

University Of Wales Trinity Saint David

London

Dissertation

***(Various human resource online
recruitment methodologies used by
company for hiring of competent
employees)***

Student Name- Andriyana Natsevska

Student ID- 1817168

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INTRODUCTION

Background of study

E-recruitment is a process in which company can easily access to an individuals by using internet. It is an electronic based recruiting process which helps in conducting recruitment activities. Online recruitment becomes one of the important aspects for companies as it provides better applicant tool. It saves the time and money by using AI and automation in order to screen the applicants (van Esch and Mente, 2018). E-recruitment is also known by the name online recruitment which mainly include web based resources, cloud based recruitment software and other technologies which helps in identifying, attracting, interviewing and hiring new personnel. The main motive of e-recruitment is to make recruiting process less expensive and more efficient. Through using e-recruitment, company can reach to maximum pool of potential employees and also speed up their hiring process. People generally use internet in order to find the jobs and gather information related the organisation before giving job interviews. It is important for company to have good presence on internet and also they must use online recruitment methods for receiving large number of candidates and managing their recruitment process seamlessly (Mishra and Kumar, 2019). There are different types of online recruitment methods such as sourcing potential candidates on professional social media platforms, applicant tracking system, interviewing candidate online via video conferencing software, using online testing via questionnaire and survey and creating job boards to advertise job offerings. By using internet for recruiting, company can easily source the candidates and also conduct interview efficiently. Online recruitment is a method through which organisation can fill vacant job position with cheaper and efficient way (Iannotta and Gatti, 2016). There are various benefits which can be availed by company through using e-recruitment process such as it provides company with competitive edge and also it hires the team with better applicant pool. Online recruitment helps in saving money and time by using AI and automation to screen applicants and it is also used to communicate with large number of applicants at one time. The research is based on the various human resource online recruitment methodologies used by company for hiring of competent employees. Thus, this study helps in providing detailed information related to the

different online recruitment methods which company can use in order to hire talented employees within workplace.

Importance of the topic

E-recruitment becomes important for an organisation as it helps in reducing time to hire by using automation. Company can easily hire the candidate through using e-recruitment platform as automation and AI technology enables to start looking at CV's from qualified applicants within minutes of submission. Online recruitment is different from traditional recruitment process as it helps in placing the adverts in front of right people 24 hours a day. Through using online recruitment system, company can evaluate initial selections as per the criteria specified and it will also alert when an applicant's resume meets their requirements (Holm and Haahr, 2018). E-recruitment method is one of the cost effective method which helps in sourcing, hiring, on-boarding, training and retaining. By using cost effective recruitment process, company can reduce the amount which they spent on hiring. It also helps in reaching to wider number of audience with the help in internet recruiting (Ikram and et. al., 2017). In order to target different industries and professional association, company can use recruiting job boards so that they can ensure that only right people can see and also apply for vacancy.

About the organisations

The chosen organisation for this research is Blow Limited, it is an on demand beauty business which targets women. The brand was founded in 2013 by Fiona McIntosh. The motive of company is to give fast and expert beauty services to busy women. Company also becomes one of the leading brand in UK in terms of providing home beauty services. The organisation is focusing on recruiting talented staff who have an ability to give their productive outcomes in increasing the profitability and productivity of business. Through this study, company can analyse the different online recruitment methods which they can use for hiring talented employees.

Rational for the research

The major reason behind conducting this research is that it provides detailed information related to the various human resource online recruitment methodologies used by company for

hiring of competent employees. This investigation covers the different methods which can be used by an organisation in order to recruit the skilled and talented employees within workplace. The purpose behind choosing this topic is that it helps in providing highly skilled and talented employees within an organisation by using online recruitment methods. There are other two objectives which are fulfilled by conducting this research such as personal and professional objective. In terms of personal perspective, the investigation will enhance the ability of investigator to learn about the behavior and attitude of people towards the online recruitment. On the other hand, the professional objective of researcher will also get fulfilled as they can know the methods which helps company to recruit the employees via using internet.

Research aim

“To analyse the various human resource online recruitment methodologies used by company for hiring of competent employees”. *A study on Blow Ltd.*

Research Objectives

- To Know about the concept of online recruitment in context to organisation.
- To identify the different HR online recruitment methodologies used by Blow Ltd for hiring of competent staff members.
- To determine the benefits gained by Blow Ltd for hiring of competent staff members.
- To examine the challenges faced by Blow Ltd due to execution of HR recruitment methodologies for hiring of competent employees.

Research Questions

- What is the concept of online recruitment in context to organisation?
- What are the different HR online recruitment methodologies used by Blow Ltd for hiring of competent staff members?
- What are the benefits gained by Blow Ltd for hiring of competent staff members?
- What are the challenges faced by Blow Ltd due to execution of HR recruitment methodologies for hiring of competent employees?

Literature Review

What is the concept of online recruitment in context to organisation?

