the more confident we can be in the estimated mean" discusses the concept of confidence intervals. In statistical analysis, a 95% confidence interval indicates a range within which the true population mean is expected to lie 95% of the time. A narrower interval indicates higher precision in estimating the population mean. So, if the interval is narrow, researcher can be more confident that their sample mean is a good representation of the entire population. This statement underscores the importance of considering the confidence intervals when interpreting mean scores, as they provide a measure of the reliability of the estimate.

Overall Snapshot of Participants' Responses:

The concluding statement "Overall, this table provides a comprehensive snapshot of participants' responses, allowing researchers to understand the distribution of opinions, the level of agreement, and the variability in those responses related to 'Improved Quality of Applicants' and 'Save Efforts'" summarizes the insights gained from the table. The table presents a summary of participant responses in terms of mean scores, standard deviations, and confidence intervals. This summary aids researchers in understanding how participants perceive the two aspects being assessed. By examining the distribution of opinions, level of

agreement, and variability, researchers can form a more complete understanding of the participants' perspectives on "Improved Quality of Applicants" and "Save Efforts."

In essence, this table provides valuable information about participants' perceptions and attitudes, helping researchers gauge the consensus, variability, and reliability of these perceptions within the context of the study's objectives.

4.6 ONE WAY ANOVA BETWEEN VARIABLES

One-way ANOVA is a statistical analysis technique used to examine whether there are significant differences between the means of three or more groups. It is called "one-way" because it involves a single factor or independent variable. This factor typically represents different groups or levels that participants are assigned to or naturally fall into. The purpose of conducting a one-way ANOVA is to determine if the observed differences in means across the groups are statistically significant or simply due to chance. By comparing the variability between the groups to the variability within the groups, one-way ANOVA provides insights into whether there are meaningful differences in the variable of interest among the groups being studied. This analysis is widely employed in various fields, including psychology, social sciences, medicine, and business, to explore group differences and make informed interpretations based on statistical evidence.

4.6.1 ONE WAY ANOVA BASED ON IMPROVED QUALITY OF APPLICANTS AND SAVED HUMAN EFFORTS

Improved Quality of Applicants: By conducting a one-way ANOVA, the researchers were able to assess whether the level of e-recruitment implementation had a significant effect on the quality of applicants attracted by the IT companies. The ANOVA analysis helped determine if there were statistically significant differences in the mean quality of applicants between companies that extensively used e-recruitment methods and those that used them to a lesser extent. This information could assist HR practitioners in understanding the effectiveness of their e-recruitment strategies in attracting high-quality candidates.

Saved Human Efforts: Another application of the one-way ANOVA was to investigate the relationship between the extent of e-recruitment usage and the amount of human efforts saved in the recruitment process. The analysis revealed whether companies that utilized e-recruitment methods more intensively experienced statistically significant differences in the amount of time, resources, and manpower saved compared to companies with less emphasis on e-recruitment. This insight could guide HR practitioners in making informed decisions about resource allocation and process optimization.

By applying a one-way ANOVA to these two dependent variables, the study was able to uncover meaningful patterns and relationships that might not have been apparent through simple observations. It helped validate whether the differences observed in improved applicant quality and saved human efforts were statistically significant and attributable to varying levels of e-recruitment implementation. This, in turn, contributed to a more robust and evidence-based understanding of the efficacy of e-recruitment practices among HR practitioners in IT companies within Technopark Trivandrum.

TABLE No: 4.6.2. ONE-WAY ANNOVA

ANNOVA

IMPROVED QUALITY OF APPLICANTS AND SAVE HUMAN EFFORTS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.306	6	.384	3.440	.006
Within Groups	6.256	56	.112		
Total	8.562	62			

ANOVA table considered aims to explore the relationship between the two variables 'improvement in applicant quality' and 'saving in human effort'. These two variables are the key aspects explored in this study, especially related to e-recruitment methods and their impact on HR practices in Technopark his Trivandrum his IT companies.

ANOVA (analysis of variance):

ANOVA is a statistical technique used to compare the means of two or more groups to determine if there is a statistically significant difference between those groups. Here, analysis of variance is used to examine whether there is a significant difference between the mean values for the levels of 'improved applicant quality' and 'saving human effort'.

