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A STUDY ON "EFFECTIVENESS OF ONLINE RECRUITMENT IN IT COMPANIES WITH SPECIAL REFERENCE A1TECHNO SKILL ,MAYILADUTHURAI

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ABSTRACT

The rapid advancement of digital technology has significantly transformed recruitment practices in the IT industry. Online recruitment has emerged as a powerful tool for organizations to attract, evaluate, and hire talent efficiently. This study aims to analyze the effectiveness of online recruitment in IT companies by focusing on key factors such as time efficiency, cost reduction, and quality of hiring.

The study is based on both primary and secondary data. Primary data was collected through structured questionnaires from HR professionals and employees in IT companies. Secondary data was gathered from journals, reports, and online sources. The findings reveal that online recruitment significantly reduces hiring time and cost while providing access to a larger and more diverse talent pool.

However, challenges such as data overload, difficulty in screening candidates, and lack of personal interaction still exist. The study concludes that online recruitment is highly effective, but a hybrid approach combining online and traditional methods yields better results.

Keywords: Online Recruitment[1], IT Industry[2], Hiring Efficiency[3], Cost Reduction[4], Talent Acquisition[5], Digital Hiring[6]