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ROLE OF TECHNOLOGY IN RECRUITMENT, SELECTION, AND ONBOARDING AT NXT LOGIC SOFTWARE SOLUTIONS, COIMBATORE

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Abstract

This study investigates the transformative impact of Artificial Intelligence (AI) and digital technology on the Human Resource (HR) lifecycle within the IT sector. Focusing on NXT Logic Software Solutions, the research evaluates how tools like Applicant Tracking Systems (ATS) and AI-driven onboarding influence organizational efficiency. Through a descriptive study of 100 professionals, the findings reveal that 80% of recruitment is now technology-based, leading to a significant reduction in hiring time. While AI enhances candidate identification accuracy (63% effectiveness), technical barriers such as system downtime persist as primary challenges.

Keywords:
Artificial Intelligence (AI) [1], Recruitment Efficiency [2], Selection Accuracy [3], Digital Onboarding [4,] Descriptive Research [5], Weighted Average Method [6], Talent Acquisition [7], Candidate Satisfaction [8], HR Automation.[9]