**A STUDY ON THE EFFICIENCY OF E-RECRUITMENT PROCESS AT UPSPL COMPANY**

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**ABSTRACT**

This study explores the efficiencies of the e-recruitment process at UPSPL Facility Management, with a focus on candidate perceptions, communication quality, and overall recruitment experience. As E-recruitment becomes a strategic necessity, this research assesses how clarity in job descriptions, transparency in application procedures, and the interview experience influence candidate satisfaction. A descriptive research design was employed, with primary data collected through structured questionnaires from 113 respondents who recently engaged with UPSPL’s online recruitment system. Statistical tools such as Percentage Analysis, Correlation, and One-Way ANOVA were used to interpret the data. Findings reveal that while UPSPL successfully attracts experienced candidates through job portals, gaps exist in communication, role clarity, and consistency in interviews. The study concludes that enhancing communication, improving job visibility, and standardizing interview procedures can significantly improve candidate experiences and reinforce UPSPL’s employer brand. These insights serve as a foundation for developing a more streamlined and candidate-friendly e-recruitment strategy.

**Keywords:** E-recruitment, Efficiency, Recruitment Process, Recruitment.

1. **INTRODUCTION**

E-recruitment refers to the utilization of online platforms, digital communication tools, and job portals to manage various stages of the hiring process. It has become a vital component of modern recruitment strategies, offering advantages such as access to a broader talent pool, cost reduction, and faster hiring cycles. UPSPL Facility Management has adopted e-recruitment methods to address the growing demand for swift and efficient staffing solutions. This study aims to evaluate the efficiency of the e-recruitment process at UPSPL by examining its effectiveness, identifying key challenges including limited candidate engagement, job-role mismatches, and communication gaps and assessing the overall perceptions of both applicants. The findings will support the development of targeted recommendations to improve recruitment outcomes and better align hiring practices with organizational objectives.

**2. OBJECTIVES**

* To evaluate the efficiency of job application process at UPSPL company
* To analyze the effectiveness of interview process with candidates at UPSPL company
* To identify the challenges faced by candidates during the e-recruitment process.

**3. NEED OF THE STUDY**

* Identifying gaps in the current recruitment process is essential to improve hiring efficiency at UPSPL.
* The study will provide insights that help HR professionals enhance candidate experiences and satisfaction.
* Evaluating the interview process ensures fair and effective candidate selection.
* Recognizing candidate challenges will support the development of a more user-friendly e-recruitment system.

**4. SCOPE OF THE STUDY**

* The study evaluates the efficiency of the job application process at UPSPL to determine how smoothly candidates can apply for positions.
* It analyzes the effectiveness of the interview process to assess its ability to select the best-fit candidates.
* Candidate challenges during the e-recruitment process will be identified to understand areas for improvement.

**5. LIMITATION OF THE STUDY**

* The research was conducted within a short period of three months.
* Findings are based on direct observations made during the internship, which may not capture all aspects of administration and management activities.

**6. REVIEW OF LITERATURE**

**Saratha Priya S and Lakshmi B (2024):** This study looks at how e-recruitment is working at Be Well Hospitals, focusing on key issues like technical glitches, privacy concerns, feedback, and how candidates showcase their skills. With 150 candidates involved, it shows how much recruiters are relying on job portals like Naukri, Monster, and Shine. The research emphasizes the importance of focusing on the candidate experience, suggesting that addressing concerns can improve satisfaction and build a stronger employer brand.

**D. Prabha (2024):** This research explores how HR recruiters are adapting to e-recruitment in India. It highlights the efficiency gains and wider talent reach but also points out challenges like verifying candidate authenticity and dealing with technical issues. The study recommends combining automation with human insight to create a balanced and effective recruitment strategy, along with regular system updates and ethical digital practices.

**Dr. Roopa Traisa & Dr. Ranjini M.L (2024):** This research connects recruitment practices directly with employee performance, especially in customer satisfaction. It suggests that effective recruitment doesn't just help find the right people but also improves the quality of service your organization provides, underlining that recruitment is a key part of a company’s overall success.

**Sahana G. N and Pallavi N (2023):** This study compares e-recruitment to traditional hiring methods, showing that e-recruitment can bring in top talent while cutting costs. However, it also notes challenges like less personal interaction with candidates. The authors suggest that combining both e-recruitment and traditional methods will lead to the best results.

**Chandini M.R (2022):** This research highlights how e-recruitment can make the hiring process faster and more transparent. It shows that digital recruitment not only reduces time-to-hire but also improves the quality of applicants. The study advocates for ongoing innovation and the adoption of technologies like AI and automation to further improve recruitment strategies.

**Shahad M. Dokey and Malak Abunar (2021):** This study explores how private companies in Saudi Arabia use e-recruitment to attract skilled talent. Based on responses from 82 HR managers, the findings show that digital hiring platforms help speed up the recruitment process and improve candidate quality. The study highlights e-recruitment as a key strategy in modern talent acquisition.

