

Examining the Use of Technology in Recruiting Process: An Analytical Perspective

Namrata Prakash

Associate Professor, School of Management, Graphic Era Hill University,

Dehradun Uttarakhand India

Abstract

In the ever-evolving landscape of today's swiftly paced digital era, the process of talent acquisition has undergone a profound metamorphosis due to wide-ranging embrace of cutting-edge technology. The fusion of advanced technological mechanisms has brought about a paradigm shift in the initial stages of recruitment. Web-based employment platforms, professional networking havens, and social media channels have emerged as formidable instruments, exerting their prowess in alluring and accessing an expansive reservoir of prospective candidates. Furthermore, the selection phase has undergone a profound transformation through the integration of video interviews and virtual assessment centres. These digital enclaves enable seamless remote interactions, obliterating the constraints imposed by geographical boundaries and empowering recruiters to effectively evaluate the competencies of candidates. Moreover, the advent of data analytics tools has unlocked the ability to analyse copious amounts of applicant data, thereby furnishing invaluable insights to enrich decision-making processes and elevate the overall efficacy of the recruitment journey.

Keywords: Technology in Recruiting Process, Virtual Assessment in Recruiting Process.

Tob Regul Sci.™ 2021;7(5-1): 4515-4521

DOI: <https://doi.org/10.52783/trs.v7i5-1.1397>

Introduction

recruitment technologies have ushered in significant transformations in the hiring process, introducing swiftness and effectiveness. In this era of remote work, companies have had to adapt their recruitment strategies, with the integration of technology emerging as a prominent trend in talent acquisition. Employing the right recruitment technologies can enable organizations to distinguish themselves and entice well-qualified candidates, ultimately resulting in successful job placements.

Derry et al., (2010) recruitment Marketing underscore the remarkable fact that "94% of recruiters and hiring professionals acknowledge the positive impact of utilizing recruitment software on their hiring process." This overwhelming response highlights the beneficial influence of technology in the realm of recruitment. One crucial facet lies in the implementation of applicant tracking systems (ATS). ATS not only saves time and effort but also augments the precision and efficiency of candidate screening. These platforms serve as channels for showcasing

company culture, promoting job openings, and nurturing candidate engagement, thereby enhancing employer branding and attracting top-tier talent. Figure 1 shows the use of Technology in Recruiting Process:

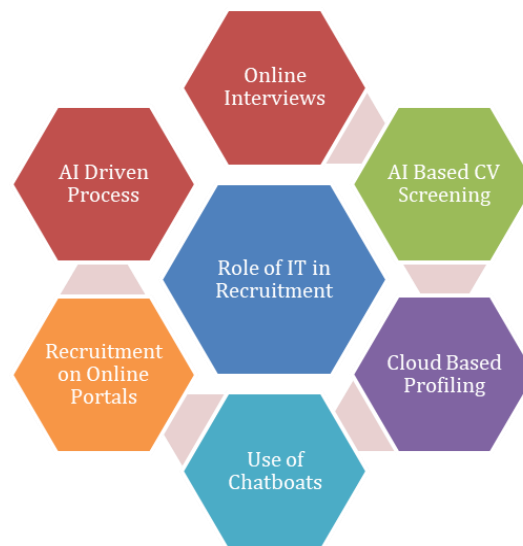


Figure 1 Use of Technology in Recruiting Process

Dwivedi et al., (2019), technology has introduced remote proctoring solutions, which have significantly enhanced the efficiency and integrity of online assessments. Through remote proctoring, candidates can partake in tests or interviews from the comfort of their own homes, while ensuring the authenticity of the evaluation process through various monitoring mechanisms such as video recording, screen sharing, and AI-driven behavior analysis. Manual labor, such as manually sifting through innumerable CVs or physically evaluating exam scripts, is highly inefficient and susceptible to errors. Technology has remarkably improved recruitment and selection processes by streamlining and optimizing various stages.

According to Laumer, Maier, and Eckhardt (2015), resume screening enables recruiters to focus their attention on the most qualified candidates, diminishing bias and facilitating fairer evaluations. Furthermore, digital platforms for conducting video interviews enable recruiters to assess candidates' communication skills and suitability for the role remotely, irrespective of geographical barriers. Concerns regarding data privacy and security arise when handling substantial volumes of candidate information, necessitating compliance with relevant regulations. Additionally, the potential for algorithmic biases necessitates careful consideration and monitoring to ensure impartial and unbiased selection processes.

