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A STUDY ON ROLE OF TECHNOLOGY IN RECRUITMENT, SELECTION AND ON BOARDING WITH SPECIAL REFERENCE TO GLACIER TECHNOLOGY, COIMBATORE.

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ABSTRACT

Digital HR transformation has redefined the way organizations attract, assess, and onboard talent. This study examines the role of technology in recruitment, selection, and on boarding at Glacier Technology, Coimbatore. The study focuses on key factors such as online recruitment platforms, applicant tracking systems, video interviews, digital on boarding, learning management systems, overall efficiency, and employee satisfaction.

A descriptive research design was adopted. Primary data were collected from 50 employees through a structured questionnaire, and the responses were analyzed using percentage analysis, tabulation, and graphical representation. The results show favorable employee perceptions towards the use of HR technology: 70% agree that applicant tracking systems make recruitment faster and easier, 72% agree that digital on boarding simplifies joining formalities, and 76% believe HR technology improves overall efficiency.

The study also identifies operational concerns such as technical issues (30%) and data security concerns (26%). The findings suggest that technology has strengthened HR processes at Glacier Technology, but continuous training, stronger change-management practices, and better system support are required to improve user experience and sustain adoption.

Keywords: HR Technology[1]*, Recruitment*[2]*, Selection*[3]*, On boarding*[4]*, Applicant Tracking System*[5]*, Digital HR Transformation* [6]*, Employee Satisfaction*[7]