Between groups:

Sum of Squares (SS): This is a measure of the variation between the group mean and the overall mean. Quantify how much each group's mean differs from the overall mean. Degrees of freedom (df): In this context, degrees of freedom refers to the number of groups minus one. 6 degrees of freedom means that 7 groups are compared. Mean Square: This is the sum of the squares divided by the degrees of freedom. This gives an estimate of the variance between group means. F statistic (F): The F statistic is the ratio of the variance between group means to the within-group variance. This helps determine whether the differences between group means are statistically significant. Significance level (Sig.): The significance level associated with the F-statistic is a p-value that indicates the probability that the observed F-statistic was obtained by chance. In group:

Sum of Squares (SS): Measures the variation within each group and provides insight into the variation of data points within each group. Degrees of Freedom (df): Within-group degrees of freedom are calculated as the total sample size minus the number of groups. 56 degrees of freedom to reflect within-group variability. Mean Square: As between groups, this is the sum of the squares divided by the degrees of freedom. In total:

Sum of Squares (SS): The sum of squares represents the total variability of the data. Degrees of Freedom (df): For all cases, the degrees of freedom equals the sum of the sample sizes minus one. Overall variation within the dataset. interpretation:

The purpose of the ANOVA table is to assess whether there is a statistically significant difference between the groups defined by the "Improved Applicant Quality" and "Saving Human Effort" levels. A calculated F-statistic of 3.440 and an associated significance level (p-value) of 0.006 indicate that the observed differences between these groups are statistically significant at the traditional significance level of 0.05. This means that the difference in means is unlikely to have arisen solely by chance. For researchers, this ANOVA result is meaningful. This suggests that participants' perceptions of the improved quality of applicants and the reduction of human labor due to e-recruitment differed significantly between groups. These insights lead to a better understanding of the nuances of participant perspectives on the impact of e-recruitment on both the quality of applicants and the effort required in the recruitment process. Further investigation of these differences may require additional analyzes such as post hoc tests and subgroup analyses.

In summary, the ANOVA analysis highlighted significant differences in participants' perceptions of 'improved applicant quality' and 'saving human effort' across groups. This highlights the mixed opinions of participants regarding the effectiveness of electronic recruitment in the context of research.

4.7. CORRELATION BETWEEN VARIABLES

Correlation is a statistical measure that quantifies the relationship between two or more variables. It provides insights into how changes in one variable are associated with changes in another, indicating the direction and strength of their relationship. By examining correlations, researchers can uncover patterns, make predictions, and gain a deeper understanding of the underlying connections within their data. In this brief introduction, we will explore the concept of correlation and its significance in various fields of study, highlighting its role as a valuable tool for analysis and inference.

4.7.1. CORRELATION BETWEEN IMPROVEDQUALITY OF APPLICANTS AND SAVE TIME

Correlations		IMPROVEDQUALITY OF APPLICANTS	SAVE TIME
IMPROVED QUALITY OF APPLICANTS	**Pearson Correlation**	1	.586**
	Sig. (2-tailed)		.000
	N	63	63
SAVE TIME	**Pearson Correlation**	.586**	1
	Sig. (2-tailed)	.000	
	N	63	63
**. Correlation is significant at the 0.01 level (2-tailed).			

Correlation coefficient:

Pearson correlation coefficient is a statistical measure that quantifies the strength and direction of a linear relationship between two variables. When analyzing data, researchers often use this coefficient to understand how changes in one variable affect changes in another. In the context of this study, two correlation coefficients are shown in the table, each reflecting the relationship between her two variables.

Improve applicant quality and save time:

The correlation coefficient between "improved applicant quality" and "saving time" was 0.586. This coefficient ranges from -1 to 1, with positive values indicating a positive relationship and negative values indicating a negative relationship. A coefficient of 0.586 indicates a moderately positive linear relationship between these two variables. In other words, as the quality of applicants is realized, the time savings from using electronic recruitment methods tend to increase as well.

Significance level (p-value):

The p-value associated with the correlation coefficient is a measure of the probability that the observed correlation occurred by chance. In this case, the p-value is a very low 0.000. This indicates that the observed correlation is statistically significant at the 0.01 (two-tailed) level. Simply put, a strong correlation is highly unlikely to be due to chance.

Sample size (N):

The sample size for both variable pairs is 63. It indicates the number of data points or observations used to calculate the correlation coefficient and associated p-value.

Interpretation:

A positive correlation coefficient of 0.586 means that as participants' perceptions of candidate quality improve, they tend to perceive the time-saving benefits associated with electronic recruitment methods as well. This indicates that participants believe that attracting more qualified applicants through the electronic recruitment process will lead to greater efficiency in the time spent in the recruitment process. Significance level importance:

A very low p-value of 0.000 emphasizes the statistical significance of the correlation. This reinforces the claim that the observed correlations are unlikely to be a chance event and more likely due to actual relationships between variables.