As per the view of Jung and Takeuchi (2018), online recruitment is also known as e-recruitment which allows businesses to use different internet based sources such as job listings, online advertising, company websites and social media in order to hire and source the best candidates. It is defined as a process of recruiting the suitable and talented candidate for the particular job positions by using various electronic resources especially the internet. With the changing market trends and situations, most of the companies now a days make more use of the internet for hiring and selecting candidates by reaching to the potential individuals for the right job profile. In simple words it generally includes the whole process of searching the prospective candidates, evaluating, interviewing and recruiting them on the basis of the job requirement. The job vacancies are generally advertised through the world wide web, where the job seekers attach their resume or CV in order to get recognized by the potential employers or recruiters. Online recruiting plays an important role now a days in an organization as most of them are working virtually with the employees and have provided work from facility to most of their employees. By the effective process of e-recruitment facility adopted by an organization helps in retaining talented and skilled employees within the business which are suitable and reliable for the job position. Most of the organizations generally build their online recruitment platforms in house, use online recruitment software or employ strong recruitment agencies that particularly utilise the online recruitment as a part of their package (Ishii, Lyons and Carr, 2019). With the rapid change in technology, HR departments are moving towards digitalisation especially for the process of hiring and selecting candidate in the for the prescribed job position. The main aim of online recruitment is to make the process of recruitment more efficient, effective and less expensive for hiring the talented and skilled person for carrying out the business operations smoothly. The companies undertake the process of online promotional activities through their online websites in order to deliver the important information about the culture and nature of working in the business. By this information gained, employees decide whether or not they need to join this company for working. The official website of the company is considered as the most important part of the online recruitment process as it helps in gaining reliable and suitable

candidates for the applied job position. The process of online recruitment helps in connecting the organizations with the potential employees by the use of effective technology, and it has also changed the way of how employees and employers interact with each other (Aiello, 2018). The employers use online recruitment to post and share job openings existing in the company and search for suitable resumes electronically, and employees can use this online portal to submit their CV or resume electronically, search for job postings and receive job alerts. Thus, promoting online recruitment platforms are more suitable and relevant for the company as the employers can interact and take interview from anywhere at anytime.

What are the different HR online recruitment methodologies used by Blow Ltd for hiring of competent staff members?

As per the view of Martinez-Gil (2022), now a days people mostly spend more time online and this makes them search for suitable and relevant job position on the online platforms so that they can apply for the jobs easily and appropriately. Applying for jobs through online platforms helps the perspective candidate in knowing about the whole background and image in the business market. These online recruitment platforms helps Blow Ltd in retaining and engaging talented and qualified individuals for the proscribed vacant job position. Online recruitment methods are the most important part of the company as it helps in gaining large pool of applicants for achieving the desired aims and objectives of the business in the competitive environment. Talented and skilled employees are more beneficial for the company as it helps in attaining high growth and profitability for the business as they work with high efficiency and effectiveness. There are various types of online recruiting methods that Blow Ltd can choose for hiring the selected candidates within the business and are explained below:

Original company website – An essential part of the online recruitment process is developing and implementing a website of the company that generally showcases about the brand and importance in the market and its culture (Kshetri, 2021). Blow Ltd career page is considered as the best method for recruiting candidates as most of the people generally applies for a particular job position from the company website.

Social media platforms – Social media platforms is also considered as the most important online recruitment method which helps Blow Ltd in hiring suitable job seeker for the

particular job position. It is cheap and easily gain many job applications as most of the people now a days use social media in their free time (Bakker and de Vries, 2021). Hiring through social media is a useful way to engage and attracting passive job seeker candidates which helps the company in achieving the certain goals and objectives.

LinkedIn – LinkedIn is considered as the most popular online recruitment method that HR of the Blow Ltd can use for hiring and selecting suitable candidates for the applied job position. This helps the company in getting detailed information about the prescribed candidate profile and can easily select for the effective and string candidate for the following job profile. This process is quite less expensive for the company as most of the individuals are now connected with LinkedIn for searching for the job that gives them high satisfaction and growth in the future (Marrucci, Daddi and Iraldo, 2021).

Recruitment agencies – Outsourcing the process of hiring to the recruiting agencies is also considered as a most important online recruitment methods that Blow Ltd can consider. Agencies manage all the recruitment and selection process, this helps the company in gaining suitable candidates for the job profile that find difficult in taking into consideration (Yoon, Yan and Kim, 2020).

What are the benefits gained by Blow Ltd for hiring of competent staff members?

As per the view of Epede and Wang (2022), there are several benefits that can be gained by Blow Ltd by adopting online recruitment process in the company and achieving talented and suitable candidates for achieving the goals and objectives of the business. The major use of the internet that helps company is that it can easily hire and source candidates from different online platforms and also helps in conducting interviews virtually. The process of online recruitment is considered as a way to provide company with cheaper and efficient way for employers to fill the vacant job positions. Online recruitment is more suitable and reliable as it helps in searching from different applications for the candidate in order to hire them for the suitable job position. The benefits are defined below:

- **Helps in reaching large audience** – By the process of online recruitment process in Blow Ltd helps in gaining more candidates as it can cover and reach in a wide area for hiring for a prescribed vacant job position. In case the company wants to look for young

candidates for filling the job position than online recruitment is considered as the most suitable and effective strategy for hiring and selecting talented and skilled individuals (Bennett, 2018). This helps the company in gaining more exposure as they can select from the large pool of clients for fulfilling the objectives of the company.

- **It is cost effective** – The process of online recruitment is comparatively less expensive as compared to hiring through offline modes. Online recruitment is easily accessible for the candidates and this helps Blow Ltd in getting different profiles for vacant job and this gives many benefits to the company. Hiring through online recruitment, the cost of hiring individuals gets reduced as it helps in posting about the certain job position in a few minutes. Online jobs can be easily posted through the use of social media and people can read and understand about the need and importance about the job profile in a very easy manner (TRAVERSO, 2019).
- **Lower cost of training** – Online recruitment process helps Blow Ltd in hiring and selecting talented and qualified employees within the company for carrying out the operations of the business for increased growth and success. This helps the company in reducing the extra cost of training as they are already trained and have sustainable knowledge about the job profile and about the work (Müller, Páske and Rodil, 2019). This helps the company in reducing the employee turnover as they get retained and engaged in the company for longer period of time.
- **Increased productivity and performance** – Hiring talented and skilled employees within Blow Ltd helps in increasing the productivity and performance of employees in the company. This helps the company in higher growth and success in the highly competitive business environment over other competitor companies existing in the business market. When employees of the company are motivated and inspired in the right direction helps in increasing their working capability (Dungan, Young and Waytz, 2019).

