



A study on recent trends in recruitment

Koduri Gayathri, Kunkatla Padmaja Lakshmi Tulasi, Namburi Jhansi Sri Harshini

MBA, Department of management studies, Sri Vasavi Engineering College, Tadepalligudem, West Godavari, Andhra Pradesh, India

Abstract

This study explores the recent trends in recruitment strategies, with a particular emphasis on the utilization of artificial intelligence (AI), social media platforms, and data-driven approaches. The rapid advancements in technology and the proliferation of digital platforms have revolutionized the recruitment landscape, prompting organizations to adopt innovative methods for sourcing, screening, and selecting candidates. Through an extensive literature review and analysis of current practices, this study examines the impact of AI on automating various recruitment processes, the role of social media platforms in candidate sourcing and employer branding, and the integration of data-driven decision-making in optimizing recruitment outcomes. The findings shed light on the evolving recruitment landscape and offer valuable insights for HR professionals and organizations seeking to enhance their talent acquisition strategies in today's dynamic and competitive job market.

Keywords: Recruitment trends, AI, data driven and talent hiring

Introduction

Recruitment is the process of assembling qualified candidates into a pool from which management can choose the best candidate for the open position. Because it draws talented candidates to open positions, recruitment is a useful process.

According to Yoder, "Recruitment is the process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate number to facilitate effective selection of an efficient working force."

According to Edwin B. Flippo (1984), "Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in the organization."

According to Werther and Davis, "Recruitment is the process of finding and attracting capable applicants for employment. The process begins when new recruits are sought and ends when their applications are submitted. The result is a pool of applicants from which new employees are selected."

Steps of the recruiting process

Identify Company needs

HR recruiters must have a thorough awareness of what their employer is looking for in order to bring in the top candidates for the role. Typically, the recruiter discusses the vacancy with the department head and seeks to learn more about the position. They talk about the type of individual they want, the necessary talents, and the needed amount of experience.

Create a recruitment plan

A recruiting plan is a procedure and, in certain cases, a document that a recruiter uses to find the best candidate for the job. It describes the strategies they employ to locate candidates as well as how they conduct interviews. Because the recruitment process varies by role, they normally develop a new recruitment plan for each new job vacancy. If a vacant position is comparable to one that has recently been

filled, the recruiter may repurpose their previous recruitment strategy with little to no adjustments.

Draft a Recruitment Plan

A job description defines what the employer is looking for in a new recruit and informs possible candidates about the responsibilities of the position. The recruiter creates a job description that specifies the position and its criteria precisely. They make use of information gleaned from discussions with the department manager as well as information about similar jobs inside the organization. For example, the recruiter may already know the type of personality that would be a good fit for the job but ask the department manager about the exact abilities required.

Advertise the open position

Recruiters can advertise an open position in a variety of ways, including posting to job boards, sending an internal notification to other employees, and sending messages through their professional network. The recruiter uses their understanding of the position to advertise it in a way that will reach and attract the finest prospects. They usually aim to get as many applications as possible in order to find people who are a suitable fit.

Analyze the candidates

The recruiter reviews the applications and evaluates which ones are most likely to be a good fit for the position. One approach they use to determine this is to compare a resume to the job requirements posted. Because interviewing every candidate for a post can be time-consuming, the recruiter strives to reduce the number of candidates to a more manageable quantity.

Interviews candidates

In many companies, the interview process begins with the HR department. Even after cutting them down, there may be a large number of applicants, and the department manager may not have the time to interview them all. The recruiter

conducts an initial interview with these prospects and moves the best ones on to the next stage of the process. Once the best candidates have been identified, the department manager takes leadership of the hiring process and makes the ultimate selection.

Close the process

The recruiter may complete certain final tasks to complete the recruitment process. This could involve telling other candidates that the post has been filled or removing their online open job listings. When one hiring process concludes in a larger company, another begins, and recruiters restart the cycle for another vacancy.

Research methodology

The present conceptual study was conducted to study the following objectives.

1. To study the impact of AI on recruitment processes.
2. To explore the role of social media platforms in recruitment, including their influence on candidate sourcing, employer branding, and candidate engagement.
3. To study the integration of data-driven decision-making in recruitment.