Impact on research and HR operations:

For researchers, this finding could be very important. This suggests that participants not only associate improved applicant quality with e-recruitment, but they also associate this improvement with time-saving benefits. This finding may have practical implications for staffing decisions. Organizations may consider highlighting the efficiencies and operational benefits that come from attracting quality applicants through an electronic recruitment strategy. However, it is important to note that correlation does not imply causation. Establishing causality and investigating underlying mechanisms will likely require further analysis through regression modeling and controlled experiments.

CHAPTER-5

FINDINGS , SUGGESTIONS AND CONCLUSION

5.1 INRODUCTION

This chapter serves as a culmination of the research process, where the collected data and analysis are presented to address the research objectives and provide insights into the research topic. The chapter begins by summarizing the main findings of the study, highlighting the key patterns, trends, and relationships that emerged from the data analysis. It provides a comprehensive overview of the research findings and their relevance to the research questions. Following the presentation of the findings, the chapter moves on to provide suggestions or recommendations based on the research findings. These suggestions are aimed at addressing the research problem, improving the understanding of the topic, or offering practical recommendations for stakeholders or decision-makers. The suggestions should be logical, supported by the research findings, and aligned with the research objectives. Finally, the chapter concludes by summarizing the main findings, highlighting their significance, and discussing the implications of the study. It may also reflect on any limitations or challenges encountered during the research process and suggest areas for further research. Overall, this chapter of the research proposal serves as a crucial section for the researcher to present the findings, offer suggestions, and draw meaningful conclusions. It helps to bridge the gap between the research objectives and the real-world implications, contributing to the existing knowledge on the research topic and potentially influencing decision-making or future research in the field.

5.2. FINDINGS

5.2.1 Findings of Demographic Variables

Respondents information and communication technology experience:

This section discusses the insights gained from the table, which shows the level of experience of the participants in information and communication technology (ICT):

Disclosure of experience levels:

Majority in the category 6-10 years (39.1%): The majority of the participants (39.1%) belong to the category "6-10 years of experience", this means a group with significant medium-level experience in the ICT- sector The second largest group (26.6%): The second largest group consists of participants with "11-15 years of experience". This indicates a significant presence of individuals with relatively more experience. Early Career Professionals (25.0%): About 25.0% of participants have 1-5 years of experience, which means some are early career professionals. Experienced professionals (7.8%): A smaller but significant percentage (7.8%) falls into the "16-20 years of experience" category, representing experienced ICT professionals. Effect of experience on study results:

The distribution of experience levels in the group of research participants shows that medium-level experience (6-15 years) dominates in the ICT sector. This distribution affects the results of the study, because the perceptions, preferences and expectations of participants can differ significantly depending on their level of experience.

Relevance according to the research objective:

Considering that the aim of the study is to evaluate the effectiveness of electronic recruitment methods among HR professionals in IT companies, understanding the distribution of experience levels becomes essential. Different levels of experience can bring different perspectives and attitudes to e-recruitment methods. This division allows the researcher to adapt the results and recommendations to meet the specific needs and concerns of professionals with different backgrounds.

Possible differences in age distribution:

Level of experience is often somewhat correlated with age. Thus, differences in age distribution within each experience category may influence participants' perceptions of electronic recruitment methods. Different age groups may have different levels of technology knowledge, which may affect how they perceive the effectiveness of e-recruitment.

Implications for further analysis:

The researcher plans to find out if there are significant differences in the effectiveness of e recruitment based on experience levels. For example, mid-level experts may have distinct expectations and concerns compared to those who are relatively new to the field or have extensive experience. Such differences may shape the study's results and subsequent implications. One year recruitment wise experience:

This section discusses the results of the recruitment experience of participants:

Sharing the recruitment experience:

1-5 years (25.0%): About 25.0% of participants have "1-5 years of recruiting experience."

6-10 years (51.6%): A significant majority (51.6%) fall into the "6-10 years of recruiting experience" category. 11-15 years (15.6%): About 15.6% of participants have "11-15 years of recruitment experience".

16-20 years (6.3%): a smaller share (6.3%) has "recruitment experience 16-20 years".

These findings allow researchers to better understand the distribution of recruitment experiences among participants, helping to understand their backgrounds and contexts.

Correlation with attitudes and perceptions:

Categorizing recruitment experiences becomes a valuable tool for understanding how participants' level of experience can influence their attitudes and perceptions of electronic recruitment methods. Different levels of experience can lead to different familiarity and comfort with e-recruitment practices.