Challenges faced by Blow Ltd due to execution of HR recruitment methodologies for hiring of competent employees

According to MASANJA, (2019), there are several challenges faced by the firm while executing the online recruitment methodologies for hiring the competent employees. Difficulty

in measuring effectiveness is one of the challenge faced. This is because there a several platforms for online hiring along with the company's own website and other advertisements as well. It becomes problematic for the HR to look on each and every portal and hire the candidates for specific skills and job role. It further creates the issue in the measurements of the highly talented and experienced employees that they are hiring for the particular skills and job task within the firm. Such difficulty in measuring the effectiveness results in hiring of the bad talents for the firm which cannot be aligned with the goals and objectives of the company. High competition is an another challenge faced. This is because there a lot of companies who uses the various job portals and other strategic methodologies of hiring the skilled candidates while using the Facebook and Instagram along with the LinkedIn and Naukri.com and also the indeed.com and many more. If the Blow firm also uses such platforms then it will face the high competition which can lead to the lack in efficiency and effectiveness in recruitment. It can also result in the hiring of the non potential employees which ultimately can hinder the company's operations and management which leads to non accomplishments of the targets of the firm (Agarwal, Mathiyazhagan and Saikouk, 2021).

As per the view of Martins, Dominique-Ferreira and Lopes, (2021), there are some other challenges faced by the company at the time of executing the online recruitment methodologies. Fraudulent applicants is one of the challenge faced. This is because if company is using several types of job portals and social media platforms for recruiting then are various people who have fake identities on such websites and use such things for just fun making. It results in the various fraudulent applicants who applies for the job and consumes the lot of time of HR. It is considered one of the major challenge biggest it directly affects the time consuming behaviour which is not strategic for the company and can cause delays in attaining the goals and objectives of the firm. Lengthy process is an another challenge faced. This is because the entire process of recruitment is lengthy in nature if it is done in an online manner. The reason being is that due to the high competition it is important to formulate the strategies for online recruitments which much have an attractive job description and innovative content which takes a lot of time. This is lengthy and also results in the slow decision making while selecting the talented candidates. This is a

challenge which is important to consider so the recruitment process be short and strategic in nature and must be aligned with the targets of the company (Gilch and Sieweke, 2021).

Research Methodology

Research Philosophy

It is defined as the belief in which the phenomenon is based upon and the data is collected accordingly. It decides that whether the research is undertaken is on the numeric basis or on the theory basis. It is of three types such as positivism and Interpretivism along with the realism. The current research is based on the positivism research philosophy. The reason being is that positivism philosophy is based on the factual data and information which is gained via observations. It basically examines the role of researcher that is limited to the data collection and analysis on an objective manner that includes the measurement process which means it is trustworthy in nature. It progresses the research in the fork of hypotheses and has the generalization through statistical probability and also has the concepts of operations as well. That is why the current research selects positivism philosophy (Snyder, 2019).

Research Approach

It is defined as the plan which consist the stages of wider assumptions in which data collection and analysis is performed. It is of three types such as inductive and abductive along with the deductive. The current research is based on the deductive research approach. The reason being is that deductive approach is based on the scientific investigation which is conducted by the investigator. This is the study in which the researcher studies that what other people has done along with the activities and also reads out the existing theories in order to test the hypotheses which further emerges from these theories. This is indirectly connected to the other similar research topics. That is why the current research selects the deductive approach (Rinjit, 2020).

Research Choice

It is defined as the portion of social or opinion of the self regulation of the research which ensures that the customers are informed about the data usages. It is of three types such as mono method and mixed method along with the multi method. The current research is based on the mono method research choice which is quantitative in nature. The reason being is that mono

method is just based on the one type of research method that is either qualitative or quantitative in nature. The current research has quantitative form which is numerical in nature that contains the figures and numbers which is analysed and represented in a graphical and tabular manner containing the frequency distribution table as well. It basically emphasise on the statistics and mathematics which contains the computational techniques and having the numerical analysis as well (Cr, 2020).

Research Strategy

It is defined as the plan of action step by step which provides direction to the efforts and thoughts of the investigator that enables to conduct the investigation in systematic manner to produce quality results and detailed reporting as well. It is of three types such as case study and ethnography along with the survey. The current research is based on the survey research strategy which is in the form of questionnaire with closed ended questions. The reason being is that it is based on the quantitative type of research which used the questionnaire that contains the numerically rated items. The questionnaire prepared in the current research is having the total number of ten questions which are related to the current research topic and is also based on the literature review information as well. It is basically the domain of applied statistics which concentrates on human research surveys and it studies the individual units form the entire population (Pandey and Pandey, 2021).

Research Time horizon

It is defined as the time duration taken by the researcher to conduct the research on specific topic with proper scheduling. It decides that whether the investigation of long duration or short duration. It is of two types such as cross sectional and longitudinal. The current research is based on the cross sectional research time horizon. The reason being is that the research is based on the short term duration which will finish within one week. It is inexpensive to perform and also do not require much time to undertake the entire investigation. It basically captures the single point of time which also contains the more than one variables at the same time during the data snapshot. This is a data which is utilised for different types of investigations (Nayak and Singh, 2021).