This study was an extensive review of existing scholarly articles, research papers, industry reports, and case studies related to AI, social media, and data-driven recruitment trends and e-recruitment. This will provide a comprehensive understanding of the current landscape, emerging practices, and key findings in the field.

Recent trends in recruitment

1. Artificial intelligence

AI is used to find people, assess resumes, and schedule interviews. Some platforms use AI to sift through answers to written interview questions, learning from the data and employing algorithms to advance the top candidates. Recruiters are enthusiastic about AI, with 36% believing it would improve their employment. They reported employing AI for job recommendations on career sites, candidate matching, job description recommendations, automated message screening, and candidate engagement scores. One area where AI offers special promise is in eliminating bias from job descriptions. AI-powered writing tools can substitute potentially biased or gendered language in job descriptions. Deloitte reports that by using these tools, one consumer goods company experienced a 30% increase in eligible applications, while another IT company saw job descriptions attract 28% more women and fill positions 50% faster.

2. Social media recruitment

According to the most recent recruiting trends for 2023, social media hiring is the most popular form of hiring. During and after the COVID-19 pandemic, 90% of the population utilizing social media such as LinkedIn, Facebook, Twitter, Instagram, and others increased their online time by over twofold. As a result, hiring managers regard it as the most important opportunity to connect with different prospects. According to global recruitment trends, social media is a potent channel for attracting the appropriate people. Furthermore, it aids in the development of the brand and the employee value proposition.

Furthermore, you can always post about some random entertaining activities that occur in your organization. Considering all of this, 70% of qualified candidates will be eager to join your organization.

3. Data-driven strategy

A data-driven strategy underpins Recruitment Trends 2023. Data is everything; it aids in the projection of the past, present, and future! Employers continue to hire new staff based on data-driven criteria. According to new recruitment trends, the primary emphasis is on "who to hire" rather than "what to hire." They thoroughly examine budgeting, data, and other pertinent available information in order to choose the finest staff for their firm.

Hiring managers ensure that their hiring process and critical facts, data, or reports are completely aligned in order to improve hiring. Various pieces of evidence demonstrate that a data-driven strategy enhances the hiring process by 70% to 80%, making it simple and successful. Furthermore, all raw data and important information from the home trend are kept in sync with the changes caused by the COVID-19 epidemic.

4. E-recruitment.

This trend, also known as online recruitment, relates to the use of the web, software, and other technology to attract, assess, and hire qualified individuals. The hiring process will become simpler and more efficient as technology progresses. Social media recruiting and the use of tools such as applicant tracking and HRIS are examples of online recruitment methods.

5. Head-hunters

When conventional recruitment efforts are unsuccessful, head-hunters are hired as third-party recruiters. Contrary to internal recruiters, head-hunters typically exhibit greater aggression. They might adopt cutting-edge sales strategies, such as pretending to be customers at first to obtain contact information from staff members, and they might even go to candidate offices.

In addition to creating their own lists, they may also buy expensive lists of names and job descriptions. They could assist in salary negotiations, undertake search closure, and prepare candidates for interviews. They frequently hold legitimate memberships in trade organizations and associations. Frequently, head-hunters will go to trade exhibits and other events held locally, nationally, or even worldwide that hiring managers and possible candidates may attend.

6. Diversity, equity, and inclusion

Diversity hiring is not a new concept, but in 2023 it will continue to be a popular and expanding recruiting trend. Candidates' perceptions of an employer's brand and their choices to apply for or pass up postings for available positions can be significantly impacted by inclusion, equality, and diversity practices, which are now more prominent in the media.

Employers must be particularly careful to employ unbiased terminology, a diversity of sourcing channels, and screening and evaluation practices. Businesses can greatly benefit from putting diversity, equity, and inclusion first, including increased employee satisfaction, productivity, retention, and loyalty.

7. Talent pools

Creating a talent pool database makes qualified and talented people readily available to recruiters and HR managers. Talent pools don't just contain job seekers who have submitted resumes. They also include past workers and candidates who joined your company via the inbound approach to sourcing, referral, and hiring.