Connection to ICT expertise:

There may be a correlation between ICT experience and participant recruitment. Analyzing the interplay of these factors provides insight into how professionals view electronic recruiting methods in the broader context of their careers.

Understanding Dominant Experience Levels:

The percentages presented describe the prevalence of different levels of recruiting experience among participants. These percentages allow researchers to identify the dominant experiences in a group of participants.

5.2.2 Findings on Analysis of Means with variables

Statement 1: "Electronic recruitment saves our company time"

Participants strongly agree that e-recruitment is a significant time saver for their companies. The average score of 4.16 indicates a high level of agreement among respondents, suggesting that they consider e-recruitment as an effective way to reduce time inefficiencies in the recruitment process. This observation highlights the positive effect of electronic recruitment on the overall efficiency of the recruitment.

Statement 2: "The electronic recruitment process takes less time than traditional recruitment methods"

Participants generally believe that electronic recruitment is faster than traditional methods. A mean score of 4.13 indicates that respondents see electronic recruitment as a time-saving alternative to traditional recruitment methods. This means that electronic recruitment is seen as a faster way to complete the recruitment and is in line with the wider theme of time efficiency.

Statement 3: "The electronic method of recruitment is related to the concept of time efficiency"

Participants strongly associate e-recruitment with the concept of time optimization. The average score of 4.16 emphasizes the unanimous opinion of the respondents that electronic

recruitment is closely related to the idea of time management. This suggests that participants see e-recruitment as a method that streamlines processes and reduces time wastage.

Statement 4: "E-recruitment reduces the time needed to analyze data collected from applicants"

Participants strongly agree that electronic enrollment speeds up the data analysis process. A high mean score of 4.21 indicates a strong consensus among respondents that electronic recruitment methods significantly accelerate data analysis during the recruitment process. This finding highlights the effectiveness of e-recruitment in improving the knowledge-based aspects of recruitment. Instrumental variable analysis: geographic coverage

Statement 5: "A company's recruiting efforts reach many candidates through electronic recruiting"

Participants believe that e-recruitment has been successful in reaching a diverse pool of candidates. A mean score of 4.08 suggests that respondents consider e-recruitment an effective tool for expanding the pool of candidates across different demographic groups. This finding highlights the ability of e-recruitment to overcome geographic boundaries.

Statement 6: "A company can reach multiple geographic locations through electronic recruiting"

Participants are aware of the possibilities of e-recruitment to expand their company's reach to different geographies. A mean score of 4.10 indicates that respondents see e-recruitment as an opportunity to break down geographic barriers and access a wider pool of talent. This finding highlights the strategic advantage of e-recruitment in leveraging talent across diverse fields.

Statement 7: "E-recruitment makes it easier to get the necessary expertise from different countries"

Participants appreciate the ability of e-recruitment to attract expertise from different countries. A mean score of 4.06 suggests that respondents view e-recruitment as a means of

acquiring specialized skills from around the world. This finding highlights the potential of e-recruitment to narrow qualifications and tap international talent.

 Statement 8: "E-recruitment is the easiest way to reach multiple locations worldwide"

 Participants find e-recruitment a convenient way to expand their global reach. An average score of 4.05 indicates that respondents see e-recruitment as a practical solution to expand their company's presence to multiple locations around the world. This finding highlights the role of e-recruitment in promoting global expansion. Taken together, these findings indicate that HR professionals in Technopark Trivandrum IT companies have a positive perception of the effectiveness of e-recruitment in terms of time efficiency and geographic coverage. E-recruiting is seen as a method that saves time, overcomes geographical limitations and expands the reach of companies to attract talent from various locations. This insight has important implications for HR strategies and practices in using e-recruitment to streamline hiring processes and reach a wider pool of talent.

5.2.3 Findings on Analysis on descriptive statistics for the variables improved applicants quality and human efforts savings

The data have a wide variety of responses, with average scores ranging from 3.25 to 5.00. This suggests that participants have different perceptions about improving applicant quality and saving manpower.

 This dataset shows a wide range of responses, as evidenced by the range of mean scores from his 3.25 to 5.00. This range means that participants' opinions on two of his variables, 'improving applicant quality' and 'saving human effort', vary widely. The difference in means indicates that some participants have more positive views, while others have less positive views. The wider the range of mean values, the greater the disagreement among respondents.

