

A STUDY ON E-HRM RECRUITMENT WITH REFERENCE TO ZIELHOCH, PVT LTD

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Abstract

The advent of electronic Human Resource Management (e-HRM) has revolutionized traditional recruitment processes by integrating digital technologies to enhance efficiency, accuracy, and reach. e-HRM recruitment leverages online platforms, applicant tracking systems, and data analytics to streamline candidate sourcing, screening, and selection. This study explores the impact of e-HRM recruitment on organizational hiring effectiveness, highlighting its benefits such as reduced time-to-hire, cost savings, and improved candidate experience. Additionally, challenges such as data privacy concerns and technology adoption barriers are examined. The research aims to provide insights into how e-HRM recruitment contributes to strategic talent acquisition in the digital era, facilitating better alignment of human capital with organizational goals.

Key words: hiring, recruitment, screening, electronic, talent acquisition

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Introduction

In today's fast-evolving business environment, organizations face increasing pressure to attract and retain the best talent to sustain competitive advantage. Traditional recruitment methods, which often involve manual processes and paperwork, have become inefficient and time-consuming in meeting the dynamic demands of modern workforce management. This has led to the emergence and widespread adoption of electronic Human Resource Management (e-HRM) systems, particularly in the recruitment domain.

e-HRM recruitment refers to the use of digital technologies and online platforms to automate and streamline various recruitment activities, from job posting and candidate sourcing to application screening and selection. By leveraging tools such as Applicant Tracking Systems (ATS), online job portals, social media, and data analytics, e-HRM enables organizations to reach a broader pool of candidates, reduce administrative burdens, and enhance the overall quality of hiring decisions.

The integration of e-HRM in recruitment offers several advantages, including faster processing times, cost efficiency, and improved candidate experience through transparent and accessible application processes. Moreover, e-HRM facilitates data-driven decision-making by providing real-time insights into recruitment metrics and candidate profiles, allowing HR teams to better align talent acquisition with organizational strategy.

However, the adoption of e-HRM recruitment is not without challenges. Issues such as data privacy, cybersecurity risks, and resistance to technological change among HR professionals and applicants must be carefully managed to ensure successful implementation.

This study aims to explore the role of e-HRM recruitment in transforming the hiring landscape, assessing its benefits, limitations, and impact on organizational effectiveness.

NEED FOR THE STUDY

The adoption of Electronic Human Resource Management (EHRM) systems has become increasingly common within organizations, leading to a transformation of conventional recruitment practices. Nevertheless, it is essential to examine the effectiveness and influence of EHRM in the recruitment process in order to address any potential challenges and optimize its advantages.

SCOPE OF THE STUDY

The study will concentrate on analysing the use of Electronic Human Resource Management (EHRM) in the recruitment process, with a particular emphasis on its effects on candidate sourcing, applicant screening, and hiring decision-making. It will take into account different organizational contexts, industry sectors, and company sizes to provide a thorough understanding of EHRM recruitment practices

Objective of the study

1. Improve data management and analysis
2. Attract top talent
3. Support organizational growth
4. Assess EHRM's effectiveness in improving candidate sourcing strategies.
5. Evaluate EHRM's impact on applicant screening efficiency and accuracy.
6. Investigate EHRM's influence on hiring decision-making quality and alignment with organizational goals.
7. To examine the role of digital technologies in modern recruitment processes

Review of literature

1. Strategic Value of e-Recruitment

Lengnick-Hall and Moritz (2003) emphasized the strategic importance of e-HRM recruitment, noting that online systems do not merely automate hiring tasks but enable proactive talent planning and real-time labor market analysis. The strategic use of e-HRM tools can contribute to aligning recruitment efforts with long-term organizational goals.

2. Impact on Candidate Experience

Chapman and Webster (2003) observed that job seekers often judge an organization based on its digital presence. A poorly designed career portal or complex application process can deter qualified candidates. Thus, e-recruitment platforms must balance automation with user-friendliness and personalization.

Sills (2014) further added that digital recruitment allows job seekers to apply from anywhere, at any time, which increases inclusivity. However, if not well managed, this can also lead to application overload, making it harder to identify top talent without robust filtering systems.

3. Social Media and e-Recruitment

Recent literature highlights the growing use of social media platforms like LinkedIn, Facebook, and Twitter in recruitment. Nikolaou (2014) found that social media enhances employer visibility

and allows for passive candidate engagement. Companies can target specific demographics and skill sets using platform algorithms, which supports more effective sourcing.