**Dr. Cross Ogohi Daniel (2019):** Focusing on Nigeria’s banking sector, this study examines the impact of e-recruitment on organizational performance. Results show that while traditional methods still exist, digital recruitment is more efficient, cost-effective, and better at securing top talent. The research recommends integrating e-recruitment into HR systems for long-term success.

**7. METHODOLOGY**

This study uses a descriptive research design to capture and understand candidates’ experiences with UPSPL’s e-recruitment process. Primary data is collected through a structured questionnaire given to candidates who have recently applied for positions, while secondary data comes from existing research, feedback, and online resources. The focus is on candidates who applied through e-recruitment in the last four months, and convenience sampling is used to select participants, with a total of 113 respondents. This approach helps provide real insights into how candidates view the recruitment process at UPSPL.

**TOOLS FOR ANALYSIS**

**Percentage Analysis**: Percentage analysis is used to determine the ratio of responses by the respondents. The percentage can be found by dividing the value by the total value and then multifying the result by 100.

**One-Way Anova Test**: One-Way Analysis of Variance (ANOVA) is a statistical test used to compare means of three or more groups to determine if there are significant differences between them. It assesses whether the variation within groups is comparable to the variation between groups. By examining the F-statistic and associated p- value, it helps determine if at least one group differs significantly from the others.

**Correlation:** Correlation refers to the statistical relationship between two entities. In other words, it's how two variables move in relation to one another.

**8. DATA ANALYSIS AND INTERPRETATION**

**DATA ANALYSIS**

Data analysis is the process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names.

**8.1 PERCENTAGE ANALYSIS**

**8.1.1 PERCENTAGE ANALYSIS FOR AGE OF RESPONDENT**

|  |
| --- |
| **Age** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 18-25 | 32 | 28.3 | 28.3 | 28.3 |
| 26-35 | 42 | 37.2 | 37.2 | 65.5 |
| 36-45 | 30 | 26.5 | 26.5 | 92.0 |
| 46 and above | 9 | 8.0 | 8.0 | 100.0 |
| Total | 113 | 100.0 | 100.0 |  |

**Inference:** From the above table, it is found that out of 113 respondents, 37.2% are aged between 26–35 years, which forms the majority, followed by 28.3% aged 18–25 years, 26.5% aged 36–45 years, and 8.0% aged 46 and above.

**8.1.2. PERCENTAGE ANALYSIS FOR GENDER OF THE RESPONDENT**

|  |
| --- |
| **Gender** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | MALE | 91 | 80.5 | 80.5 | 80.5 |
| FEMALE | 22 | 19.5 | 19.5 | 100.0 |
| Total | 113 | 100.0 | 100.0 |  |

**Inference:** From the above table, it is found that out of 113 respondents, 80.5% are male, making up the majority, while 19.5% are female.

**8.1.3 EDUCATIONAL QUALIFICATION OF THE RESPONDENT**

|  |
| --- |
| **Educational Qualification** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | High School | 11 | 9.7 | 9.7 | 9.7 |
| ITI | 24 | 21.2 | 21.2 | 31.0 |
| Diploma | 29 | 25.7 | 25.7 | 56.6 |
| Bachelor’s Degree | 35 | 31.0 | 31.0 | 87.6 |
| Master’s Degree | 14 | 12.4 | 12.4 | 100.0 |
| Total | 113 | 100.0 | 100.0 |  |

**Inference:** From the above table, it is found that out of 113 respondents, the majority hold a Bachelor’s Degree (31.0%), followed by Diploma holders (25.7%), ITI (21.2%), Master’s Degree (12.4%), and High School (9.7%).

**8.1.4 YEAR OF EXPERIENCE OF THE RESPONDENT**

|  |
| --- |
| **Years of Work Experience** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Fresher | 12 | 10.6 | 10.6 | 10.6 |
| 1-3 years | 19 | 16.8 | 16.8 | 27.4 |
| 4-6 years | 30 | 26.5 | 26.5 | 54.0 |
| 7-9 years | 37 | 32.7 | 32.7 | 86.7 |
| More than 10 years | 15 | 13.3 | 13.3 | 100.0 |
| Total | 113 | 100.0 | 100.0 |  |

**Inference:** From the above table, it is found that out of 113 respondents, the majority (32.7%) have 7–9 years of work experience, followed by 26.5% with 4–6 years, 16.8% with 1–3 years, 13.3% with over 10 years, and 10.6% who are freshers.

**8.1.5 PERCENTAGE ANALYSIS FOR SOURCE OF JOB OPENING OF THE RESPONDENT**

|  |
| --- |
| **Source Of Job Opening** |
|  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Job portal | 64 | 56.6 | 56.6 | 56.6 |
| Social media | 17 | 15.0 | 15.0 | 71.7 |
| Employee referral | 15 | 13.3 | 13.3 | 85.0 |
| Advertisement | 17 | 15.0 | 15.0 | 100.0 |
| Total | 113 | 100.0 | 100.0 |  |

**Inference:** From the above table, it is found that out of 113 respondents, the majority (56.6%) came across job openings through job portals, followed by social media and advertisements (15.0% each), and employee referrals (13.3%).

