

A Study on the Effectiveness of Online Recruitment Portals in the HR Recruitment Process at Synerheal Pharmaceuticals

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ABSTRACT: Human Resource Management (HRM) plays an important role in the success of any organization. One of the key functions of the HR department is recruitment, which involves identifying, attracting, and selecting suitable candidates for various job positions. The success of an organization largely depends on the quality of its employees; therefore, an effective recruitment process is essential to ensure that the right candidates are selected at the right time. Traditionally, recruitment was carried out through newspaper advertisements, employee referrals, and consultancy agencies. These methods required more time, effort, and financial resources, and often limited the reach of organizations to a smaller group of candidates. However, with the advancement of technology, recruitment methods have changed significantly, and many organizations are now using online recruitment portals as a major source for hiring employees. Online recruitment portals have become a popular and effective method for recruitment in recent years. These portals allow organizations to post job vacancies online and enable job seekers to apply for jobs easily from anywhere at any time. Online recruitment portals help organizations reach a wide range of candidates in a short period, thereby saving time and reducing recruitment costs. They also provide features such as resume filtering, candidate tracking systems, automated notifications, and communication tools, which make the recruitment process faster and more organized. These portals also allow organizations to maintain proper records of applicants, making it easier to track recruitment activities and evaluate candidate performance. However, despite their advantages, online recruitment portals also have certain challenges, such as receiving a large number of applications, difficulty in identifying suitable candidates, and dependence on internet connectivity.

KEYWORDS: Online Recruitment Portals, Human Resource Management, Recruitment Process, Effectiveness.

I. INTRODUCTION

Human Resource Management (HRM) plays an important role in the success of any organization. One of the key functions of the HR department is recruitment, which involves identifying, attracting, and selecting suitable candidates for various job positions. The success of an organization largely depends on the quality of its employees; therefore, an effective recruitment process is essential to ensure that the right candidates are selected at the right time. Traditionally, recruitment was carried out through newspaper advertisements, employee referrals, and consultancy agencies. These methods required more time, effort, and financial resources, and often limited the reach of organizations to a smaller group of candidates. However, with the advancement of technology, recruitment methods have changed significantly, and many organizations are now using online recruitment portals as a major source for hiring employees.

Online recruitment portals have become a popular and effective method for recruitment in recent years. These portals allow organizations to post job vacancies online and enable job seekers to apply for jobs easily from anywhere at any time. Online recruitment portals help organizations reach a wide range of candidates in a short period, thereby saving time and reducing recruitment costs. They also provide features such as resume filtering, candidate tracking systems, automated notifications, and communication tools, which make the recruitment process faster and more organized. These portals also allow organizations to maintain proper records of applicants, making it easier to track recruitment activities and evaluate candidate performance. However, despite their advantages, online recruitment portals also have certain challenges, such as receiving a large number of applications, difficulty in identifying suitable candidates, and dependence on internet connectivity.

OBJECTIVES OF THE STUDY

- To examine the effectiveness of online recruitment portals in reducing recruitment time.
- To analyze the advantages of using online recruitment portals in the recruitment process.
- To identify the challenges faced by HR professionals while using online recruitment portals.
- To evaluate the impact of online recruitment portals on improving the quality of candidates.
- To study the satisfaction level of HR professionals towards the use of online recruitment portals.
- To suggest suitable measures to improve the effectiveness of online recruitment portals in recruitment activities.
- To analyze the cost-effectiveness of using online recruitment portals compared to traditional recruitment methods.
- To study the role of online recruitment portals in improving communication between recruiters and job applicants.

II. REVIEW OF LITERATURE

Thomas and George (2025) conducted research on the adoption of digital recruitment method sin modern organizations. The study analysed the acceptance and usage of online recruitment tools. The findings concluded that online recruitment portals are widely accepted due to their ability to reduce hiring costs, improve communication, and support faster recruitment processes. There search emphasized that digital recruitment is becoming an essential component of modern HR practices.