4. Use of Artificial Intelligence (AI)

Upadhyay and Khandelwal (2018) explored how AI is used in screening resumes, chatbots for candidate queries, and predictive analytics for hiring decisions. While these tools improve speed and scalability, they also raise concerns about algorithmic transparency, ethics, and bias.

Research methodology

a. Primary Data

- **Questionnaires:** Structured questionnaires will be distributed to HR professionals and job applicants to gather quantitative data on the usage, effectiveness, and perception of e-recruitment tools.
- **Interviews:** Semi-structured interviews with HR managers will be conducted to collect qualitative insights on strategic practices and challenges faced during e-HRM recruitment.

b. Secondary Data

Journals, articles, company reports, and online sources will be reviewed to understand previous studies and current trends in e-HRM recruitment.

Design: Quantitative research design.

Sample Size: 100 participants.

Sampling method :structured sampling method

Time Period: 45 days.

Data Collection Tools: Structured questionnaire.

Analysis Method: Simple average method.

Data Representation: Graphs and bar charts

Limitations of the Study

Insufficient Human Interaction:

The excessive reliance on automated tools and online platforms diminishes face-to-face communication, which can adversely impact relationship development and the individualized assessment of candidates.

Access to Technology and Digital Disparities:

Not all candidates have uniform access to digital devices or high-speed internet, which may result in the exclusion of qualified applicants from rural or underdeveloped regions.

Bias in Algorithms and Fairness Concerns:

Automated screening systems and artificial intelligence tools may inadvertently favor or eliminate candidates based on biased algorithms, resulting in inequitable or discriminatory outcomes.

Concerns Regarding Data Privacy and Security:

The collection, storage, and processing of extensive amounts of personal data online raise considerable concerns regarding confidentiality, data breaches, and adherence to regulations such as the General Data Protection Regulation (GDPR).

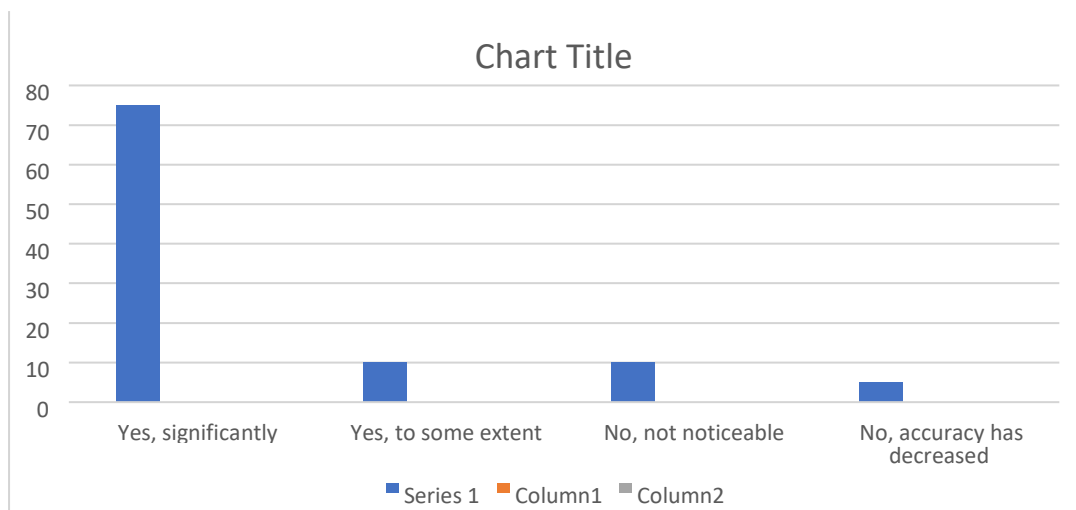
Reliance on Systems and Technical Issues:

Technical malfunctions in online platforms, applicant tracking systems (ATS), or inadequately designed career pages can disrupt the recruitment process and lead to candidate attrition.

Data analysis and interpretation

Have you observed an increase in the accuracy of candidate evaluations since implementing EHRM systems?

