

# New trends in hr recruitment process and it's impact on job seekers

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**Abstract.** The research article aims to explain new trends in the Human Resource recruitment process and evaluate the impact of such new recruitment trends on job seekers. Recruitment practices used by HR management have changed drastically due to various reasons. Among these, the most influential factors include the digitisation of society, increased competition among companies, lack of proper wages, higher number of job seekers, upgrading society's lifestyle, and increased demand for skilled labour. Modern recruitment practices have adapted to such market trends to ensure sustainability and it is important to highlight such modern recruitment trends to understand how it affects the economy as a whole. Analysing the new trends in HR recruitment will also help to understand how job seekers are impacted, and whether such practices make unemployment better off or worse off. Different recruitment practices will have a different type of impact and hence evaluating all the trending recruitment strategies is essential to deduce the most optimal, ethical, and feasible recruitment practice those organisations can implement to gain competitive advantage and sustainability in the long run. This research will take the exploratory path as it tries to collect all information from existing literature and market knowledge regarding the latest HR recruitment practices. Using an exploratory model to develop a collection of all such recruitment strategies will help to compare the advantages and disadvantages of each from the perspective of the job seekers. Based on existing literature, the research article will present a conceptual model that will allow to highlight various ways job seekers are impacted by the different forms of recruitment practices. The sustainability of such practices will also be determined to understand whether it makes the job seekers worse off or better off in the future.

## 1 Introduction

Companies worldwide have already integrated digitisation into their business processes, which require skilled labours to handle modern applications and maintain them. Business processes have become increasingly more complex and compartmentalised due to rising

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security protocols and policies. Entry-level jobs which require minimal skills and manual data entry are being replaced with automation software. Using AI and ML, many moderate job tasks can also be automated which essentially employs digital robots to mimic human actions and perform a task. The skill ceiling in the current market is generally much higher as compared to a decade ago [11].

The COVID 19 pandemic forced the entire labour market to work from home and it is important to note that during such times of restricted movement due to lockdowns, companies couldn't continue hiring in the traditional recruitment setup. This factor is crucial for implementing modern technical recruitment solutions as traditional methods were not feasible during this period. A huge number of companies were bounded to move towards online recruitment services during this era. Along with companies, job seekers also adapted to this technology during this period as alternative options shutdown. Digitisation and the recent pandemic have played major roles in popularising the existing e-recruitment processes [7].

## 1.1 History

Employees hired in modern times are expected to produce output or indulge in work which cannot be automated using modern technologies or replaced with digital robots. Hence, the scope of HR recruitment has changed drastically in recent years and a majority of the focus is on hiring employees that can create substantial through their unique skills and knowledge. E-recruitment practices are being by almost all major companies, and such recruitment processes can be a hybrid of digital and traditional methods along with being completely automated. Most modern recruitment practices are however hybrid which use the traditional method of face-to-face interviews through video calls and initial screening through online questionnaires [6].

In addition, digitisation has spread to most developing and developed economies which have enabled job seekers to buy digital devices through which they can easily access digital applications. Current employers use digital platforms such as online job portals to post job advertisements much similar to newspapers. Employers can conduct remote interviews through video calls and even hire employees directly from such interviews. This entire process of e-recruiting is the trendiest strategy when it comes to modern HR recruitment practices and is effective in terms of minimising costs, time, and hassle.

## 2 Review of Literature

### 2.1 E-recruitment strategies

According to Johansson and Herranen (2019), digitisation has made it possible to hire employees remotely without the need for physical face-to-face conversations [5]. Employees in most nations whether developed or developing have access to decent digital technologies and internet services, which makes it easier for organisations to implement any form of e-recruitment practice on a wide scale. Moreover, with the introduction of data science in the modern digital world, it is possible to harness the advantages of artificial intelligence in the e-recruitment process. AI technologies can be used to proctor remote examinations, find optimal candidates, and for making better decisions.

Cavaliere *et al.* (2020) further add that AI-enabled recruitment services help job seekers to apply for job positions using languages of their preference which the recruiting firm can easily translate [2]. Similarly, it will help employees with a huge number of measurable

statistics in their resumes through which the AI will determine the potential of a job seeker. However, such practices are disadvantageous to those who lack measurable points in their resumes or have better skills in communication or knowledge gathered through experience. The AI process can help job seekers in terms of verifying their backgrounds and limiting applications with false information or fake experiences. Such disadvantages to job seekers can be overcome using a blend of traditional recruitment practices and AI.