 The majority of respondents (38 participants) rated their perception at her 4.00, indicating a relatively positive view of the variable under consideration.

 Of all participants, the largest number of respondents, 38, gave an average score of 4.00 for their perception of the variables 'Improved applicant quality' and 'Saving human effort'. This

commonly assigned value means that a significant proportion of participants hold relatively positive attitudes towards these variables. Not all participants shared this view, but the concentration of responses around 4.00 suggests a collective tendency to consider the variable positively.

The relatively small standard deviations for some categories (eg, 4.00 and 4.25) suggest that these responses have little variability around the mean. In contrast, higher standard deviations (eg, 4.50 and 4.75) indicate greater variability in participant responses within those categories.

When looking at the mean of a particular category, such as 4.00 or 4.25, the associated standard deviation is relatively small. This suggests that responses within these categories are clustered around the mean, indicating a high level of agreement among participants. In contrast, categories such as 4.50 and 4.75 have higher standard deviations, indicating a greater spread of responses from the mean. This indicates that there is a wider range of opinions within these categories, with some participants more positive and others more negative. Very small sample sizes for certain categories (e.g. 3.25, 3.75, 5.00) mean that the data are limited and caution should be exercised in interpreting the results.

Some categories, such as 3.25, 3.75, and 5.00, have very few participants, resulting in a small sample size for these particular responses. In such cases, the results should be interpreted with caution. Limited data can increase the uncertainty of results, and conclusions drawn from small sample sizes may not accurately reflect the mood of the larger population. In general, the larger the sample, the more reliable it is in drawing meaningful insights and conclusions. In summary, the results indicate that there are varying perceptions among respondents regarding the effectiveness of improving applicant quality and saving manpower. The majority of respondents tended to have positive perceptions, but the differences in responses suggest that consent varies among participants.

Overall, the findings is that the participants differed in their opinions regarding the variables 'improved applicant quality' and 'saving human effort'. While the majority of respondents tend to have a positive view, there are varying perspectives across the dataset. This mixed perception suggests that not all participants had the same level of agreement. Some respondents may strongly believe in the positive effects of variables, while others may

reserve or hold a more neutral opinion. The variability in responses indicates the complexity of participants' attitudes and the need for differentiated understanding of their perspectives.

5.2.4 Findings of ANOVA between variables

The Between Groups Sum of Squares value of 2.306 indicates that there is significant variation between the different levels of perception regarding improved quality of applicants and saving human efforts. This suggests that there are meaningful differences in participants' responses based on the levels of these variables.

The "Between Groups Sum of Squares" value represents the total variability in participants' responses that can be attributed to the differences between the levels of the variables being compared (improved quality of applicants and saving human efforts). In this case, the value of 2.306 indicates that there is a significant amount of variation between the groups or categories formed based on participants' perceptions of these variables. This means that participants' responses within each group are not identical – they show meaningful differences in how they perceive the two variables. These differences may have practical significance, indicating that participants' perceptions about improved quality of applicants and saving human efforts are not uniform across all groups.

The relatively small number of Degrees of Freedom for between-groups (6) and within-groups (56) indicates that this analysis involves comparing several groups or categories of participants' responses within a constrained dataset.

Degrees of Freedom (df) reflect the number of independent pieces of information available for estimating a statistic. In this ANOVA analysis, the relatively small number of df for between-groups (6) indicates that the dataset is divided into a limited number of distinct groups or categories for comparison. Similarly, the within-groups df (56) indicate the degrees of freedom associated with the variability within each group. The constrained number of df signifies that the dataset is organized into several categories, and the analysis seeks to determine whether the observed differences between these categories are statistically significant.

The F-value of 3.440, along with the associated Significance (Sig.) value of .006, suggests that there is a statistically significant difference between at least some of the groups being compared. In other words, participants' perceptions of improved quality of applicants and saving human efforts are not uniform across all groups.

The F-value is a ratio of the variance between groups to the variance within groups. In this case, the F-value of 3.440 indicates that the variation between groups is relatively larger compared to the variation within groups. The associated low p-value (.006) further supports the conclusion that the observed differences between the groups are statistically significant. This indicates that participants' perceptions about improved quality of applicants and saving human efforts are not the same across all groups or categories. The low p-value suggests that these differences are unlikely to have arisen due to random chance alone.

The Within Groups Sum of Squares value of 6.256 represents the variation within each group that is not explained by the differences between groups. This value indicates the level of variability that is not attributable to the independent variables.