SNO:	OPTIONS	RESPONDENTS	PERCENTAGE
1	Yes, significantly	75	75
2	Yes, to some extent	10	10
3	No, not noticeable	10	10
4	No, accuracy has decreased	5	5

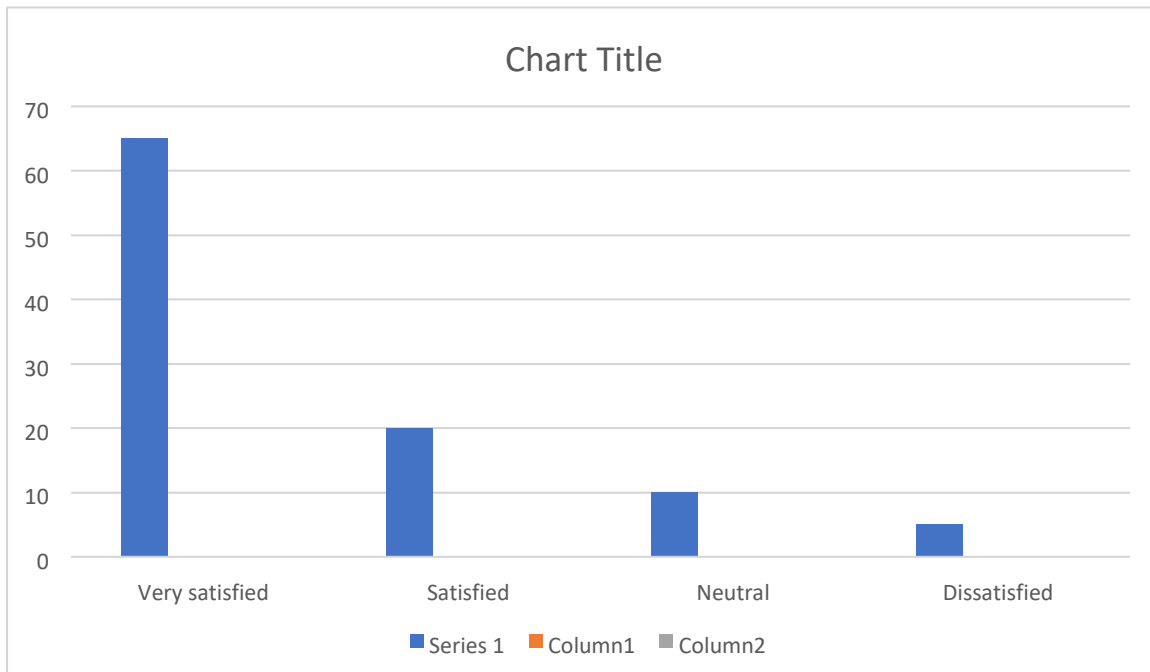


Interpretation:

The majority of respondents (75%) observed an increase in the accuracy of candidate evaluations since implementing EHRM systems. 10% agreed that there has been an increase to some extent, while 10% reported no noticeable change. Only 5% stated that the accuracy of candidate evaluations has decreased.

How satisfied are you with the features and functionality of EHRM systems for applicant screening?

