

Role of Technology in Recruitment and Selection

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ABSTRACT

This research examines the role of technology in the recruitment and selection process at Jayaswal Neco Industries Ltd., focusing on how technological advancements enhance efficiency in attracting, screening, selecting, and on boarding top talent. The process begins with a detailed workforce needs analysis, followed by the creation of job descriptions and candidate profiles. The company uses a mix of internal and external recruitment strategies, including job portals, campus recruitment, employee referrals, and professional networks, to ensure a diverse talent pool. The selection process is rigorous and multi-stage, involving resume screening, technical assessments, and multiple interview rounds, all designed to assess both technical skills and cultural fit. The organization prioritizes fairness and transparency, using standardized evaluation tools to minimize bias. The goal is to attract individuals who not only meet job requirements but also have the potential for long-term growth, supporting the company's success and competitive edge.

INTRODUCTION

This research explores the role of technology in the recruitment and selection processes at Jayaswal Neco Industries Ltd., Raipur, focusing on how digital tools enhance efficiency, reduce biases, and improve talent acquisition. As the manufacturing sector demands specialized skills, traditional recruitment methods have proven insufficient. The company has integrated technologies such as Applicant Tracking Systems (ATS), AI-based screening tools, digital assessments, and virtual interviews to streamline operations. These tools enable faster, more accurate hiring decisions, broaden candidate reach through social media and job boards, and create a more inclusive hiring process. The study also examines the impact of mobile technology, artificial intelligence, and video interviews in modern recruitment. Overall, technology helps Jayaswal Neco attract top talent, improve selection accuracy, and align recruitment with contemporary best practices, contributing to its operational success and growth. The objectives of the study include identifying the impact of technology on recruitment and analyzing its effects on the selection process.

Literature Review

Information Technology (IT) and its Role in Organizations

IT encompasses the use of electronic systems, including hardware, software, and networks, to process, store, and transmit information (Harahap, Sutrisno, et al., 2023). IT plays a crucial role across various sectors, including business, healthcare, education, and government, by enhancing data management, automating processes, and enabling communication through tools such as email, video conferencing, and collaboration platforms (Subagja, 2023). It also facilitates the safeguarding of information and protects against security risks like cyber attacks (Ausat, 2023).

Talent Acquisition and Recruitment Processes

In large IT organizations, the recruitment process involves evaluating a vast number of candidate profiles, leading to the potential for suboptimal talent selection due to manual errors or bias. To improve efficiency, many companies are adopting data and text mining technologies to better match candidates to job descriptions (Girish Keshav Palshikar & Sachin Pawar, 2019). These tools include resume extraction systems, job matching engines, and skill similarity algorithms, which have been proven effective in real-world cases.

Research Methodology

The research follows a descriptive design aimed at understanding the role of technology in the recruitment and selection process at Jayaswal Neco Industries Ltd., Raipur. The study employs both primary and secondary data sources for comprehensive analysis. Primary data is collected through a questionnaire, while secondary data is sourced from existing journals and online resources.

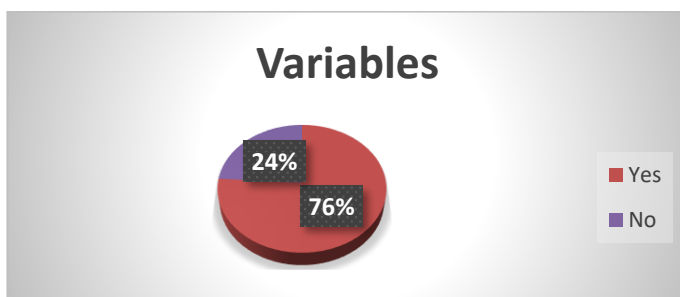
Sampling Plan: The study uses purposive sampling, targeting specific respondents who can provide relevant insights into the recruitment process. A total of 50 employees from Jayaswal Neco Industries Ltd. in Raipur were selected for the survey, with the aim to capture a diverse range of perspectives.

In summary, the research methodology combines descriptive design, primary data collection through questionnaires, and purposive sampling to assess the impact of technology on recruitment and selection at the company.

DATA ANALYSIS & INTERPRETATIONS

Que. (1) Are you aware about the technological tools used for recruitment and selection process at JNIL?

