



# IMPACT OF E-RECRUITMENT PROCESS AND ITS EFFECTIVENESS OF HEALTHCARE SECTOR IN TAMIL NADU

Suganya K <sup>1</sup> and  
P. Sasikumar <sup>2</sup>

<sup>1</sup> Ph.D-Research Scholar (PART-TIME), School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai.

<sup>2</sup> Assistant Professor and Research Supervisor, School of Management Studies, Vels Institute of Science Technology and Advanced Studies (VISTAS), Chennai.

suganyasenthilmurugan@gmail.com

**ABSTRACT.** This article aims to examine the impact and effectiveness of e-recruitment process in the healthcare industry in Tamil Nadu. This study highlights how e-recruitment practices developing the hiring process in healthcare organizations, offering advantages such as time efficiency, cost reduction and broader reach in candidate sourcing also it investigates the challenges associated with e-recruitment in healthcare sector, such as data security, privacy concerns and need for approaches to accommodate unique requirements of healthcare positions. The artificial intelligence and data analytics in e-recruitment will improve the quality of hires in the healthcare sector. The e-recruitment practices can assist the healthcare organizations to address staffing needs, enhance patient care and streamline the process. The healthcare sector has seen significant transformations with the advent of digital technologies, including the adoption of e-recruitment process.

**Keywords:** e-recruitment, digital infrastructure, healthcare sector and transformations.

## 1 INTRODUCTION

The healthcare industries faces unique challenges in talent acquisition due to the stringent regulatory requirements, critical nature of its services and evolving patient needs. In response to these challenges, healthcare organizations are increasingly turning to digital solutions, particularly e-recruitment processes, to streamline the hiring process. E-recruitment involves the use of technologies and digital platforms to attract, screen and select right candidates for employment. In recent years, the e-recruitment process offering numerous benefits over traditional recruitment

© The Author(s) 2024

N. V. Suresh and P. S. Buvanewari (eds.), *Proceedings of the International Conference on Digital Transformation in Business: Navigating the New Frontiers Beyond Boundaries (DTBNNF 2024)*, Advances in Economics, Business and Management Research 283,

[https://doi.org/10.2991/978-94-6463-433-4\\_33](https://doi.org/10.2991/978-94-6463-433-4_33)

methods. These benefits includes cost savings, enhanced efficiency, improved candidate experience and broader reach.

By developing applicant tracking systems, online job boards and social media platforms, healthcare organizations can expedite the hiring process and reach a wider pool of qualified candidates[2]. The e-recruitment enables the real-time communication between organizations and candidates, helping to reduce hiring time and faster decision-making. The e-recruitment process offering unique challenges in the healthcare sector, healthcare positions require specialized skills and qualifications, making it essential for e-recruitment to effectively screen candidates based on certifications and clinical competencies, (Nickil V. Patil, Kapse, Vishal S. Patil &Avinash, 2012).

## 2 REVIEW OF LITERATURE

[1], e-recruitment facilitates more effective candidate screening, resulting in higher-quality hires and improved workforce outcomes. By leveraging data analytics and assessment tools, healthcare organizations can identify candidates with the right skills, competencies, and cultural fit for their organizations. [2], By developing online platforms and tools, healthcare organizations can streamline the recruitment process, reducing the time from job posting to candidate selection. Recruitment is crucial in the healthcare sector, vacancies need to be filled promptly to ensure uninterrupted patient care.

According to [9], E-recruitment platforms offer user-friendly interfaces for candidates to search and apply for positions. This enhances the candidate experience, which is essential for attracting top talent, especially in a competitive field like healthcare. [10]. E-recruitment platforms come with built-in analytics tools that allow organizations to track recruitment metrics such as application rates, time to hire, and source effectiveness. Analysing these data points can help healthcare sectors to fine-tune their recruitment strategies for better results.

[11], This transparency helps candidates to make informed decisions to apply for a better position, leading to better alignment between candidate expectations and organizational needs.[12] E-recruitment offers numerous benefits to the healthcare sector, its effectiveness depends on various factors such as availability of reliable internet connectivity, digital literacy level of workforce, and the extent of adoption by IT industry.

