



International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.699

Volume 14, Issue 4, April 2025

A Study on Recruitment Strategies- Traditional Method vs Modern Methods

Dr. D. Sujini, S. Tilaka

Associate Professor, Department of Commerce Business Process Services, Dr. NGP Arts and Science
College, Coimbatore, India

Student, Department of Commerce Business Process Services, Dr. NGP Arts and Science College,
Coimbatore, India

ABSTRACT: This study impacts about the recruitment strategies done by the HRs of various companies. From this study we can understand that the HR uses Traditional methods or Modern methods and which method is very useful for the HRs to select the skilled and unskilled employees. However, the HR faces many challenges like employee turnover, talent shortage, employee retention, technological integration. This study helps us to know about the recruitment method used by the HRs of various companies

KEYWORDS

Traditional Methods, Modern Methods, Challenges. Role of Recruiter, Employee Relation, Conflict Resolution.

I. INTRODUCTION

Recruitment is an integral process for organizations looking to attract, assess, and employ the right talent for their goals. Whether blurring the lines between traditional and modern strategies over time. It is integral to the success of the organizations as it plays a role in identifying and securing the right talent to propel the business growth. To adapt to the shift in technology and workforce expectations, hiring methods have, over many years, developed into a hybrid of traditional vs modern methods.

ROLE OF RECRUITERS

- Recruitment and Staffing
- Employee Relations and Conflict Resolution
- Training and Development
- Performance Management
- Compensation and Benefits Management

STATEMENT OF THE PROBLEM

The root of today's recruitment strategies problem lies in the tension between traditional methods of recruiting and the emergence technological breakthroughs-an age-old opposition. Each offers specific advantages and limitations that create inconvenience for differing candidates with various needs., Traditional recruitment Strategies such as classified newspaper ads, friend's introductions, campus recruitment and institutions recruiting workers have for many years been effective at establishing close human ties and locating a particular kind talent locally or even in one specific industry.

SCOPE OF THE STUDY

The scope of this study is to explore and compare traditional and modern recruitment strategies, examining their effectiveness, challenges, and impact on the hiring process in today's dynamic job market. It will analyze traditional recruitment methods, such as newspaper ads, campus recruitment, job fairs, employee referrals, and recruitment agencies, assessing their reach, cost, and efficiency in contrast to modern methods that utilize digital platforms, social media, Applicant Tracking Systems (ATS), artificial intelligence (AI), and video interviews.

OBJECTIVES

- To know the effectiveness of traditional and modern recruitment strategies in terms of cost, efficiency and candidate quality.
- To analysis the tool to streamline the recruitment process using modern technologies.
- To compare the reach of traditional and modern methods in local and global recruitment markets.

REVIEW OF LITERATURE

- **Breaugh, J. A., & Starke, M. (2000).**
Research on Employee Recruitment: So Many Studies, So Many Remaining. This study reviews various recruitment strategies and their effectiveness in attracting talent. It highlights gaps in research and areas needing further exploration. The authors analyze traditional and modern recruitment methods.
- **Chapman, D. S., & Webster, J. (2003).**
The Use of Technologies in the Recruiting, Screening, and Selection Processes for Job Candidates. This paper examines how technology has transformed recruitment and selection. It discusses applicant tracking systems, online job boards, and AI-powered screening. The study highlights benefits such as efficiency, cost reduction, and a wider talent pool.

II. RESEARCH METHODOLOGY

DATA COLLECTION METHODS

A. Primary Data

Primary data is collected through questioner from HRs of all company.

B. Secondary Data

Secondary data is collected through Research papers, Online articles, Journals, etc.,

C. Sampling Method

Convenient sampling method is used in this project.

D. Tools Used

Ranking method is used in this.

E. Limitations of Study

1. The limit is only for the 100 respondents.
2. This research is only to the HR departments of all sectors.
3. The statistical tools used to analyze the data have their own limitations.

RANKING ANALYSIS

Descriptive Statistics	Mean	Standard Deviation	Actual Mean
Excessive candidate diversity	2.42	1.934	1
High costs and complexities of new technologies	2.92	1.778	2
Elimination of all bias from the recruitment process	3.20	1.614	3
Overabundance of relevant data	3.25	1.457	4
Too many suitable candidates	3.27	1.176	5
High cost and complexity of technology	3.48	1.846	6
Lack of automation in processes	3.52	2.127	7
Minimal data for analysis	3.67	2.384	8

INTERPRETATION

The rank analysis using Karl Pearson test from the above table, it is inferred that most of the respondent ranked 1 (mean rank 2.42) as excessive candidate diversity, Rank 2 (mean rank 2.92) as High costs and complexities of new technologies, Rank 3(mean rank 3.20) as elimination of all bias from the recruitment process, Rank 4 (mean rank 3.25) as overabundance of relevant data, Rank 5 (mean rank 3.27) as too many suitable candidates, Rank 6 (mean rank 3.48)

Volume 14, Issue 4, April 2025**[DOI: 10.15680/IJIRSET.2025.1404097]**

as high cost complexity of technology, Rank 7 (mean rank 3.52) as lack of automation in processes and Rank 8 (mean rank 3.67) as minimal data for analysis as rank major challenges faced in implementing AI and Machine Learning in recruitment.

III. FINDINGS

Majority of the HR selected Excessive Candidate Diversity (2.42) and highest rank is minimal data for analysis (3.67) as major challenges faced in implementing AI and Machine Learning in recruitment.

IV. SUGGESTIONS

Common challenges faced by the HR is modern recruitment is excessive personal interaction because of that may fraudulent is also happening in recruitment and also in modern recruitment HR won't get more time to interact with employees and select them, so the personal interaction will be reduced

V. CONCLUSION

Finally, from traditional method walk-in-interviews, personal interactions, candidates through recruitment agencies, through newspaper advertisement, recommendations from the employee friend, giving promotion to the employee who is already working inside the company and campus drive these are methods used in recruitment. When we see in modern recruitment mostly, we use LinkedIn, Glassdoor, ATS, online webinars, indeed, conducting interviews through videocall, etc., are the methods used in recruitment. However, the modern recruitment strategies decrease time consumption, cost efficient, personal interactions too most of the company uses modern recruitment. If we see in traditional method, it increases time consumption, cost efficient etc., Hence the hr can recruit the candidates based on the job position, companies reputation and number of candidates needed for the job role.

REFERENCES

1. <https://onlinelibrary.wiley.com/doi/10.1111/1468-2389.00234>
2. <https://journals.s>



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH

IN SCIENCE | ENGINEERING | TECHNOLOGY

 9940 572 462  6381 907 438  ijirset@gmail.com



www.ijirset.com

Scan to save the contact details