**8.2 CORRELATION**

**H0:** There is no significant relationship between the clarity of job descriptions, the transparency of the job application process, and satisfaction with UPSPL’s e-recruitment process.

**H1:** There is a significant relationship between the clarity of job descriptions, the transparency of the job application process, and satisfaction with UPSPL’s e-recruitment process.

|  |
| --- |
| **CORRELATIONS** |
|   |  clarity of job descriptions | transparency of job application process |
| Satisfaction with UPSPL’s E recruitment process | Pearson Correlation | .480\*\* | .420\*\* |
| Sig. (2-tailed) | .000 | .000 |
| N | 113 | 113 |

**Inference:** From the correlation table, it can be seen that the correlation coefficient values are 0.480 and 0.420, which lie in the moderate correlation region. Since p-value (0.000) < 0.05, we accept the alternate hypothesis (H1). It can be concluded that there is a significant relationship between the clarity of job descriptions, the transparency of the job application process, and satisfaction with UPSPL’s e-recruitment process.

**8.3 CORRELATION**

**H0:** There is no significant relationship between clarity and ease of the interview process and satisfaction with the communication from the UPSPL recruitment team.

**H1:** There is significant relationship between clarity and ease of the interview process and satisfaction with the communication from the UPSPL recruitment team.

|  |
| --- |
| **Correlations** |
|   | Clarity and clear questions asked during the interview | Ease of the interview process |
| Satisfaction with the communication from the UPSPL recruitment team | Pearson Correlation | .660\*\* | .256\*\* |
| Sig. (2-tailed) | .000 | .006 |
| N | 113 | 113 |

**Inference:** From the correlation table, it can be seen that the correlation coefficient values are 0.660 and 0.256, which lie in the moderate correlation region. Since p-values (0.000 and 0.006) < 0.05, we accept the alternate hypothesis (H1). It can be concluded that there is significant relationship between clarity and ease of the interview process and satisfaction with the communication from the UPSPL recruitment team.

**8.4 ANOVA**

**H0:** There is no significant difference in the way interviews were conducted among candidates who faced different challenges during the e-recruitment process at UPSPL.

**H1:** There is a significant difference in the way interviews were conducted among candidates who faced different challenges during the e-recruitment process at UPSPL.

|  |
| --- |
| **ANOVA** |
| How was your interview conducted?  |
|  | Sum of Squares | Df | Mean Square | F | Sig. |
| Between Groups | 11.538 | 4 | 2.884 | 2.846 | .027 |
| Within Groups | 109.453 | 108 | 1.013 |  |  |
| Total | 120.991 | 112 |  |  |  |

**Inference:** From the ANOVA table, it can be seen that the significance value is 0.027, which is less than 0.05. Therefore, we accept the alternate hypothesis (H1). There is a significant difference in the way interviews were conducted among candidates who faced different challenges during the e-recruitment process at UPSPL.

**9. FINDINGS**

1. The majority of respondents have 7-9 years of experience, indicating that UPSPL’s recruitment process attracts experienced professionals who are more likely to engage in the hiring process.
2. A portion of candidates struggled to find job openings, suggesting the need for improved visibility of job listings to enhance the search process.
3. While transparency in the process was generally good, some candidates reported feeling unclear about certain steps, pointing to the need for better communication.
4. Satisfaction levels varied, with some candidates expressing dissatisfaction likely due to unclear job descriptions and delayed responses, suggesting these areas need improvement.
5. Inconsistencies in how interviews were conducted across different groups suggest a need for a more standardized approach to ensure fairness and consistency in the interview process.

**10. SUGGESTION**

To improve UPSPL’s recruitment process, there are a few key areas that could really make a difference. First, making job openings more visible and easier to find across different platforms is essential to attracting a wider range of candidates. Clear and consistent communication throughout the process will also go a long way keeping candidates updated at each stage will help reduce any confusion and make them feel more informed. It’s important that job descriptions are detailed and specific, so candidates know exactly what the role involves, leading to better alignment and fewer mismatches. Speeding up response times is also critical; no one likes to be kept waiting, and quick feedback can keep candidates engaged and satisfied. Lastly, making the interview process more consistent across the board will help ensure fairness and give all candidates a more equal and professional experience. These adjustments would create a more positive, transparent, and engaging recruitment journey for everyone involved.

**11. CONCLUSION**

The study highlights that while UPSPL’s e-recruitment process effectively attracts skilled candidates, several aspects can be enhanced to improve the overall candidate experience. Applicants found the digital platform convenient but reported issues such as vague job descriptions, delayed communication, and inconsistencies in interview procedures. Addressing these concerns by ensuring clear and detailed job postings, prompt and consistent communication, and a standardized interview format can significantly boost candidate satisfaction. Small but meaningful improvements like keeping candidates informed at every stage and providing timely feedback can foster trust and engagement. These efforts not only enhance the applicant journey but also position UPSPL as an organization that values transparency, fairness, and professional growth, ultimately leading to better hiring outcomes and a stronger employer brand.

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