Kapoorand Jain (2024) conducted research on the role of digital recruitment tools in enhancing HR productivity. The study focused on workflow efficiency in recruitment activities. The findings highlighted that online recruitment portals improve work flow efficiency and reduce manual workload. There search concluded that digital tools enhance productivity and support better workforce management.

Rao (2023) conducted a study on the effectiveness of online recruitment portals in reducing recruitment time. The research focused on comparing recruitment duration between traditional and online methods. The study found that organizations using online portals were able to fill job vacancies faster compared to traditional recruitment methods. The findings also indicated that reduced recruitment time improves organizational productivity.

Research methodology

This study adopts a descriptive research design. Convenience sampling is adopted in this study. Both primary data and secondary data are applied to the study. The size of the sample to be used in this study is 113 respondents. Simple percentage analysis, chi square analysis, correlation and anova have been used in this study.

Data analysis and interpretation

Table No. 1 GENDER OF THE RESPONDENTS

CATAGORY	FREQUENCY	PERCENTAGE (%)
Female	66	58.4%
Male	47	41.6%
TOTAL	113	100%

Source: Primary data

Interpretation

The data indicates that a majority of the respondents are female, accounting for 58.4% of the total respondents. The remaining 41.6% of respondents are Male. This shows that female respondents constitute a larger proportion of the sample compared to male respondents.

Table No. 2 AGE OF THE RESPONDENTS

CATOGORY	FREQUENCY	PERCENTAGE (%)
20–25	25	21.1%
26–30	41	36.3%

31–40	28	24.8%
Above40	19	16.8%
TOTAL	113	100%

Source: Primary data

Interpretation

The data indicates that a significant proportion of respondents belong to the 26–30 years age group, accounting for 36.3% of the total respondents. This is followed by 24.8% of respondents in the 31–40 years category and 21.1% in the 20–25 years group. A smaller percentage, 16.8%, of respondents belong to the Above 40 years category. This distribution shows that most respondents fall within the young and middle-age groups.

Table No. 3 ONLINE RECRUITMENT PORTALS REDUCE RECRUITMENT TIME

CATAGORY	FREQUENCY	PERCENTAGE (%)
Strongly agree	41	36.6%
Agree	39	34.5%
Neutral	24	21.2%
Disagree	9	8%
Strongly disagree	0	0.0%
TOTAL	113	100%

Source: Primary data

Interpretation

The data indicates that a majority of the respondents, 36.6%, strongly agree that online recruitment portals reduce recruitment cost. This is followed by 34.5% of respondents who agree with the statement. A smaller proportion, 21.2%, expressed a neutral opinion, while 8% of respondents disagree with the statement. None of the respondents strongly disagree. This shows that most respondents believe that online recruitment portals help in reducing recruitment cost.

ANOVA

HYPOTHESIS

Null Hypothesis (H01):

There is no significant difference in the perception that online recruitment portals reduce recruitment time between the groups.

Alternative Hypothesis (H1):

There is a significant difference in the perception that online recruitment portals reduce recruitment time between the groups.

ANOVA: TABLE SHOWING THE DIFFERENCE IN MEAN SCORES BETWEEN OPINION THAT RELATIONSHIP BETWEEN GENDER AND AGE OF RESPONDENTS

Source of Variation	SS	df	MS	F	P-value	Fcrit
Between Groups	15.4027	1	15.4027	25.5018	9.15E-07	3.8833
Within Groups	135.2920	224	0.6040			
Total	150.6947	225				

Hypotheses

Null Hypothesis (H02):

There is no significant difference in the mean scores between Gender and Age of Respondents.

Alternative Hypothesis (H2):

There is a significant difference in the mean scores between Gender and Age of Respondents.

Final Interpretation

- F-value= 25.5018
- P-value= 9.15×10^{-7}
- F critical=3.8833

Decision:

Since $F > F_{critical}$ and $P\text{-value} < 0.05$, **Reject the Null Hypothesis**

Conclusion:

There is a significant difference between Group A and Group B. This indicates that the responses of the two groups are not the same, and the variation observed is statistically meaningful and not due to chance.

