Efficacy of Coalescing 'Digital and Traditional Recruitment Systems' On Organizational Development and Employee Satisfaction

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Abstract

Organizations strive to expand at a global pace. To achieve success, they hire employees with expertise in 'Human Resource Management' in order to recruit suitable employees for announced posts. Although the modern 'Artificial Intelligence' based digital recruitment processes have overtaken the antiquated 'Human Intervened' recruitment process, yet the employers face hardships in employee retention. Mirroring the concern, employees also face the job-stability issues in organizations. Since, there was dearth in the research that could substantiate the efficacy of recruitment and retention; hence the present research was carried to find the key solutions for employees as well as employers. Purposive sampling was followed to select 600 subjects including employers and employees that were further categorized into sub groups based on gender, profession and work experience. Researchers focused on primary as well as secondary data to deduce the results. Qualitative and quantitative data were collected to analyze the desired data points. Research tools included questionnaire, interview, participant observation and market-surveys. Data was analyzed statistically to maintain accuracy and yield reliable results. It was witnessed that the use of reliable blended recruitment methodology ensured higher employee retention. Also, there was significantly high satisfaction among employees considering their career development. Eventually, there was individual & organizational growth further leading to meaningful employer-employee relationship. It is recommended to make a potential use of digital and 'Artificial Intelligence' based tools to catalyze the essence of traditionally viable human intervention recruitment methods. This would aid in identifying, hiring and retaining the talent with mutual interest and dependability.

Keywords: human resources, screening, productivity, profession