The "Within Groups Sum of Squares" value quantifies the variability within each group that cannot be explained by the differences between the groups. It captures the inherent variability of responses within each category. A higher value indicates that there is more variability in participants' responses within each group, regardless of the levels of the independent variables being studied. This value provides insight into the extent to which individual responses within a group deviate from the group's mean value.

The Total Sum of Squares value of 8.562 represents the overall variability in the dataset, including both the between-groups and within-groups variability.

The "Total Sum of Squares" value represents the total variability observed in the entire dataset. It is the sum of the variability explained by the differences between groups (Between Groups Sum of Squares) and the variability within each group (Within Groups Sum of Squares). This value provides context for understanding the overall spread of responses and the degree of variation present in the dataset.

In summary, the findings from the ANOVA suggest that there are significant differences between participants' perceptions of improved quality of applicants and saving human efforts across different groups or categories. The low p-value (.006) indicates that these differences are unlikely to have occurred by random chance alone. This analysis helps to identify meaningful patterns in participants' responses and provides insights into the relationships between the variables under consideration.

5.2.5 Findings of Correlation between variables

The findings suggest that there is a significant and positive correlation between participants' perceptions of improved quality of applicants and saving time.

When participants perceive an improvement in the quality of applicants, there is a corresponding positive perception that time is being saved in the recruitment process. This connection is supported by the statistical analysis, which shows a significant relationship between these two variables. The observed correlation indicates that as one variable increases, the other tends to increase as well.

A Pearson Correlation coefficient of 0.586 indicates a moderate strength of relationship between these two variables.

The Pearson Correlation coefficient quantifies the strength and direction of the relationship between two variables. In this case, the coefficient of 0.586 suggests a moderate positive correlation. This means that there is a discernible trend where an increase in one variable tends to correspond to a moderate increase in the other variable. While not a perfect correlation, the moderate strength suggests a consistent pattern in participants' responses.

In practical terms, as participants perceive that the quality of applicants improves, they also tend to perceive that time is being saved in the process.

Practically speaking, this means that participants' views align in a coherent manner: when they believe that the quality of applicants is getting better, they are also more likely to believe

that the recruitment process is becoming more efficient and saving time. This insight is valuable because it suggests that participants perceive a trade-off between quality and efficiency in the recruitment process.

This relationship may have important implications for decision-making and strategy development in areas related to recruitment and resource allocation.

The identified correlation has implications for decision-making within organizations. Recognizing that there is a connection between improved applicant quality and time savings can guide recruitment strategies. For instance, strategies aimed at enhancing the quality of applicants might also lead to increased efficiency, which could influence resource allocation decisions and recruitment planning.

The significance level of 0.000 indicates that the observed correlation is unlikely to have occurred by random chance. This strengthens the credibility of the correlation and suggests that there is a real association between the two variables being measured.

The low significance level (p-value) of 0.000 indicates that the observed correlation is highly unlikely to have arisen by random chance. This statistical result strengthens the validity of the correlation analysis. The low p-value provides confidence that the relationship between improved applicant quality and time savings is not a coincidental finding but rather reflects a meaningful association.

In conclusion, the analysis of correlation reveals a statistically significant positive relationship between "Improved Quality of Applicants" and "Save Time." This information can provide valuable insights for organizations seeking to optimize their recruitment processes while maintaining or enhancing the quality of candidates being considered.

To summarize, the analysis underscores the connection between improved applicant quality and time savings, indicating that organizations can strategically leverage efforts to enhance applicant quality to also achieve efficiencies in the recruitment process. This understanding can inform decision-making and guide recruitment strategies toward achieving both higher-quality hires and streamlined processes.

5.2.6 Collective Findings

The research study aimed to investigate the effectiveness of the e-recruitment method among human resource practitioners in IT companies within Technopark Trivandrum. The study explored several dimensions, including perceptions of time efficiency, geographical reach, efforts saved, and improved quality of applicants. The study utilized statistical analyses such as Descriptives, ANOVA, and Correlation to examine the relationships between variables. Here are the overall findings of the research study:

Perceptions of Time Efficiency:

The analysis of means regarding time efficiency revealed that participants overwhelmingly perceived e-recruitment as a significant time-saving method. They recognized that e-recruitment reduces the time needed for various stages of the recruitment process. This positive perception was consistent across different statements related to time efficiency.

Geographical Reach and Diversity:

The findings indicated that participants believed e-recruitment effectively broadens the geographical reach of the recruitment process. They perceived that e-recruitment enables companies to access a more diverse pool of candidates from various geographic locations, facilitating global talent acquisition. The majority of respondents held a positive view of e-recruitment's ability to overcome geographic barriers.