### 2.1 E-RECRUITMENT

E-recruitment is also known as internet-based recruitment or online recruitment, it is a modern approach to the traditional hiring process. It involves developing technologies and digital platforms to attract, screen and select candidates for job vacancies [5]. This method has gained popularity due to cost-effectiveness, its efficiency and ability to reach a wider pool of candidates as compared to traditional recruitment methods. In e-recruitment, job postings are typically advertised on var-

ious online platforms such as company websites, social media channels, job boards and professional networking sites. The candidates can submit the applications through online application systems or email.[6], the hiring managers and recruiters use digital tools to screen resumes, conduct assessments and schedule interviews. The e-recruitment offers numerous advantages, including reduced administrative burden, faster hiring cycles, improved candidate experience and lower costs. However, it also presents challenges such as ensuring data security and privacy, managing large volume of applications, and maintaining fairness and diversity in the hiring process. E-recruitment has become an essential part of modern talent acquisition strategies, enabling organizations to adapt to the digital age and effectively compete for top talent in today's competitive job market [7]. E-recruitment enhances the candidate experience by providing user-friendly application portals.

## 2.2 E-Recruitment process of healthcare sector

**Identifying Staffing Needs.** This process begins with healthcare organizations to identify the staffing requirements based on patient volume, service demand, and organizational growth. Departments and hiring managers collaborate to determine the number of vacancies and types of positions needed to maintain quality patient care and its development.

**Job Posting and Advertising:** Healthcare organizations utilize e-recruitment platforms including own websites, professional networking sites, online job boards, and advertise open positions.

**Candidate Application Submission, application Screening and Shortlisting:** Interested candidates submit their applications through the healthcare organization's online portal or designated e-recruitment platform-recruitment systems automate the initial screening process by scanning applicant resumes, qualifications, and relevant experience. The hiring managers or recruiters review the shortlisted candidates to assess their suitability for the position based on the criteria.

**Interviews and Selection:** Shortlisted candidates are invited to participate in interviews, which may be conducted in-person, through virtual interview platforms or via video conferencing. Interview panels comprised of department heads, hiring managers, and other stakeholders assess candidates based on the cultural fit, clinical expertise, communication skills and alignment with organizational values.

**Offer Negotiation and On-boarding:** Once a candidate is selected, healthcare organizations extend job offers, negotiate compensation packages and facilitate on-boarding process. E-recruitment systems streamline offer management process by generating offer letters and providing new hires with access to on-boarding materials and orientation resources.

## 2.3 FACTORS INFLUENCING THE IMPACT AND EFFECTIVENESS OF E-RECRUITMENT IN THE HEALTHCARE SECTOR

**Technological Infrastructure:** The availability and sophistication of technological infrastructure within healthcare organizations play a crucial role in the effec-

tiveness of e-recruitment. The factors such as integration with other HR systems, usability of applicant tracking systems and data security measures impact the efficiency and reliability of e-recruitment processes. Healthcare organizations must comply with various regulations and standards, such as general data protection regulation and equal employment opportunity commission guidelines. The candidate experience throughout the e-recruitment process influences the organization's ability to attract and retain top talent. Timely communication, user-friendly application portals and transparent feedback mechanisms contribute to a positive candidate experience.

**Quality of Job Postings:** The accuracy of job postings impact the quality and relevance of applicant pools, the clear job descriptions outlining job responsibilities, qualifications and expectations help to attract candidates with the requisite skills and competencies for healthcare roles. The brand image and reputation of healthcare organizations influence the ability to attract and retain talent. The E-recruitment strategies should incorporate practices to attract candidates from diverse backgrounds groups. Developing artificial intelligence and data analytics tools can enhance the effectiveness of e-recruitment by improving candidate sourcing, screening and the selection process.

**Efficiency:** E-recruitment streamlines the hiring process in healthcare organizations, reducing time and resources required to fill vacant positions. Online job postings, automated application screening and electronic document management accelerate recruitment workflows, enabling healthcare providers to address staffing shortages.

**Cost Savings:** The traditional recruitment methods, such as manual application processing and print advertising can be expensive. The e-recruitment minimizes costs associated with advertising, postage, printing and resulting in substantial savings for healthcare organizations. Moreover, the turnover rates and reduction in time-to-hire can further contribute to cost savings associated with recruitment and training. The social media platforms, online job boards and professional networking sites expand the reach of healthcare job postings and attracting candidates from diverse geographic locations.

## OBJECTIVES

- To examine the efficiency of e-recruitment processes compared to traditional methods in terms of time taken to fill vacancies and cost-effectiveness.
- To study whether e-recruitment leads to the selection of higher quality candidates.

## HYPOTHESIS

- There is no significant difference in technological Infrastructure and quality of job postings.
- There is no association between quality of job posting and continuous improvement.

### 3 METHODOLOGY

Employ structured questionnaires to collect quantitative data from HR professionals, hiring managers and recruited candidates. Conducted semi-structured interviews with key stakeholders, including recruiters, HR personnel, and newly hired employees, to gain insights into their experiences and perceptions regarding e-recruitment process.