Research Technique and procedure

It is defined as the type of data collection that the investigator chooses in order to collect the information for the current research. It decides that whether the conducted research has collected data directly or indirectly. It is of two types such as primary and secondary. The current research is based on both of the type of data collection technique and procedure. The reason being is that primary data collected on the direct basis using the questionnaire and surveys along with the interviews and focus groups. Secondary data is collected on an indirect basis using the books and journals along with the articles and internet. The current primary research uses questionnaire and secondary research uses literature review to critique the different opinions of the well known authors. That is why both of them are used for better analysis of the data (Newman and Gough, 2020).

Research Sampling

It is defined as the number of people who will be participating in the research which is also known as the population selected for a particular research. It is of two types such as probability sampling and non probability sampling. The current research is based on the probability research sampling. The reason being is that probability sampling is randomised in nature where only 10 managers are taken as respondents in the current research who will be answering all the closed ended questions in the questionnaire in order to gather the opinions from different managers and performs the tasks accordingly. There is a specific number of population chosen and targeted participants for the research so that no confusions can be created among the chosen respondents (Willmott, 2020).

Data analysis and interpretation

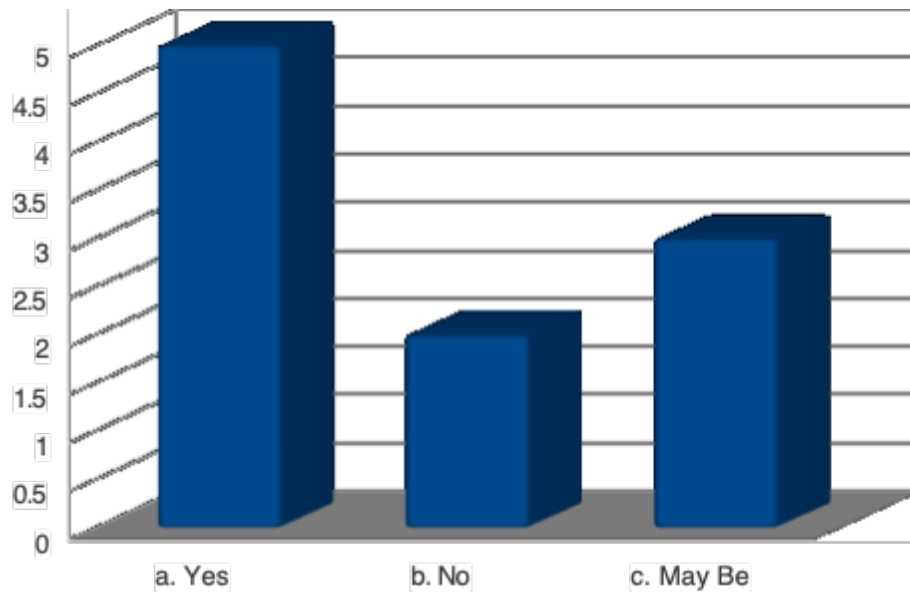
Frequency distribution table

Q1. Do you know the concept of online recruitment?	Frequency
a. Yes	5
b. No	2
c. May Be	3
Q2. According to you, what is concept of online recruitment applied within the organization?	Frequency
a. Recruitment through Social Media platforms	2
b. Recruitment through Job Portals	3
c. Both A and B	5
Q3. According to you, is it necessary to adopt different methodologies for online recruitment in order to hire competent staff members?	Frequency
a. Yes	3
b. No	5
c. May Be	2
Q4. What can be the different HR online recruitment methodologies used by Blow Ltd for hiring of competent staff members?	Frequency
a. Using company website and internet ad campaigns	2
b. Dedicated contact sourcing	3
c. Video interviews and online software	5
Q5. According to you, is there any benefits of recruiting online in search of competent staff members?	Frequency
a. Yes	3
b. No	2
c. May Be	5
Q6. What are the benefits gained by Blow Ltd for hiring of competent staff members?	Frequency
a. Saves time and cost	5
b. Wider reach to the specific target group	3

c. Speeds up the entire process	2
Q7. According to you, is there any challenges that are faced by the company at the time of implementation of the online recruitment?	Frequency
a. Yes	3
b. No	5
c. May Be	2
Q8. What are the challenges faced by Blow Ltd due to execution of HR recruitment methodologies for hiring of competent employees?	Frequency
a. Difficulty in measuring effectiveness	2
b. High competition	5
c. Fraudulent applicants	3
Q9. According to you, it is necessary to improve the strategies adopted by the firm in order to over the challenges?	Frequency
a. Yes	5
b. No	2
c. May Be	3
Q10. What can be the improvement strategies for the company to cope up with the challenges of online recruitment?	Frequency
a. Thinking quality over quantity	3
b. Diversification of resources	2
c. Creating richer job descriptions	5

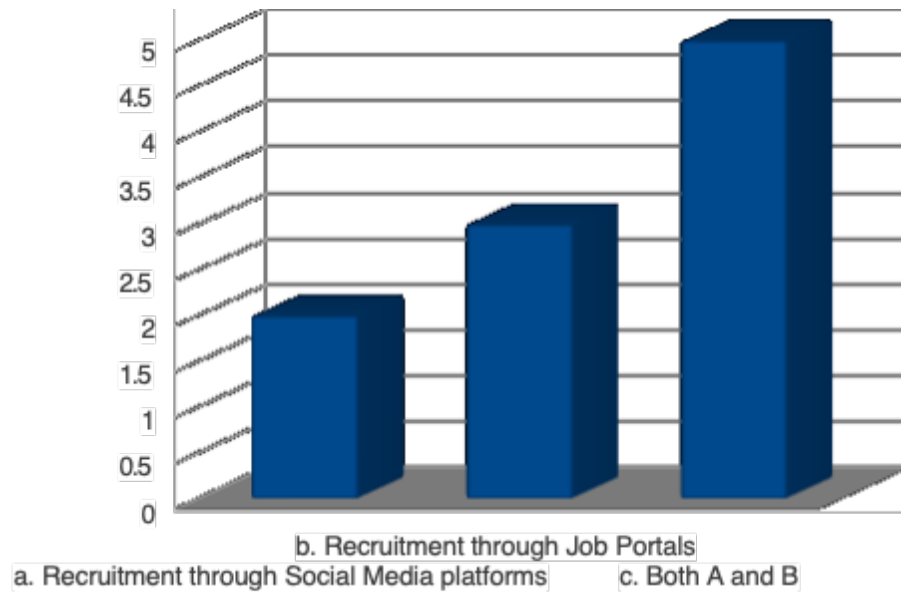
Data interpretation

Q1. Do you know the concept of online recruitment?	Frequency
a. Yes	5
b. No	2
c. May Be	3