Literature review

Yeaton, (2008) the amalgamation of technology has ushered in a paradigm shift in the domain of recruitment, presenting a myriad of advantages that significantly amplify productivity. Traditional methods of recruitment are often plagued by laborious manual procedures, encompassing the arduous task of reviewing extensive stacks of resumes and orchestrating

interview schedules. However, with the advent of cutting-edge recruitment software and advanced applicant tracking systems (ATS), these cumbersome endeavors can be automated, expediting the entire recruitment cycle. This time-saving facet not only enables organizations to promptly fill vacant positions but also ensures that newly appointed personnel can promptly commence their contributions to the organization's expansion, without the encumbrance of unwarranted delays. According to Stone, Deadrick, Lukaszewski, and Johnson (2015), the integration of technology empowers recruiters to seamlessly manage an augmented volume of recruitment operations simultaneously. By circumventing the constraints imposed by conventional methodologies, recruiters are no longer hindered by the restrictions of limited resume reviews and interview quotas within a given timeframe.

According to Melanthiou, Pavlou, and Constantinou (2015), the recruitment software bestows the capability to efficiently oversee and track multiple job openings and concurrent applications, thereby augmenting the overall efficacy of the recruitment process. Recruiters can now engage with a larger pool of candidates, meticulously analyze data with heightened effectiveness, and make well-informed decisions predicated on comprehensive insights proffered by the technological advancements. The mobility afforded by technology serves as yet another consequential advantage for recruiters. In times past, recruiters were tethered to their desks, dependent on physical paperwork and face-to-face interviews. Irrespective of their geographical whereabouts, recruiters now possess the capacity to effortlessly access candidate information, review applications, and engage in seamless correspondence, unhampered by the shackles of physicality.

Parry & Wilson, (2009) newfound flexibility empowers recruiters to expedite the recruitment process, enabling them to synchronize with the demands of the ever-energetic job market. In addition to amplifying productivity, technology-driven recruitment also enriches the caliber of the hiring process. Sophisticated applicant tracking systems not only automate the preliminary screening of resumes but also possess the capacity to evaluate candidates based on specific criteria and qualifications. This technology-driven *modus operandi* serves to mitigate human biases and significantly heighten the prospects of discovering the most fitting candidate for a given position.

According to Holm (2012), while technology bears formidable benefits for the recruitment process, it is of utmost importance to remain mindful of its inherent limitations and potential drawbacks. One such concern resides in the peril of becoming overly reliant on technology, inadvertently overshadowing the significance of personal interaction. While automated systems undeniably excel at efficiently managing initial screenings, interviews, and assessments, it is imperative to preserve a distinctly human touch throughout the recruitment journey. Personal interviews and face-to-face interactions bestow recruiters with invaluable insights into a candidate's intangible attributes, encompassing soft skills, cultural compatibility, and potential for growth—facets that technology, in isolation, may struggle to capture with unerring accuracy.

The utilization of digital platforms to craft captivating job advertisements also plays a pivotal role in capturing the attention of top talent.

According to O'Connor, Mair, O'Donnell, McGee-Lennon, and Bouamrane (2014), technology facilitates the efficient management and organization of candidate profiles. Leveraging advanced software, resumes and applications can be categorized and stored in a centralized database, enabling recruiters to swiftly access and filter relevant profiles. This streamlined approach saves significant time and effort, allowing recruiters to efficiently identify candidates with specific talents and qualifications. Artificial intelligence (AI) assumes a vital role in this process, offering recruiters valuable insights through the analysis of extensive volumes of recruitment data. Such insights empower recruiters to make well-informed decisions and select candidates who closely align with the role's requirements. In addition to the benefits, technology also fosters a more inclusive recruitment process. Online platforms and job portals eliminate geographical constraints, enabling organizations to tap into a broader and more diverse talent pool. The power of automated messages should not be underestimated. These personalized missives transcend mere information delivery; they weave a tapestry of tailored insights, unveiling interview schedules, application status updates, and the all-important next steps. With each word crafted with utmost finesse, the intricate nature of these messages mesmerizes candidates, leaving them intrigued and positively enchanted. Such rapidity becomes a precious gem amidst the whirlwind of high-volume recruitment drives or the pressing urgency of time-sensitive positions.