### 4 ANALYSIS AND RESULTS

**Table: 1**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	N
Technological Infrastructure	1.5628	.32421	138
Quality of Job Postings	1.4952	.36964	138
Cost Savings	1.54	.500	138
Continuous Improvement	1.94	.235	138

Table 1 indicates, the mean values of all the four factors ranges from 1.4952 to 1.94 and standard deviation ranges from 0.235 to 0.500.

**Table 2**

<b>Correlations</b>				
	Technological Infrastructure	Quality of Job Postings	Cost Savings	Continuous Improvement
Technological Infrastructure	1			
Quality of Job Postings	.378**	1		
Cost Savings	0.066	.390**	1	

Continuous Improvement	.304**	.277**	0.146	1
** . Correlation is significant at the 0.01 level (2-tailed).				

**4.1 Hypothesis testing**

There is no significant difference in technological Infrastructure and quality of job postings.

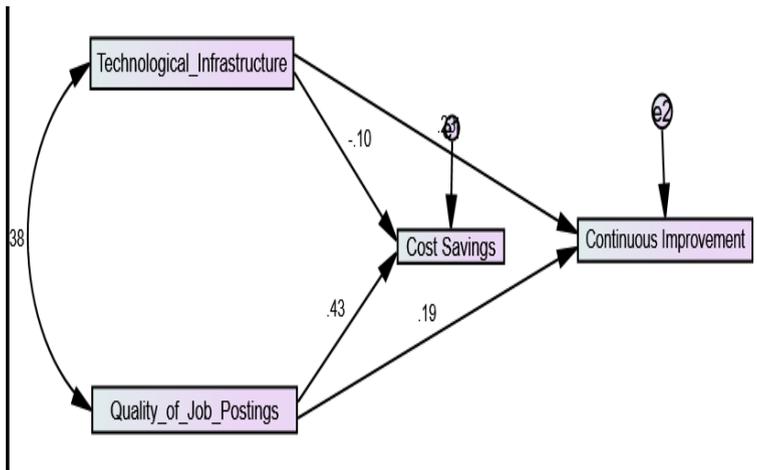
There is no association between quality of job posting and continuous improvement.

Table 2 shows that, the correlation coefficient among technological Infrastructure and quality of job postings is 0.378 which shows 37.8% of positive relationship among technological infrastructure and quality of job postings, accepted at 1% level of significant. The technological infrastructure and continuous improvement is 0.304 which shows 30.4% of positive relationship among technological infrastructure and continuous improvement, accepted at 1% level of significant.

Quality of job postings and cost savings is 0.390 which shows 39% of positive relationship among quality of job postings and cost savings at 1% level of significant. Quality of job postings and continuous improvement is 0.277 which shows 27.7% of positive relationship among quality of job postings and continuous improvement.

**4.2 STRUCTURAL EQUATION MODELLING**

**Figure 1**



### Fit indices for modified model

- GFI: The GFI value is 0.998, suggesting excellent model fit.
- AGFI: The AGFI value of 0.978. It points out a high degree of fit between the model and the observed data.
- NFI: The NFI value is 0.990, it indicates the model fit is excellent.
- RFI: The RFI value is 0.943, it is considered as excellent.

## 5 FINDINGS AND DISCUSSION

Healthcare organizations such as clinics, hospitals and healthcare service providers, increasingly embraced digital platforms and technologies to streamline the recruitment processes. One of the key findings is the common utilization of online job portals and e-recruitment platforms by healthcare organizations in Tamil Nadu. These online platforms serve as centralized hubs for posting job vacancies, attracting candidates and managing applicant data, thereby facilitating transparent and efficient recruitment processes. E-recruitment process contribute cost savings and improve efficiency within the healthcare sector in Tamil Nadu. By automating manual tasks, such as application screening and candidate communication help to healthcare organizations to reduce administrative overhead, resulting in cost-effective recruitment strategies. E-recruitment has supported healthcare organizations in Tamil Nadu to reach a broader pool of candidates, including remote or rural area candidates.

The e-recruitment practices have led to improvements in the candidate experience within the healthcare sector in Tamil Nadu. Personalized communication channels, user-friendly online portals, and transparent application process have enhanced candidate engagement and satisfaction, ultimately attracting top talent to healthcare roles. Several challenges and considerations associated with healthcare sector's e-recruitment process. This includes regulatory compliance, data security and privacy, digital literacy among candidates, and the need for continuous support and training for recruiters. The healthcare organizations may benefit from investing in training programs to improve digital literacy among candidates and recruiters. Implementing robust data security measures will protect sensitive applicant information. The impact of e-recruitment practices on the healthcare sector in Tamil Nadu, emphasizing the importance of digital technologies to optimize recruitment process, attract top talent and improve patient care.