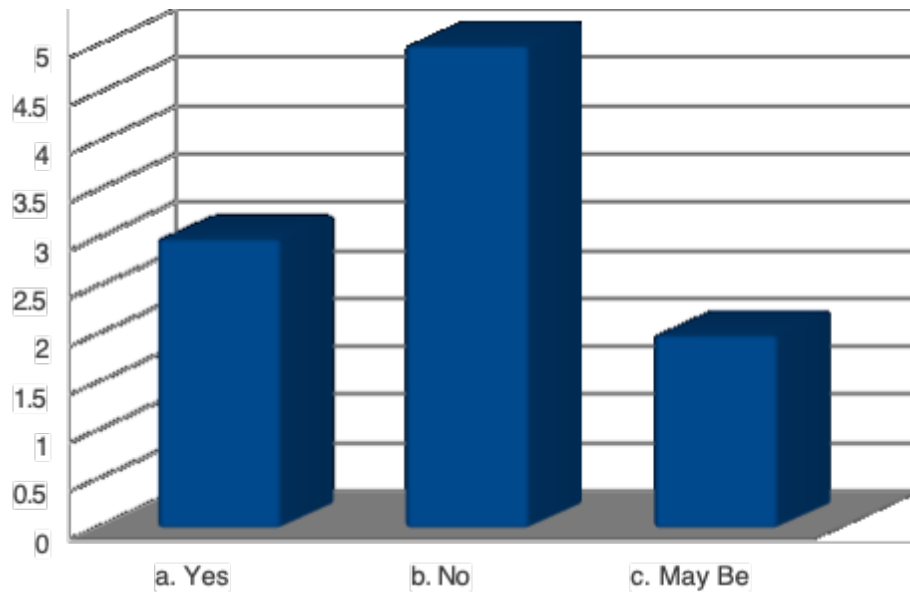
Interpretation: It is interpreted that there are 5 respondents who are knows the concept of online recruitment. There are 2 respondents who are do not know the concept of online recruitment and the remaining 3 respondents are confused about it.

Q2. According to you, what is concept of online recruitment applied within the organization?		Frequency
a. Recruitment through Social Media platforms		2
b. Recruitment through Job Portals		3
c. Both A and B		5



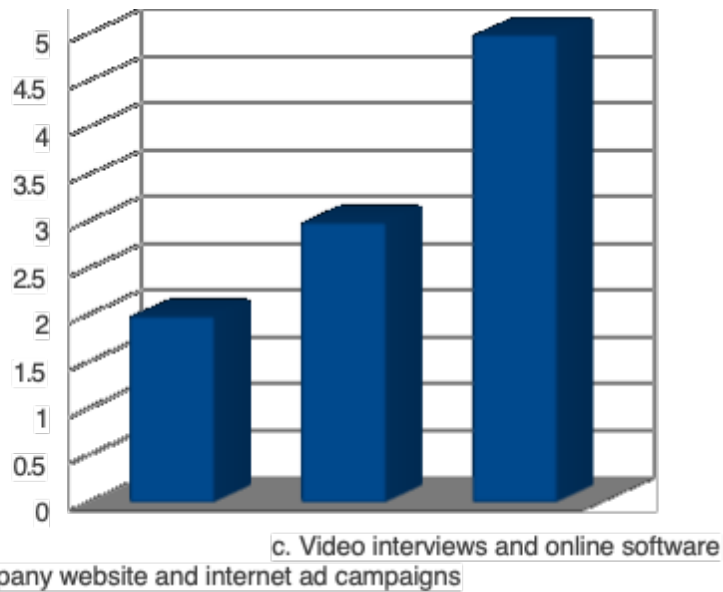
Interpretation: It is interpreted that there are 2 respondents who says that recruitment through social media platforms is the concept of online recruitment applied within the organization. There are 3 respondents who says recruitment through job portals and the remaining 5 respondents prefer both the options.

Q3. According to you, is it necessary to adopt different methodologies for online recruitment in order to hire competent staff members?		Frequency
a. Yes		3
b. No		5
c. May Be		2