Efforts Saved through Technology:

The research highlighted that e-recruitment is viewed as a mechanism that saves efforts through technology. Respondents recognized the role of e-recruitment in reducing human efforts and streamlining recruitment processes. While some variability existed in responses, the overall perception was positive, with participants agreeing that e-recruitment enhances efficiency.

Improved Quality of Applicants:

The study revealed mixed perceptions about the improved quality of applicants through e-recruitment. While the majority of participants held a positive view, some variability existed in responses. Participants recognized that e-recruitment could lead to a reduction in unqualified applicants and attract candidates with desired qualifications.

Correlation between Improved Quality and Time Savings:

The correlation analysis unveiled a significant and positive relationship between participants' perceptions of improved applicant quality and time savings. A moderate correlation strength (Pearson Correlation coefficient of 0.586) indicated that as one variable improved, the other tended to improve as well. This correlation held practical implications for recruitment strategies and decision-making.

Overall Implications and Significance:

The research findings is that e-recruitment is perceived as an effective method among human resource practitioners in IT companies within Technopark Trivandrum. The study showed that e-recruitment brings about time efficiencies, broadens geographical reach, and facilitates efforts saved through technology. While there was some variability in perceptions, the overall trend was positive.

The identified correlation between improved applicant quality and time savings underscores a meaningful connection. This correlation could guide recruitment strategies by emphasizing efforts to enhance applicant quality while concurrently achieving efficiency gains.

In conclusion, the research study demonstrated that e-recruitment is perceived as an efficient and effective method among human resource practitioners in IT companies within Technopark Trivandrum. The study's findings have practical implications for optimizing recruitment processes, attracting quality candidates, and strategically utilizing technology to achieve both time savings and improved applicant quality.

5.3 SUGGESTIONS

- Based on the comprehensive conclusions drawn from the investigation on the efficacy of the e-recruitment method among human resource practitioners in IT companies within Technopark Trivandrum, several suggestions can be put forth to enhance the utilization of e-recruitment and optimize human resource practices:

- Enhance Training and Awareness: Organizations can invest in training programs to familiarize human resource practitioners with the nuances of e-recruitment. This will ensure that they fully understand the benefits and functionalities of the method.

- Fine-Tune Geographical Targeting: Considering the positive perception of e-recruitment's ability to enhance geographical reach, companies can strategically target specific regions to tap into diverse talent pools effectively.

- Leverage Technology Integration: Given the recognition of e-recruitment's role in saving efforts through technology, organizations can further integrate advanced tools and automation to streamline recruitment processes and maximize efficiency.

- Quality Enhancement Strategies: To address the mixed perceptions about improved applicant quality, organizations can implement quality enhancement strategies such as refining job descriptions, using AI-driven screening tools, and fostering partnerships with educational institutions.

- Continuous Monitoring: Organizations should continuously monitor and gather feedback from human resource practitioners to assess the evolving effectiveness of e-recruitment. This feedback can drive iterative improvements in the process.

5.4 CONCLUSION

In conclusion, the research study delved into the effectiveness of the e-recruitment method among human resource practitioners in IT companies within Technopark Trivandrum. The findings underscored the positive perception of e-recruitment across various dimensions, including time efficiency, geographical reach, efforts saved, and improved quality of applicants. The study revealed that e-recruitment is perceived as a potent tool to save time, expand the geographic reach of talent acquisition, and enhance recruitment processes through technology. Furthermore, the correlation analysis highlighted a significant positive relationship between improved applicant quality and time savings, underscoring the interconnectedness of these factors. The study's insights have significant implications for the strategic decisions of organizations seeking to optimize their recruitment practices. By heeding the suggestions outlined above and capitalizing on the positive perception of e-recruitment, companies can harness its potential to attract high-quality talent, streamline processes, and achieve strategic HR objectives within the dynamic landscape of IT companies in Technopark Trivandrum.

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APPENDIX

QUESTIONNAIRE

Dear HR Professional,

This is a final-year postgraduate HR student. As part of my curriculum I'm conducting a study on efficacy of E-Recruitment among HR practitioners of IT Companies Technopark Thiruvanthapuram As an HR professional, your insights and experiences are valuable tous and I would appreciate if you could provide me with your feedback on the following questionnaire.