According to Phillips and Gully (2015), with eager anticipation, yearn for swift responses, and technology stands tall as the harbinger of efficiency, effortlessly meeting their lofty expectations. Through timely feedback and an unyielding commitment to open lines of communication, technology serves as the guardian, ensuring candidates remain immersed and steadfast in the labyrinthine journey of recruitment. They become the catalysts of collaboration, forging unbreakable bonds among recruiters. Picture this: a tapestry of talent acquisition experts, united by purpose and guided by the ethereal light of technology. As multiple recruiters converge upon a single project, technology seamlessly bridges the gaps, enabling the effortless flow of information and real-time updates. A symphony of progress unfolds, its harmonious melody reverberating across the platform, resonating in the hearts of all who partake. Duplicative efforts dissipate into thin air, replaced by the tangible embrace of streamlined workflows and the blossoming camaraderie among team members. Within its virtual halls, a treasure trove of applicant data lies in wait, beckoning the curious gaze of recruiters. Gone are the days of countless email exchanges and the cumbersome transfer of physical files. This shared database, an oasis of knowledge, extends its benevolent reach to all stakeholders involved in the hiring process. Recruiters, armed with the sacred key of access, embark upon a pilgrimage through candidate profiles, perusing profound notes, and sharing invaluable feedback. Collaboration dances hand in hand with wisdom, casting a radiant glow upon the decision-making process. The tumultuous history of job applicants experiencing disillusionment and exasperation due to unjust bias in the

hiring process has been a recurring issue. However, with remarkable technological advancements, the recruitment landscape is undergoing a profound transformation, aiming to level the proverbial playing field and ensure an equitable evaluation of all candidates. A pivotal method through which technology fosters an impartial hiring process is by automating the initial screening phase. In the traditional approach, this stage heavily relied on human decision-making, leaving room for unconscious biases to permeate the evaluation process. As organizations grapple with an ever-increasing influx of applications, relying on manual reviews becomes impracticable. By leveraging algorithms and machine learning, technology can appraise and rank applicants according to predetermined criteria, thereby ensuring an equitable and objective evaluation process. In addition to automating the initial screening, technology has introduced pioneering tools and platforms to foster unbiased recruitment practices. For instance, blind hiring techniques have gained prominence, wherein identifying details such as name, gender, or age are concealed during the early stages of evaluation. This approach precludes unconscious biases associated with personal attributes from influencing the decision-making process. Similarly, skill-based assessments, gamified evaluations, and online coding challenges empower candidates to demonstrate their abilities without divulging personal information that could introduce bias. By scrutinizing extensive datasets, AI can discern hidden biases and provide valuable insights to recruiters, shedding light on potential areas of concern. This empowers organizations to proactively address and rectify any biases, ultimately leading to a more equitable and inclusive hiring process. While technology offers promising solutions, it is imperative to acknowledge that it is not exempt from challenges. While the utilization of technology to enhance the hiring process is not a novel concept, constant introductions of new advancements continue to promise significant impact across various stages of recruitment. These advancements encompass application delivery, interview scheduling, background screening, and more. Technology alone possesses the immense potential to efficiently collect and organize vast amounts of data.

Warner & Wäger, (2019), when combined with human effort and expertise, it creates a powerful synergy that enables deeper insights, comprehensive analysis, increased automation, and shorter turnaround times as candidates progress from application submission to eventual hiring. Embracing innovative methods to enhance existing recruiting processes with technology presents a remarkable opportunity to modernize the talent acquisition function and engage with candidates in novel and exciting ways. It's comparable to preparing a simmering stew on a chilly winter day, where the client experience should be both efficient and inviting, maintaining a warm, approachable, and well-balanced atmosphere. By leveraging the power of technology and human effort, organizations can streamline their hiring procedures. One significant aspect to consider is the application delivery process. Through the implementation of applicant tracking systems (ATS), recruiters can efficiently receive, sort, and organize applications.

With this heightened efficiency, recruiters can concentrate their attention on evaluating the most promising candidates rather than becoming overwhelmed by administrative tasks. Advanced tools have the capability to perform comprehensive checks on candidates, including verifying employment history, conducting reference checks, and searching for criminal records. While technology optimizes efficiency, the contribution of human effort remains indispensable for effective candidate engagement. Despite the prevalence of automation, candidates still value personalized experiences. By incorporating personalized touchpoints throughout the recruitment journey, organizations can create a lasting impression and foster strong relationships with candidates. This level of personalization nurtures a sense of belonging and enhances the overall candidate experience.