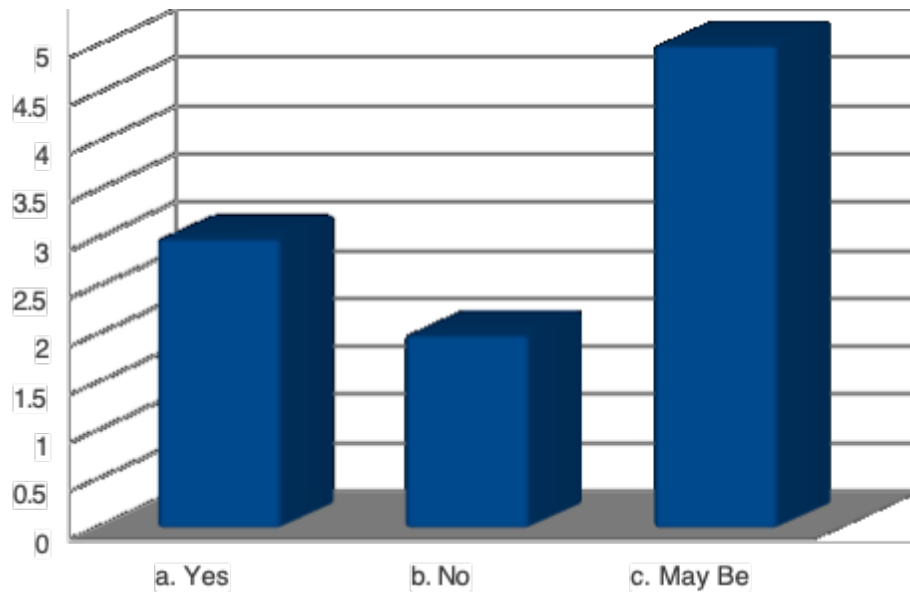
Interpretation: It is interpreted that there are 3 respondents who says that it is necessary to adopt different methodologies for online recruitment in order to hire competent staff members. There are 5 respondents who says that it is not necessary to adopt different methodologies for online recruitment in order to hire competent staff members and the remaining 2 respondents are confused about it.

Q4. What can be the different HR online recruitment methodologies used by Blow Ltd for hiring of competent staff members?		Frequency
a. Using company website and internet ad campaigns		2
b. Dedicated contact sourcing		3
c. Video interviews and online software		5



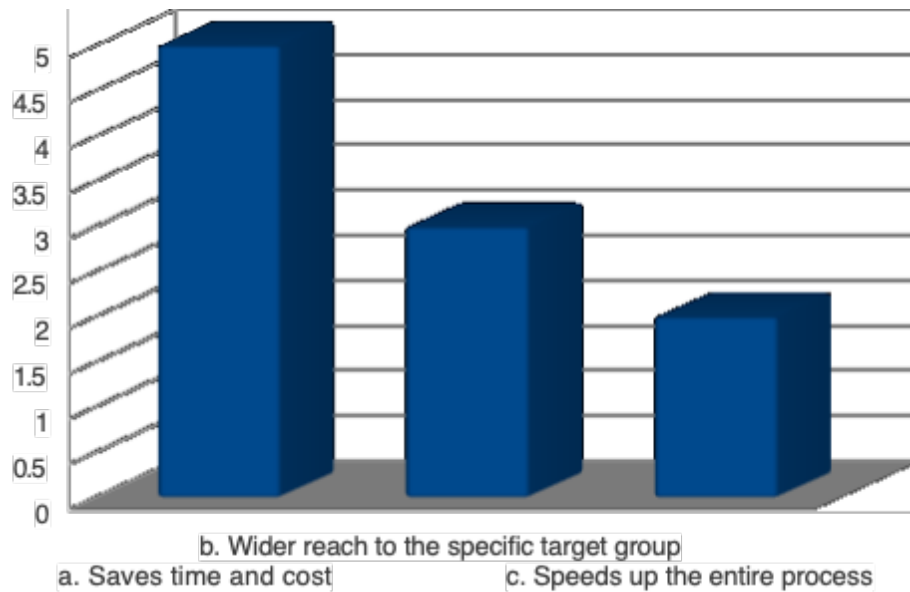
Interpretation: It is interpreted that there are 2 respondents who says that using company website and internet ad campaigns is the HR online recruitment methodology used by Blow Ltd for hiring of competent staff members. There are 3 respondents who says dedicated contact sourcing and the remaining 5 respondents prefer video interviews and online software.

Q5. According to you, is there any benefits of recruiting online in search of competent staff members?	
a. Yes	3
b. No	2
c. May Be	5



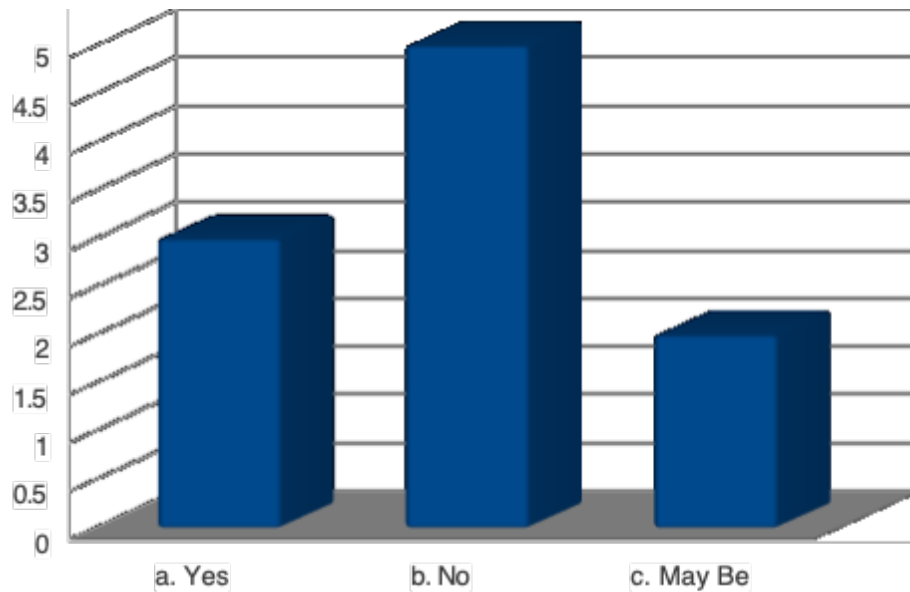
Interpretation: It is interpreted that there are 3 respondents who says that there are benefits of recruiting online in search of competent staff members. There are 2 respondents who says that there are no benefits of recruiting online in search of competent staff members and the remaining 5 respondents are confused about it.