Variables	Respondents	Percentage
Yes	38	76%
No	12	24%
Total	50	100%

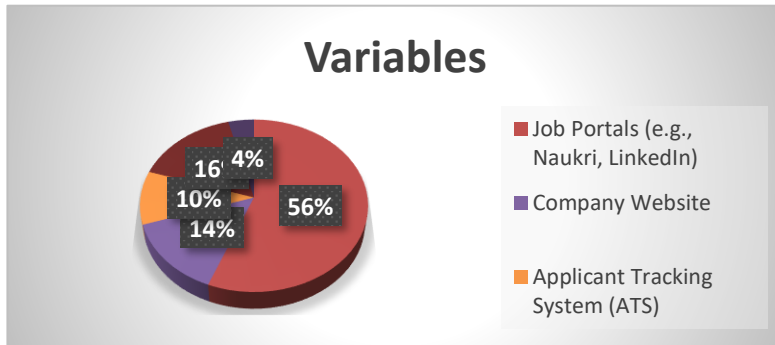


Interpretation

Figure no. 5.1: From the above graph we observe that awareness about the technological tools used for recruitment and selection process at JNIL is 76% only.

Que. (2) Which technology tools/platforms are most frequently used for recruitment at JNIL?

Variables	Respondents	Percentage
Job Portals (e.g., Naukri, LinkedIn)	28	56%
Company Website	7	14%
Applicant Tracking System (ATS)	5	10%
Social Media Platforms	8	16%
Others	2	4%

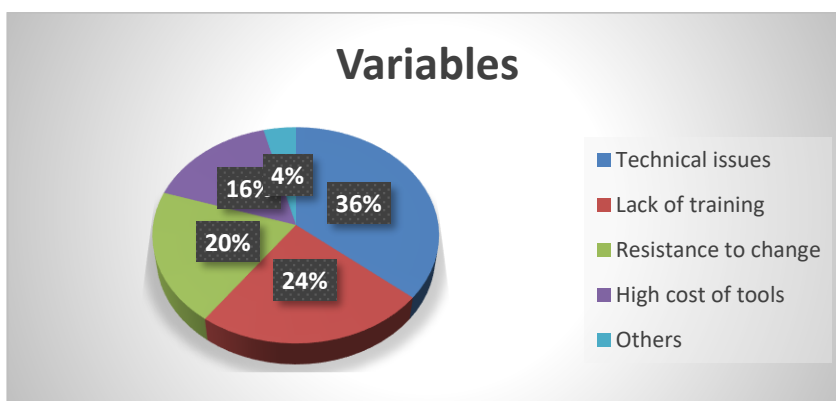


Interpretation

Figure no. 5.2:from the above graph we observe that 56% of the respondents are been recruited with job portals,16% of the respondents are been recruited with social media platforms,14% of the respondents are been recruited with Company website, 10% of the respondents are been recruited with applicant tracking system and 4% of the respondents are been recruited with other sources.

Que. (3) What challenges do you face when using technology for recruitment at JNIL?

Variables	Respondents	Percentage
Technical issues	18	36%
Lack of training	12	24%
Resistance to change	10	20%
High cost of tools	8	16%
Others	2	4%

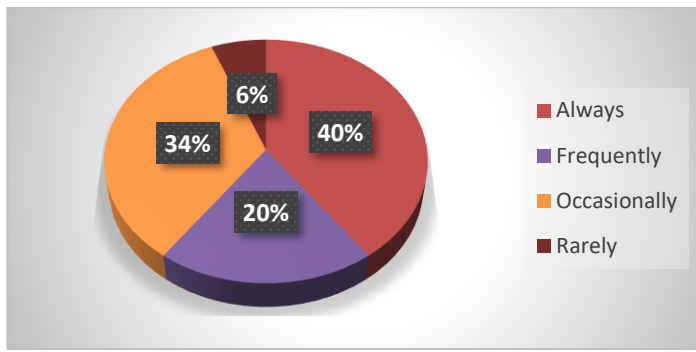


Interpretation

Figure no. 5.3: From the above graph we observe that challenges do you face when using technology for recruitment at JNIL Technical issues is 36%, Lack of training is 24%, Resistance to change is 20%, High cost of tools is 16% and Other is 4%.

Que. (4) How often are these tools used in the recruitment process at JNIL?

Variables	Respondents	Percentage
Always	20	40%
Frequently	10	20%
Occasionally	17	34%
Rarely	3	6%

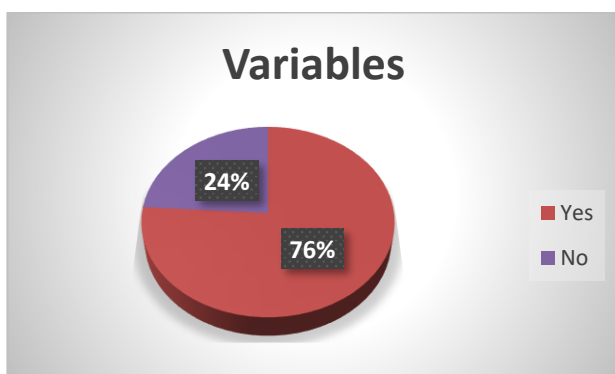


Interpretation

Figure no. 5.4: From the above graph we observe that tools used in the recruitment process at JNIL always only 40%.