The practise of maintaining a talent network on your company's job website is becoming more common as a way to stay in touch with possible candidates and recruit top talent to fill open positions swiftly.

8. Remote working

To stop the corona virus sickness from spreading, work-from-home regulations are starting to become the new standard. Even after COVID-19, according to studies, people would continue to use the structure of working from home.

Organizations must adopt such rules since job hopefuls will welcome receiving such flexible schedules. Some businesses continue to favour allowing their workers to work remotely, even after the economy in some regions of the world has recovered. Additionally, this circumstance has made it easier for businesses to find and hire people from around the world without being constrained by geographical restrictions. As a result, we have observed an increase in collaboration tools and software that facilitate remote work.

9. New recruitment tools

In 2023, the newest hiring tools will shine more than ever! It simplifies the entire hiring procedure and aids businesses in bringing on the best people. These tools help simplify and speed up the hiring process overall. One of Glassdoor's studies revealed that hiring a new employee in the United States takes an average of 24 days and \$4000. In regards to this, cutting such high expenditures is made possible by modern recruitment technologies. The talent management tools market is anticipated to increase by 13.5% in the future, primarily by 2025, according to the source, "grandviewresearch.com."

The incorporation of the most recent technology is what makes it possible to provide top-notch services for handling recruitment. 'northeastern.edu', one of the reliable web sites, reports that 91% of businesses lack reliable screening equipment. For the best screening procedure, just 9% of organizations have these facilities. Kronos.com is a trustworthy source that also backs this claim. The work is made easier overall because of the many lovely features that recruitment tools include. It consists of things like employee engagement, onboarding, employee lifecycle, customized hiring workflow, analytics, payroll management, employee file management, etc.

10. Skills-based hiring

The most recent trends in talent acquisition predict that in 2023, hiring managers will place more emphasis on candidates' domain-based experience than on their resumes and talent acquisition-related experience. The hiring process at Tech Mahindra is entirely centered on applicants' expertise with cutting-edge technologies like blockchain, artificial intelligence, cyber security, etc., according to the company's marketing head and global chief people officer. Additionally, nearly 25.5% of women are hired in STEM-related roles (science, technology, engineering, and

mathematics). "The hiring process speeds up with the candidate showcasing his or her skills in programming assignments and live case studies," says Piyush Raj Akhouri, co-founder of Bridgen Tech.

Conclusion

In conclusion, this study highlights the significant impact of AI, social media, and data-driven approaches on recent recruitment trends. The findings demonstrate that these technologies and strategies have reshaped the way organizations attract, assess, and select candidates in the current job market. The integration of AI in recruitment processes has streamlined administrative tasks, improved candidate screening accuracy, and increased efficiency. Social media platforms have emerged as powerful tools for employer branding, candidate engagement, and talent sourcing. Furthermore, data-driven decision-making has enabled organizations to make more informed and evidence-based choices throughout the recruitment process.

References

1. A study on hiring via social media in the IT sector can be found at www.gjmr.org or in Volume 3, Issue 12 of the International Journal of Research in IT, Management, and Engineering.
2. The article "Social Networking Sites: A Fad or a Breakthrough in New Age Recruitment" (Global Journal of Management and Business Research, 2012, 12(3). Publisher: Global Journals Inc. (USA) (Online ISSN: 2249-4588, Print ISSN: 0975-5853)
3. Recruitment through social media area Human resources (IOSR Journal of Business and Management (IOSR-JBM) e ISSN: 2278-487X, p-ISSN: 2319-7668, PP 37-41 www.iosrjournals.org
4. Assessing Social Media's Impact on Recruitment (International Journal of Management and Social Sciences Research, ISSN: 2319-4421, 2013, 2(9).
5. Jobvite Social Recruiting Survey Results 2013. [6]. Social Recruiting White papers- How to Effectively Use Social Networks to Recruit Talent, 2012. The Use of Social Networking Sites in Hiring Decisions: The Writing on the (Facebook) Wall (Journal of Business and Psychology, 2011:26(2):219–225.