Q6. What are the benefits gained by Blow Ltd for hiring of competent staff members?		Frequency
a. Saves time and cost		5
b. Wider reach to the specific target group		3
c. Speeds up the entire process		2



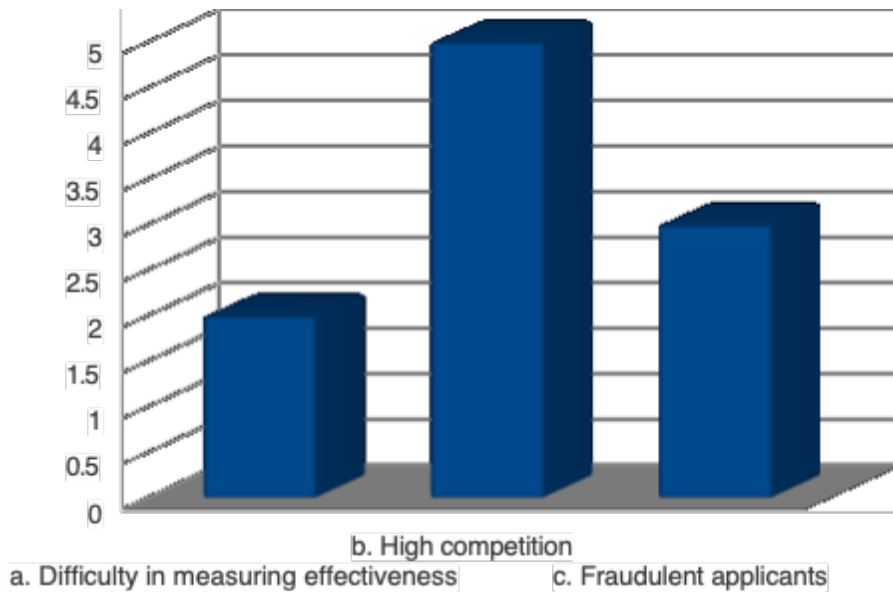
Interpretation: It is interpreted that there are 5 respondents who says that saves time and cost are the benefits gained by Blow Ltd for hiring of competent staff members. There are 3 respondents who says wider reach to the specific target group and the remaining 2 respondents says that it speeds up the entire process.

Q7. According to you, is there any challenges that are faced by the company at the time of implementation of the online recruitment?		Frequency
a. Yes		3
b. No		5
c. May Be		2



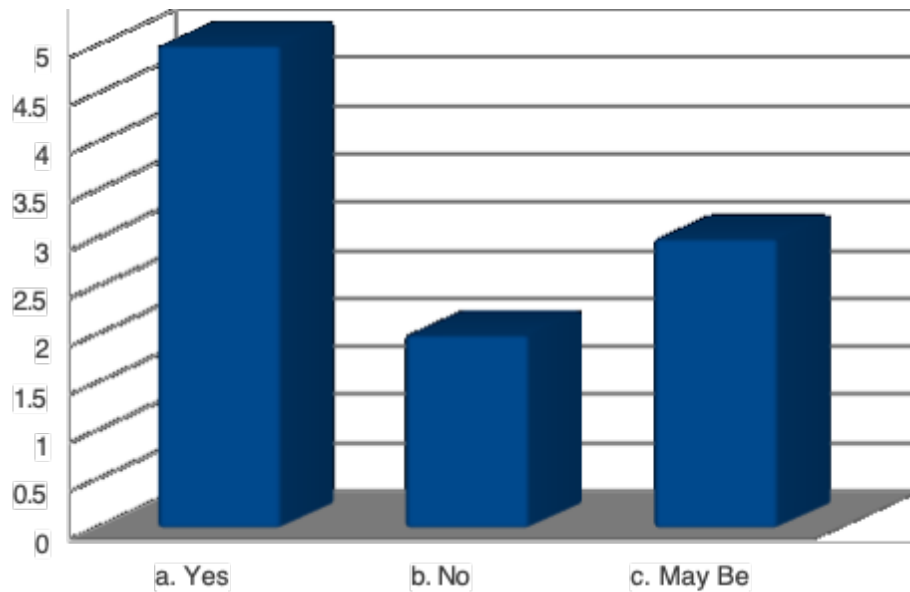
Interpretation: It is interpreted that there are 3 respondents who says that there are challenges that are faced by the company at the time of implementation of the online recruitment. There are 5 respondents who says that there are no challenges that are faced by the company at the time of implementation of the online recruitment and the remaining 2 respondents are confused about it.

Q8. What are the challenges faced by Blow Ltd due to execution of HR recruitment methodologies for hiring of competent employees?		Frequency
a. Difficulty in measuring effectiveness		2
b. High competition		5
c. Fraudulent applicants		3