Demographic Details

1. Age ?

    ☐ 18-25   ☐ 26-35   ☐ 36-45   ☐ 46-55   ☐56& above

2. Years of experience in Information and Communication Technology ?

3. Years of experience in Recruitment ?

4. E-recruitment saves a lot of time to our company

☐ Strongly Agree ☐   Agree ☐   Neutral   ☐   Diagree   ☐ Strongly Disagree

5. The time taken for e-recruitment process is less than that is allocated for traditional recruitment methods

    ☐   Strongly Agree ☐   Agree ☐   Neutral   ☐   Diagree   ☐ Strongly Disagree

6. E-recruitment method is associated with the concept of time efficiency

☐　　Strongly Agree ☐　　Agree ☐　　Neutral　　　☐　　Diagree

☐　　Strongly Disagree

7. E-recruitment reduces the time taken for analyzing the data collected from applicants

☐　　Strongly Agree ☐　　Agree ☐　　Neutral　　　☐　　Diagree

☐　　Strongly Disagree

8. The company's' recruitment efforts reach lots of applicants through e-recruitment

☐　　Strongly Agree ☐　　Agree ☐　　Neutral　　　☐　　Diagree

☐　　Strongly Disagree

9. The company can reach several geographical locations through e-recruitment

☐　　Strongly Agree ☐　　Agree ☐　　Neutral　　　☐　　Diagree

☐　　Strongly Disagree

10. It's easier to get the required expertise from different countries through e-recruitment

☐　　Strongly Agree ☐　　Agree ☐　　Neutral　　　☐　　Diagree

☐　　Strongly Disagree

11. E-recruitment is the simplest method to reach several locations worldwide

☐　　Strongly Agree ☐　　Agree ☐　　Neutral　　　☐　　Diagree

☐　　Strongly Disagree

12. E-recruitment allows a more diversity of applicants from various geographical

locations to apply

☐　　Strongly Agree ☐　　Agree ☐　　Neutral　　　☐　　Diagree

☐　　Strongly Disagree

13. E-recruitment allows us to reach the world easily

☐　　Strongly Agree ☐　　Agree ☐　　Neutral　　　☐　　Diagree

☐　　Strongly Disagree

14. E-recruitment helps the organization to find worldwide recruitment sources

□ Strongly Agree □ Agree □ Neutral   □ Diagree

□ Strongly Disagree

15. E-recruitment helps our company to save lots of efforts through the utilization of technology

□ Strongly Agree □ Agree □ Neutral   □ Diagree

□ Strongly Disagree

16. Using e-recruitment consumes less efforts as technology makes things Easier

□ Strongly Agree □ Agree □ Neutral   □ Diagree

□ Strongly Disagree

17. Using e-recruitment, will lead to a reduction in human efforts

□ Strongly Agree □ Agree □ Neutral   □ Diagree

□ Strongly Disagree

18. E-recruitment saves lots of efforts that are further utilized by the organization towards efficiency

□ Strongly Agree □ Agree □ Neutral   □ Diagree

□ Strongly Disagree

19. E-recruitment is a fast and an easy way to save human efforts

□ Strongly Agree □ Agree □ Neutral   □ Diagree

□ Strongly Disagree

20. E-recruitment provides better quality of applicants

□ Strongly Agree □ Agree □ Neutral   □ Diagree

□ Strongly Disagree

21. E-recruitment can save the organization the costs of attracting unqualified applicants

☐   Strongly Agree ☐   Agree ☐   Neutral   ☐   Diagree

☐   Strongly Disagree

22. E-recruitment allows the company to filter the qualified applicants through the

adoption of technology buffers

☐   Strongly Agree ☐   Agree ☐   Neutral   ☐   Diagree

☐   Strongly Disagree

23. E-recruitment increases the opportunity of attracting competent applicants

☐   Strongly Agree ☐   Agree ☐   Neutral   ☐   Diagree

☐   Strongly Disagree

24. E-recruitment can reduce the chances of attracting unqualified applicants

☐   Strongly Agree ☐   Agree ☐   Neutral   ☐   Diagree   ☐

Strongly Disagree

25. E-recruitment helps to create a sound image for the organization

☐   Strongly Agree ☐   Agree ☐   Neutral   ☐   Diagree   ☐

Strongly Disagree

26. Companies adopting e-recruitment enjoy an improved organizational image

☐   Strongly Agree ☐   Agree ☐   Neutral   ☐   Diagree   ☐

Strongly Disagree

27. E-recruitment reduces the barrier of attracting unqualified applicants through

improved organizational image

☐   Strongly Agree ☐   Agree ☐   Neutral   ☐   Diagree   ☐

Strongly Disagree