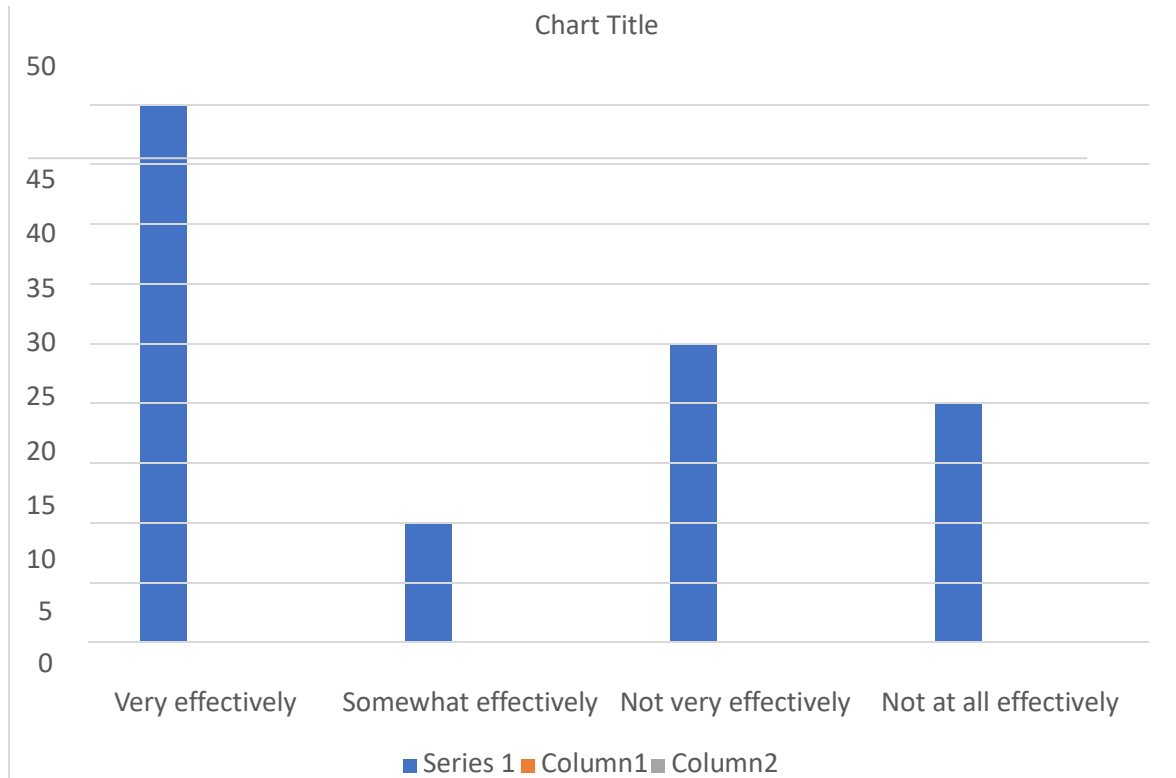
SNO:	OPTIONS	RESPONDENTS	PERCENTAGE
1	Very satisfied	65	65
2	Satisfied	20	20
3	Neutral	10	10
4	Dissatisfied	5	5



c) In terms of satisfaction with the features and functionality of EHRM systems for applicant screening, 65% of respondents expressed being very satisfied. 20% reported being satisfied, while 10% remained neutral. Only 5% of respondents expressed dissatisfaction with the features and functionality of EHRM systems.

In your experience, how well does EHRM assist in identifying candidates who align with organizational goals and values?

SNO:	OPTIONS	RESPONDENTS	PERCENTAGE
1	Very effectively	45	45
2	Somewhat effectively	10	10
3	Not very effectively	25	25
4	Not at all effectively	20	20

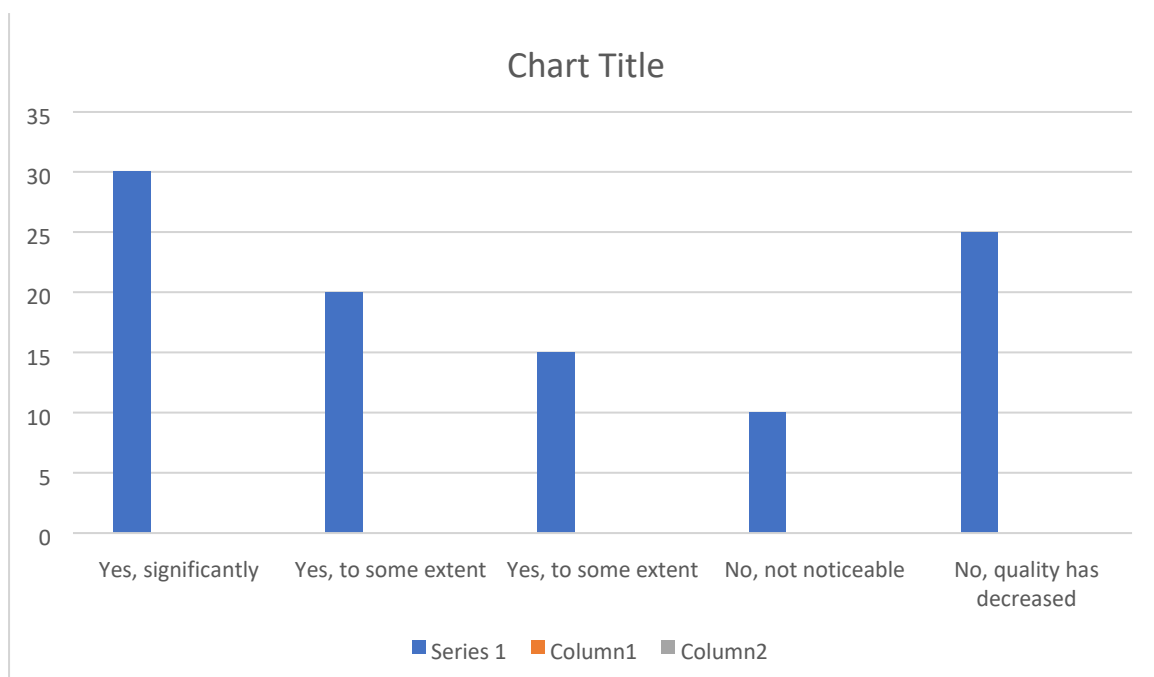


Interpretation :