Que. (5) Do you think technology helps in reducing bias during the selection process?

Variables	Respondents	Percentage
Yes	38	76%
No	12	24%

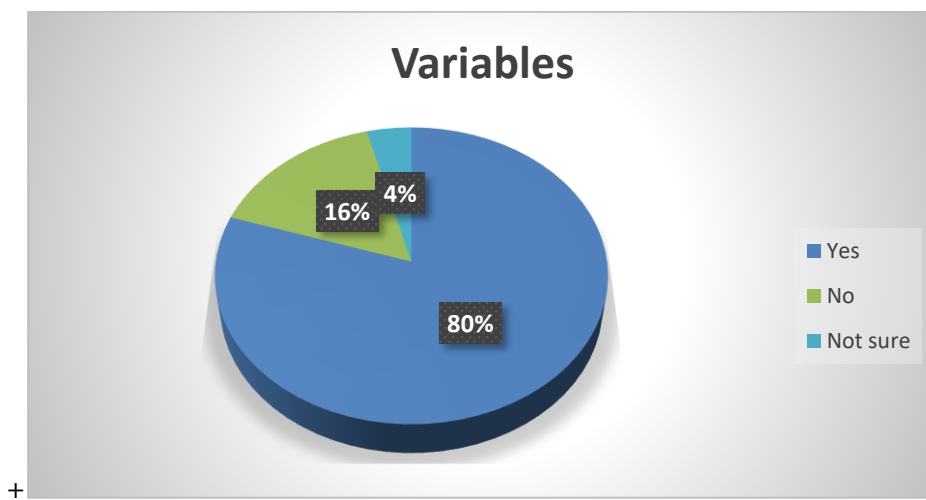


Interpretation

Figure no. 5.5: From the above graph we observe technology helps in reducing bias during the selection process at JNIL is 76% only.

Que. (6) Do you think the integration of advanced technologies (e.g., AI, machine learning) would benefit for the recruitment process at JNIL?

Variables	Respondents	Percentage
Yes	40	80%
No	8	16%
Not sure	2	4%

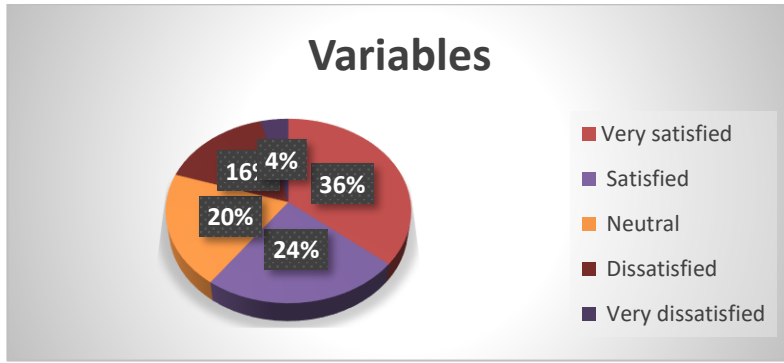


Interpretation

Figure no. 5.6: From the above graph we observe that integration of advanced technologies (e.g., AI, machine learning) would benefit for the recruitment process at JNIL is 80% only.

Que. (7) How satisfied are you with the current technology used for recruitment and selection at JNIL?

Variables	Respondents	Percentage
Very satisfied	18	36%
Satisfied	12	24%
Neutral	10	20%
Dissatisfied	8	16%
Very dissatisfied	2	4%

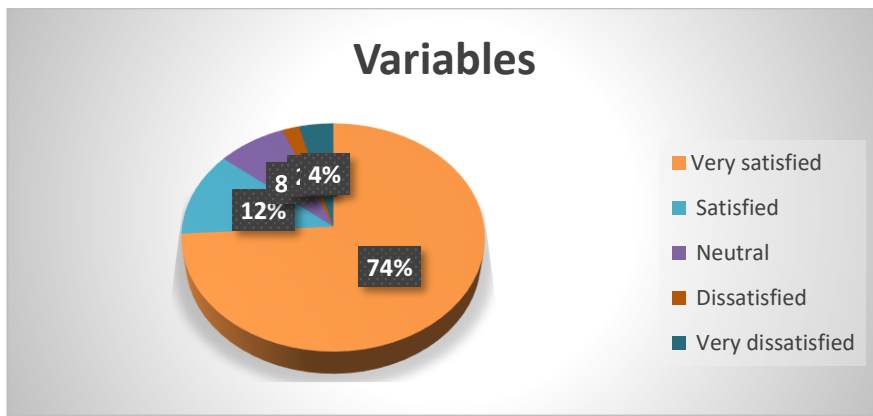


Interpretation

Figure no. 5.7: From the above graph we observe satisfaction level with the current technology used for recruitment and selection at JNIL is 36% very satisfied, 24% satisfied, 20% neutral, 16% dissatisfied and 4% very dissatisfied.