Okolie and Irabor (2017), state that AI is an effective tool to improve communication with the applicants during the hiring process as well as in the pre-hiring process [8]. Organisations can screen job applications received from job portals based on candidates' responses to pre-framed questions that determine their eligibility. These help the job seekers to easily apply and search for jobs specific to skills or job titles along with having a large number of opportunities and options to choose from. E-recruitment allows for a nationwide search for jobs and even helps to apply to foreign companies. The responses received by job seekers are also much quicker which improves the overall experience and saves a considerable amount of time.

## 2.2 Human Resource Poaching

Davis (2018) opinions that skilled workers are always in high demand and especially workers that have a degree of leadership qualities or technical knowledge [4]. With the ever-increasing amount of digitisation and growing complexities of business processes, it is challenging for firms to find the right person for the job and the process of hiring the right person can be troublesome, costly and time-consuming. HR poaching is a practice that is being implemented by the HR management teams to attract skilled employees from other firms, as an effective means of limiting recruitment costs and time. Companies can offer better packages, lucrative salaries, better terms and conditions, or make customized offers to specific employees regarding a job position.

Employees usually accept such offers as it benefits them substantially and the downsides are non-existent. Companies can resort to poaching strategies due to rivalry in the same industry, gaining a competitive advantage, improving organisational synergy etc. Such practices are however unethical but strict laws inhibiting these practices are absent.

## 2.3 Outsourcing

According to Patel *et al.* (2019), outsourcing is a process of leasing an employee from an outsourcing company which could deal in information technology, accountancy, security etc [9]. Companies in need of skilled employees can opt for such outsourced personnel when the time provided for recruitment is short, there is an urgent need, or simply avoid the cumbersome process of recruitment. The person that is outsourced will help the client company in every possible way and work as a temporary employee for that company. The client company will pay a certain amount of fee for the employee to the outsourcing company which the employee will not receive directly. The employee will only receive his or her agreed remuneration from the parent firm.

Patel *et al.* (2019) further add that the disadvantage of this method to the employees is that the amount paid by the clients is usually much higher than the actual remuneration received by the employees [9]. Hence, job seekers are better off directly joining a company instead of joining an outsourcing firm. The process of outsourcing is also very costly for the client firm as it may substantially costly in the long run.

## 2.4 Internships

Costache (2015), states that internships are a modern recruitment practice that hires low-skilled or fresh job seekers from the market and provides them with hands-on experience and training [3]. Such job opportunities may provide a salary termed as a stipend or may not pay at all. The working hours are usually much lesser as compared to regular shifts and the stipend paid is also much lower. Young job seekers who are fresh pass-outs benefit from such opportunities as they can gain experiences and hands-on training which they can use in the latter part of their life. Moreover, young job seekers have relatively fewer expenses and hence it is advantageous for them to utilise internship opportunities even if it doesn't pay them in terms of money. Many companies can hire interns as permanent employees depending upon their performance. Thus, internships can act as a stepping stone for freshers and provides a huge potential for career growth.

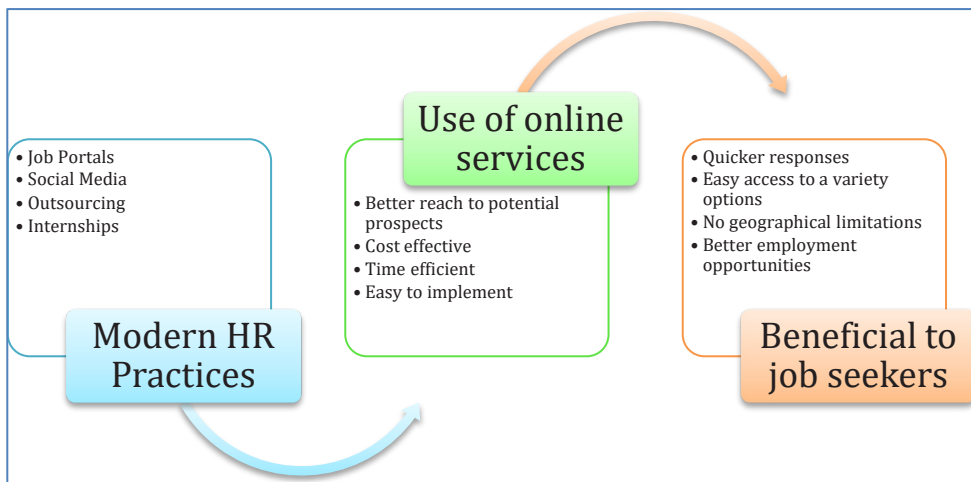
## 3 Research Objectives and Methodology

The research article aims to highlight the impact of modern requirement techniques on job seekers and to properly evaluate such impact, the following goals have been set up:

- To find out the different types of the modern HR recruitment process
- To find out the benefits of the job seekers due to modern HR recruitment practices
- To find out the drawbacks faced by the job seekers due to modern HR recruitment practices

Research papers, academic sources of information, and reliable websites are being used to shed light on various new trends in HR recruitment. The impact on job seekers is being assessed using the information given by various research papers as well as websites. Finally, conclusions from several sources are merged and compared to gain an in-depth understanding of the implications of using new HR requirement solutions.