When it comes to identifying candidates who align with organizational goals and values, 45% of respondents believed that EHRM systems are very effective. 10% considered them to be somewhat effective, while 25% reported that EHRM systems are not very effective in this regard. Another 20% stated that EHRM systems are not at all effective in identifying candidates who align with organizational goals and values.

Has EHRM improved the overall quality of candidate selection in your organization?

SNO:	OPTIONS	RESPONDENTS	PERCENTAGE
1	Yes, significantly	30	30
2	Yes, to some extent	20	20
3	Yes, to some extent	15	15
4	No, not noticeable	10	10
5	No, quality has decreased	25	25



Interpretation :

Regarding the overall quality of candidate selection, 30% of respondents believed that EHRM has significantly improved the quality. 20% stated that it has improved to some extent, while 15% reported that it has improved but to a lesser extent. 10% mentioned no noticeable change in quality, while 25% stated that the quality of candidate selection has decreased.

FINDINGS

- The majority of respondents (65%) utilize EHRM systems for candidate sourcing very frequently, indicating a high adoption rate of these systems.
- Respondents reported an improvement in the quality of candidates sourced through EHRM systems, with 55% strongly agreeing and 30% agreeing with this statement.
- EHRM systems were perceived to significantly contribute to expanding the pool of potential candidates according to 45% of respondents.
- EHRM systems have generally improved the efficiency of the applicant screening process, as reported by 45% of respondents who mentioned a great improvement and 30% who stated an

improvement.

- The majority of respondents (75%) observed an increase in the accuracy of candidate evaluations since implementing EHRM systems.
- Satisfaction with the features and functionality of EHRM systems for applicant screening was high, with 65% of respondents being very satisfied.
- EHRM systems were considered effective in identifying candidates who align with organizational goals and values by 45% of respondents.
- The impact of EHRM on the overall quality of candidate selection varied, with 30% reporting a significant improvement, 20% reporting improvement to some extent, and 25% stating that the quality has decreased.
- The majority of respondents (65%) believed that EHRM has significantly minimized biases or discriminatory practices in hiring decisions.
- EHRM systems were rated highly in terms of ease of use and user-friendliness, with 75% of respondents rating them as excellent.
- EHRM systems were perceived to improve the speed and timeliness of candidate sourcing significantly by 45% of respondents, while 20% reported a moderate increase in speed, and 20% noted that it has become slower.

SUGGESTIONS

- Ensure continuous training and support for users to maximize the benefits of EHRM systems, particularly for those who reported challenges or limitations.
- Address the concerns raised by the respondents who reported a decrease in the quality of candidate selection after implementing EHRM systems, by evaluating the specific factors contributing to this perception and implementing appropriate improvements.
- Consider conducting a thorough analysis of biases and discriminatory practices that may arise from the use of EHRM systems to further enhance fairness and equity in the hiring process.
- Seek feedback from dissatisfied respondents regarding the integration of EHRM systems with other HR tools or software, and identify areas for improvement to enhance user satisfaction.
- Stay updated with technological advancements and industry best practices in EHRM systems to leverage new features and functionalities that can further improve candidate sourcing and screening processes.

CONCLUSION

The findings indicate that EHRM systems are widely used for candidate sourcing, resulting in improved candidate quality and an expanded pool of potential candidates. These systems have positively influenced the efficiency and accuracy of the applicant screening process, while also assisting in identifying candidates who align with organizational goals and values. Overall, respondents expressed high satisfaction with the features, ease of use, and user friendliness of EHRM systems. The integration of EHRM systems with other HR tools or software was generally well-received, although there is room for improvement in some cases. EHRM systems have shown promising results in minimizing biases and discriminatory practices. However, challenges and limitations were reported by a significant number of respondents, indicating the need for ongoing support and improvement efforts. By addressing these suggestions, organizations can maximize the benefits of EHRM systems and further enhance their candidate sourcing and screening processes.

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