Que. (8) Does the use of technology help reduce the time taken for recruitment?

Variables	Respondents	Percentage
Very satisfied	37	74%
Satisfied	6	12%
Neutral	4	8%
Dissatisfied	1	2%
Very dissatisfied	2	4%

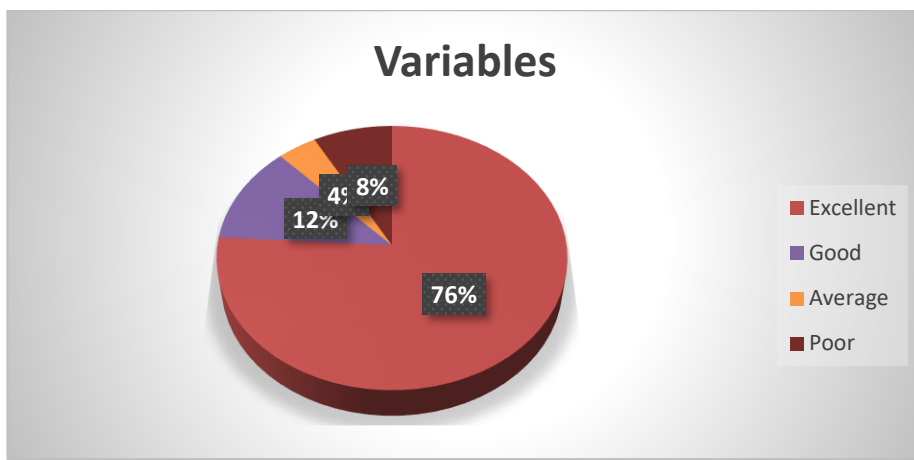


Interpretation

Figure no. 5.8: From the above graph we observe that use of technology help reduce the time taken for recruitment at JNIL 74% very satisfied, 12% satisfied, 8% neutral, 2% dissatisfied and 4% very dissatisfied.

Que. (9)How would you rate the effectiveness of online platforms in attracting quality candidates?

Variables	Respondents	Percentage
Excellent	38	76%
Good	6	12%
Average	2	4%
Poor	4	8%

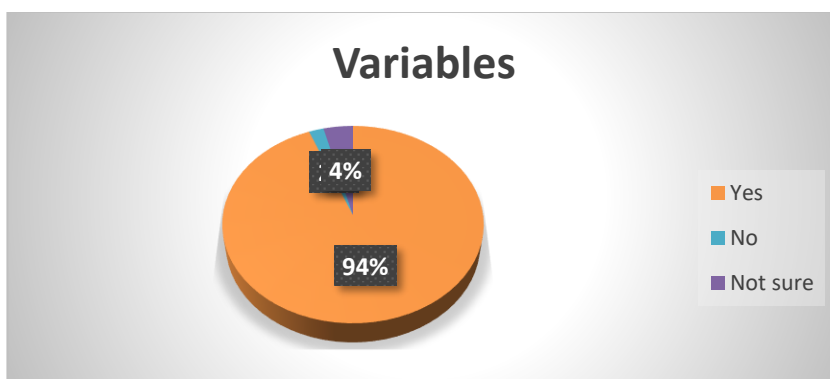


Interpretation

Figure no. 5.9:From the above graph we observe that rate the effectiveness of online platforms in attracting quality candidates at JNILis 76% Excellent, 12% Good,4% average, and 8% poor.

Que. (10)Do you think the implementation of technology in recruitment is user-friendly?

Variables	Respondents	Percentage
Yes	47	94%
No	2	4%
Not sure	1	2%



Interpretation

Figure no. 5.10: From the above graph we observe that the implementation of technology in recruitment is user-friendly is 94%.

CONCLUSIONS

Technology plays a transformative role in the recruitment and selection process at Jayaswal Neco Industries Limited (JNIL), enhancing efficiency, accuracy, and candidate experience through tools like applicant tracking systems, AI-driven analytics, and digital platforms. These advancements streamline operations, broaden the talent pool, enable seamless remote hiring, and align with industry best practices. By integrating technology, JNIL ensures scalability, compliance, and a competitive edge, positioning itself as a modern, innovative employer focused on long-term growth.

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