### 3.1 Conceptual Model



**Fig. 1.** Modern trends in HR recruitment processes  
(Source: Developed by author)

New trends in the Human Resource recruitment process which include online job portals, social media platforms, outsourcing, and internships are all based on modern digital websites which can be accessed from anywhere around the world. Although some of those practices like internships and outsourcing can be carried out without the need for digital platforms, organisations tend to use modern digital solutions due to their cost-effectiveness and high reachability. Current technological solutions that harness the wide spread of the internet and digital devices make it possible to overcome geographical and language barriers with ease. Moreover, such technologies are highly reliable, time-efficient, and very easy to implement [14].

The long-term implications include the lower cost associated with recruitment, scalability, and a higher proportion of desired people in the organisational workforce leading to better leadership, higher productivity, and higher synergy. The benefits for job seekers are also on the positive side and with the advancement of technology, a greater number of job seekers are adopting the modern techniques of finding jobs through online services. Job seekers are better off as they receive quicker responses as well as have the option to apply to a wide variety of jobs, compare them in terms of benefits and remuneration and make better decisions.

Geographical barriers can also be overcome as job seekers can attend interviews over video calls, and only after the final settlement of employment terms, job seekers will need to invest in travel and relocation. This saves a huge amount of hassle and expenditure along with making the process a pleasant experience [1].

## **4 New Trends in HR Recruitment**

New trends in HR recruitment can be understood through the lens of various online portals that facilitate the process of recruitment. Some of the examples of such popular portals are as follows:

### **4.1 Use of social media platforms like LinkedIn.com**

LinkedIn is an online social media platform that focuses on connecting business professionals worldwide for sharing information and participating in a community of common interests. LinkedIn was launched in 2002 and has about 830 million users with around 58 million companies. Out of 830 million users, at least 40% of users access it daily which leads to over 1 billion interactions per month [16]. LinkedIn is an ideal example of a social media platform which job seekers can use to look for new jobs by searching and applying for interviews. It also acts as an effective tool to communicate with potential HR executives.

### **4.2 Use of online job portals like Monster.com**

There are large numbers of job portals in the current market and one of the largest job portals is Monster.com which is being worldwide by companies to post job advertisements [12]. The concept is very simple, the company posts a job description, role, and other mandatory requirements which the job seeker needs to assess before submitting their applications. Applications can be submitted directly on the website or through contact channels mentioned in the job advertisement.

### 4.3 Hiring skilled personnel from Upwork.com

Websites that outsource skilled personnel and freelancers are also very common sources of hiring new employees [13]. Employees can be hired on a temporary or a permanent basis depending upon the requirements. This is also a great example of outsourcing as such platforms charge a certain amount for their services and workers do not get the full amount. It is beneficial for job seekers who are looking for a parallel source of income along with publicizing their skills to potential companies.

### 4.4 Hiring interns from Internships.com

Interns can be hired from job portals, LinkedIn, or freelancing websites. However, there are dedicated websites that only focus on advertisements related to internships and one such website is Internships.com [15]. These websites help new pass outs and freshers to look for opportunities to gain experience. It is helpful because job advertisements are more refined and focused towards internships, which makes it easier to look for the one's desirable without getting lost in a bulk of irrelevant job posts.

## 5 Findings and Suggestions

New trends in the HR recruitment process are primarily based on online web services and hence job seekers need to be well aware of such digital services. With the advent of digitisation and the rapid spread of the internet throughout the world, it is easier for most job seekers to look for new jobs in the comfort of their homes. The process of looking for jobs through online portals enables the user to look for jobs in a much wider geographical area without the need to travel physically. Online interviews through video calls make it possible for job seekers to apply to distant companies without making the process costly.

Wider scope of job search along with ease to interview from any location helps job seekers to choose jobs as per their requirements and ultimately leads to higher job satisfaction. Companies also gain from such practices as it saves a huge amount of time and costs. Since modern practices are beneficial for both parties, companies need to continue evolving such practices or introduce such strategies if they are lacking.

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