CHI-SQUARE: ANALYSIS FOR ONLINE RECRUITMENT PORTALS REDUCE RECRUITMENT TIME

Step1: Frequency Table

Response	Observed Frequency(O)	Expected Frequency (E)	(O-E) ² /E
Strongly Agree	40	22.6	13.40
Agree	39	22.6	11.90
Neutral	23	22.6	0.01
Disagree	11	22.6	5.95
Strongly Disagree	0	22.6	22.60
Total	113	113	53.86

Step2: Chi-Square Calculation

Chi-Square Value (χ^2)=53.86 Degrees of Freedom (df)

=n-1

=5-1

=4

Chi-Square Critical Value (0.05level, df=4)

=9.488

Step3: Hypothesis

H03 (Null Hypothesis): There is no significant difference in the opinions regarding whether online recruitment portals reduce recruitment time.

H3 (Alternative Hypothesis): There is a significant difference in the opinions regarding whether online recruitment portals reduce recruitment time.

Step4: Decision Rule

Since:

$\chi^2_{Calculated} (53.86) > \chi^2_{TableValue} (9.488)$ **Reject the Null Hypothesis**

Step5: Interpretation

The Chi-Square test was applied to analyze the opinions regarding whether online recruitment portals reduce recruitment time. The calculated Chi-Square value was 53.86, which is greater than the table value of 9.488 at 5% level of significance with 4 degrees of freedom. Therefore, the null hypothesis is rejected. This indicates that there is a significant difference in respondents' opinions, and the majority of respondents agree that online recruitment portals help reduce recruitment time. Hence, it can be concluded that online recruitment portals play a significant role in reducing recruitment time.

III. SUGGESTIONS

- Implement advanced filtering tools to manage high application volume
- Strengthen candidate verification mechanisms
- Provide regular training for HR professionals on portal features

- Improve communication systems within recruitment portals
- Integrate online portals with internal recruitment tracking systems
- Expand the use of portals for senior-level hiring
- Develop a hybrid recruitment strategy combining online portals and employee referrals
- Conduct regular feedback sessions with HR users of recruitment portals
- Enhance data security and privacy measures on recruitment platforms
- Set clear criteria for resume short listing to minimize irrelevant applications
- Monitor recruitment metrics regularly to evaluate portal effectiveness

IV. CONCLUSION

The primary aim of this study was to analyze the effectiveness of online recruitment portals in the Human Resource recruitment process at Synerheal Pharmaceuticals. Based on the data collected from 113 respondents, statistical analysis using percentage analysis, Chi-square tests, and ANOVA, as well as a thorough review of literature, the study arrives at the following conclusive remarks. The study conclusively establishes that online recruitment portals are highly effective tools in the modern HR recruitment process at Synerheal Pharmaceuticals. The findings clearly demonstrate that these portals play a vital role in improving recruitment efficiency, reducing hiring time, and lowering overall recruitment costs. A majority of respondents reported that online portals provide the most suitable candidates compared to traditional sources such as employee referrals or consultancies. Additionally, most respondents strongly agreed that these portals help in reaching a wider pool of candidates and provide quality candidate profiles, enabling HR professionals to make better hiring decisions. The statistical analysis further validated these findings. The Chi-square test confirmed that there is a significant difference in respondents' opinions regarding how online portals simplify the recruitment process and reduce recruitment time, leading to the rejection of the null hypothesis in both cases. This statistically proves that online recruitment portals are not just convenient but are genuinely effective in streamlining recruitment activities. The ANOVA results also indicated consistency in respondents' perceptions, further strengthening the reliability of the findings.

Therefore, it is recommended that Synerheal Pharmaceuticals continue to invest in and expand its use of online recruitment portals, while simultaneously adopting the suggestions provided in this report to overcome existing limitations. By doing so, the organization will be well-positioned to attract skilled talent, improve workforce quality, reduce hiring costs, and maintain a competitive advantage in the dynamic pharmaceutical industry. Ultimately, this study confirms that online recruitment portals are not merely an option but an essential component of effective and strategic HR management in modern organizations.

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