## 6 CONCLUSION

The adoption of e-recruitment process in the healthcare sector offering numerous benefits and opportunities for improvement. The healthcare organizations have streamlined the recruitment processes, improved efficiency, effectiveness and enhanced candidate reach through the utilization of technologies and digital platforms. The e-recruitment practices have led to improved efficiency and cost savings by automating manual tasks and reducing administrative overhead. Moreover, the e-recruitment platforms and utilization of online job portals facilitated greater candidate reach, enabling healthcare organizations to attract top talent. The e-recruitment practices has enhanced the candidate experience by providing personalized communication channels, user-friendly interfaces and transparent application process. It will increase the candidate engagement and satisfaction, moreover contributing to attraction and retention of top talent within the healthcare sector. The e-recruitment practices has emerged as a valuable tool for healthcare organizations in Tamil Nadu to optimize the recruitment process, attract top talent, and improve its effectiveness. By developing digital platforms and technologies, healthcare organizations can continue to enhance the recruitment strategies, and contribute to the advancement of healthcare services in Tamil Nadu.

## REFERENCES

1. Ahmed S, Tahir H, and Warsi S. W. (2015). E -Recruitment Transforming the Dimensions of Online Job Seeking: A case of Pakistan. *International Journal of Human Resource Studies*, 5(1), 96.
2. Bodea C, Bodea V, and Zsolt M. (2003). Human Resource Management in the Internet Age: e-Recruitment and e-Selection Methods. *Economy Informatics*, 3(3), 5-7
3. Catherine, S., Rani, M. N., & Suresh, N. V. (2024). The Metaverse Economy: Transforming Money With Digital Currency. In *Creator's Economy in Metaverse Platforms: Empowering Stakeholders Through Omnichannel Approach* (pp. 202-209). IGI Global.

4. Florea V. N and Badea M. (2013). Acceptance of new Technologies in HR: E-Recruitment in Organizations. Proceedings of the European Conference on Information Management & Evaluation, 344-352.
5. Jayabalan N, et al, (2019), E-recruitment Technology Adoption among Generation Z Job Seekers. (2019). International Journal of Engineering and Advanced Technology, 9(2), 1880–1888.
6. Holm A. (2014). Institutional context and e-recruitment practices of Danish organizations. Employee Relations, 36(4), 432-455.
7. Imam H & Batool S. N. (2013). Organizational Perception Regarding Specific Information about Job and Organization: An Approach to E-Recruitment. International SAMANM Journal of Business and Social Sciences, 1(1), 26-33.
8. Jayabalan N, et al, (2019), E-recruitment Technology Adoption among Generation Z Job Seekers. (2019). International Journal of Engineering and Advanced Technology, 9(2), 1880–1888.
9. Kapse, Avinash S., Vishal S. Patil and Nickil V. Patil (2012), E-recruitment. International Journal of Engineering and Advanced Technology (IJEAT), Volume 1(4), 82-86.
10. Khan NR, Awang M and Ghouri AM (2013). Impact of E-Recruitment and Job-Seekers Perception on Intention to Pursue Jobs. Management & Marketing, 11(1), 47-57.
11. Malik M. S and Mujtaba M. A. U. (2018). Impact of E-Recruitment on Effectiveness of HR Department in Private Sector of Pakistan. International Journal of Human Resource Studies, 8(2), 80.
12. Mindia P. M and Hoque M. K. (2018). Effects of E-recruitment and internet on recruitment process: An Empirical study on Multinational companies of Bangladesh. International Journal of Scientific Research and Management, 6(01).
13. Nasreem S., Hassan M., and Khan T. A. (2016). Effectiveness of e-recruitment in small and medium enterprises of IT industry of Lahore (Pakistan). Pakistan Economic and Social Review, 54(1), 143-164.
14. Suresh, N. V., & Remy, V. A. M. (2024, February). An Empirical Study on Empowering Women through Self Help Groups. In 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS 2023) (pp. 957-964). Atlantis Press.
15. Suganya, V., & Suresh, N. V. (2024). Potential Mental and Physical Health Impacts of Spending Extended Periods in the Metaverse: An Analysis. In Creator's Economy in Metaverse Platforms: Empowering Stakeholders Through Omnichannel Approach (pp. 225-232). IGI Global.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