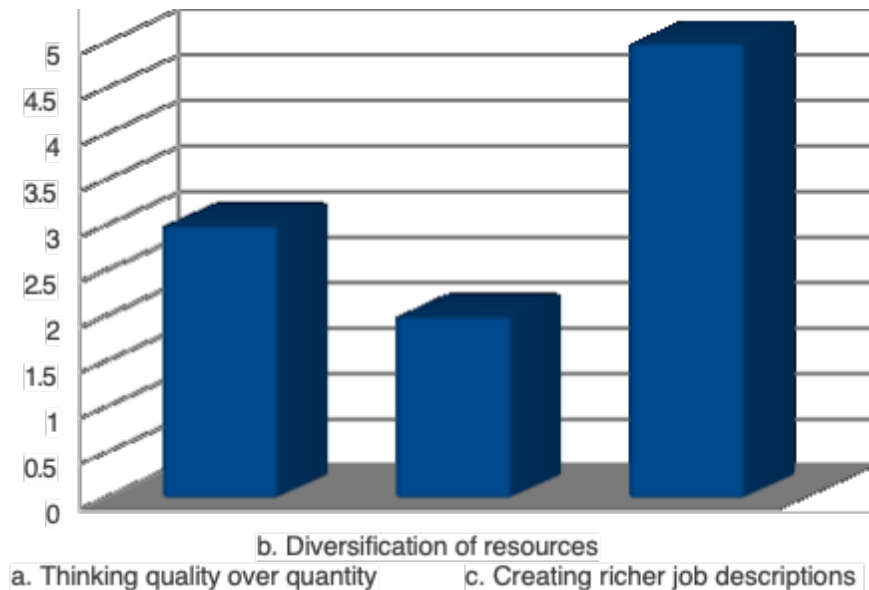
Interpretation: It is interpreted that there are 2 respondents who says that difficulty in measuring effectiveness is the challenges faced by Blow Ltd due to execution of HR recruitment methodologies for hiring of competent employees. There are 5 respondents who says high competition and the remaining 3 respondents says fraudulent applicants.

Q9. According to you, it is necessary to improve the strategies adopted by the firm in order to over the challenges?		Frequency
a. Yes		5
b. No		2
c. May Be		3



Interpretation: It is interpreted that there are 5 respondents who says that it is necessary to improve the strategies adopted by the firm in order to over the challenges. There are 2 respondents who says that it is not necessary to improve the strategies adopted by the firm in order to over the challenges and the remaining 3 respondents are confused about it.

Q10. What can be the improvement strategies for the company to cope up with the challenges of online recruitment?		Frequency
a. Thinking quality over quantity		3
b. Diversification of resources		2
c. Creating richer job descriptions		5



Interpretation: It is interpreted that there are 3 respondents who says that thinking quality over quantity can be the improvement strategies for the company to cope up with the challenges of online recruitment. There are 2 respondents who says diversification of resources and the remaining 5 respondents says creating richer job descriptions.

Conclusion

It is concluded that online recruitment is an important concept to learn and study so that its applications can be applied in the real world organizations. This is because now a days traditional hiring is not that much efficient as compared to the online hiring because it provides effectiveness and potential in selecting the right candidates for the right job with right skills and experiences. That is why the current research mainly focuses on the online recruitment within an organization. Therefore, it is essential to assess the concept of online recruitment. It is necessary to evaluate the different HR online recruitment methodologies used by company for hiring of competent staff members. It is significant to examine the benefits gained by firm for hiring of competent staff members. It is vital to determine the challenges faced by organization due to execution of HR recruitment methodologies for hiring of competent employees. Hence, the above report covers all such areas in order to better understand the conception of online recruitment. Moreover, research methodology is also covered on which the entire research is undertaken. Such as the current report uses the positivism research philosophy and deductive

research approach along with the quantitative research choice and survey research strategy. It also uses the cross sectional time horizon and primary and secondary type of data collection along with the formulation of questionnaire and its data interpretation as well.

Recommendations

It is recommended that the company must use the good internet connection in order to interact with the good candidates back to back. It is suggested to prepare for the good job description while also creating the attractive video for selection and attracting new candidates. It is also recommended that the firm must conduct the market research and reach out to the candidates accordingly. It also suggested that the interview session must be interactive and engaged with the candidates. It is advised that thinking quality over quantity is important for the HR in order to gain the quality of results among the candidates. It is also advised that the HR must also focus on the diversification of resources which helps them to get large number of varieties of skills in candidate which are highly required by the firm in order to perform their tasks in an effective and efficient manner that also further helps in increasing the productivity in a potential way. Moreover, creating richer job descriptions is highly recommended which must contain the company overview and all the qualification and skills required in the candidates along with the experiences and certification. It must also focus on the salary slabs along with the entire procedure of hiring must be easy rather than the complicated one so that candidates prefer easy to apply in the company for a particular profile (VARDARLIER, 2020).

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Appendix

Q1. Do you know the concept of online recruitment?
a. Yes
b. No
c. May Be
Q2. According to you, what is concept of online recruitment applied within the organization?
a. Recruitment through Social Media platforms
b. Recruitment through Job Portals
c. Both A and B
Q3. According to you, is it necessary to adopt different methodologies for online recruitment in order to hire competent staff members?
a. Yes
b. No
c. May Be
Q4. What can be the different HR online recruitment methodologies used by Blow Ltd for hiring of competent staff members?
a. Using company website and internet ad campaigns
b. Dedicated contact sourcing
c. Video interviews and online software
Q5. According to you, is there any benefits of recruiting online in search of competent staff members?
a. Yes
b. No
c. May Be
Q6. What are the benefits gained by Blow Ltd for hiring of competent staff members?
a. Saves time and cost
b. Wider reach to the specific target group

c. Speeds up the entire process

Q7. According to you, is there any challenges that are faced by the company at the time of implementation of the online recruitment?

a. Yes

b. No

c. May Be

Q8. What are the challenges faced by Blow Ltd due to execution of HR recruitment methodologies for hiring of competent employees?

a. Difficulty in measuring effectiveness

b. High competition

c. Fraudulent applicants

Q9. According to you, it is necessary to improve the strategies adopted by the firm in order to over the challenges?

a. Yes

b. No

c. May Be

Q10. What can be the improvement strategies for the company to cope up with the challenges of online recruitment?

a. Thinking quality over quantity

b. Diversification of resources

c. Creating richer job descriptions