Conclusion

When examining the use of technology in the recruiting process from an analytical perspective, it becomes evident that technology has revolutionized and enhanced various aspects of talent acquisition. The introduction of new technologies has significantly improved application delivery, interview scheduling, background screening, and overall candidate engagement. By leveraging technology, organizations can efficiently collect and organize vast amounts of data, allowing for comprehensive analysis and deeper insights into hiring trends and patterns. Data-driven decision-making becomes more accessible, enabling recruiters to refine their strategies and optimize their talent acquisition efforts. This analytical perspective provides valuable information that helps organizations attract high-quality candidates and stay competitive in the ever-evolving job market. The automation brought about by technology expedites administrative tasks, freeing up recruiters' time to focus on assessing and engaging with candidates on a more personal level. Through personalized touchpoints and tailored communication, recruiters can create a positive candidate experience and build strong relationships with potential hires.

The human touch remains essential in the recruiting process, as candidates still seek a warm and approachable experience despite the advancements in technology. However, while technology brings immense benefits, it is crucial to strike a balance between efficiency and personalization. Organizations must ensure that technology complements human effort rather than replacing it entirely. The human touch provides empathy, intuition, and a deeper understanding of candidate needs that technology alone cannot replicate. In this analytical perspective, technology and human effort together create a powerful synergy that drives effective and efficient recruitment processes. By embracing new technologies, organizations can modernize their talent acquisition function, attract top talent, and stay ahead in a competitive job market. It is essential to continue exploring and adapting to advancements in technology while keeping the human element at the core of the recruiting process.

References

- [1] Derry, S. J., Pea, R. D., Barron, B., Engle, R. A., Erickson, F., Goldman, R., ... & Sherin, B. L. (2010). Conducting video research in the learning sciences: Guidance on selection, analysis, technology, and ethics. *The journal of the learning sciences*, 19(1), 3-53.
- [2] Dwivedi, Y. K., Rana, N. P., Jeyaraj, A., Clement, M., & Williams, M. D. (2019). Re-examining the unified theory of acceptance and use of technology (UTAUT): Towards a revised theoretical model. *Information Systems Frontiers*, 21, 719-734.
- [3] Greiner, B. (2015). Subject pool recruitment procedures: organizing experiments with ORSEE. *Journal of the Economic Science Association*, 1(1), 114-125.
- [4] Holm, A. B. (2012). E-recruitment: towards an ubiquitous recruitment process and candidate relationship management. *German Journal of Human Resource Management*, 26(3), 241-259.
- [5] Laumer, S., Maier, C., & Eckhardt, A. (2015). The impact of business process management and applicant tracking systems on recruiting process performance: an empirical study. *Journal of Business Economics*, 85, 421-453.
- [6] Melanthiou, Y., Pavlou, F., & Constantinou, E. (2015). The use of social network sites as an e-recruitment tool. *Journal of Transnational Management*, 20(1), 31-49.
- [7] O'Connor, S., Mair, F. S., O'Donnell, K., McGee-Lennon, M., & Bouamrane, M. M. (2014). Barriers to Recruiting and Engaging End-Users in Large-Scale Digital Health & Wellbeing Technologies and Services. *BCS Health Informatics Scotland (HIS)*, 1-3.
- [8] Parry, E., & Wilson, H. (2009). Factors influencing the adoption of online recruitment. *Personnel Review*, 38(6), 655-673.
- [9] Phillips, J. M., & Gully, S. M. (2015). Multilevel and strategic recruiting: Where have we been, where can we go from here? *Journal of Management*, 41(5), 1416-1445.
- [10] Stone, D. L., Deadrick, D. L., Lukaszewski, K. M., & Johnson, R. (2015). The influence of technology on the future of human resource management. *Human resource management review*, 25(2), 216-231.
- [11] Warner, K. S., & Wäger, M. (2019). Building dynamic capabilities for digital transformation: An ongoing process of strategic renewal. *Long range planning*, 52(3), 326-349.
- [12] Yeaton, K. (2008). Recruiting and managing the 'why?' generation: Gen Y. *The CPA journal*, 78(4), 68.