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# A Comparative Study of E-Recruitment and Traditional Recruitment Systems

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**ABSTRACT:** The recruitment function has undergone a major transformation with the advancement of digital technologies. Organizations today increasingly rely on electronic recruitment (e-recruitment) systems alongside traditional recruitment methods to attract and select suitable candidates. This research paper presents a comparative analysis of e-recruitment and traditional recruitment systems with respect to efficiency, cost, reach, candidate quality, and organizational effectiveness. Traditional recruitment methods such as newspaper advertisements, employment exchanges, referrals, and walk-ins emphasize personal interaction but often involve higher costs and longer hiring cycles. In contrast, e-recruitment leverages online platforms, job portals, social media, and applicant tracking systems to streamline the hiring process. While e-recruitment offers speed, scalability, and broader access to talent, it also faces challenges such as application overload, lack of personal touch, and digital exclusion. The study concludes that neither system is universally superior; instead, a hybrid recruitment approach combining technological efficiency with human judgment provides the most effective solution for modern organizations.

**KEYWORDS:** E-Recruitment, Traditional Recruitment, Human Resource Management, Hiring Process, Talent Acquisition

## I. INTRODUCTION

Recruitment is a fundamental activity of Human Resource Management (HRM) that directly impacts organizational performance, workforce quality, and long-term competitiveness. The objective of recruitment is to attract a pool of qualified candidates and select individuals who best fit the organizational requirements. Over time, recruitment practices have evolved in response to changes in technology, labor markets, and organizational strategies.

Traditional recruitment methods dominated organizational hiring for decades. These methods include newspaper advertisements, campus recruitment, employment agencies, employee referrals, and walk-in interviews. Although effective in fostering direct interaction and trust, traditional recruitment often involves significant time, cost, and administrative effort.

The emergence of the internet and digital platforms has led to the development of e-recruitment systems. E-recruitment refers to the use of electronic media such as company websites, job portals, social networking sites, and applicant tracking systems to attract and manage candidates. This approach has revolutionized recruitment by enabling faster communication, wider reach, and automation of screening processes. Given the growing adoption of digital hiring tools, it is important to evaluate how e-recruitment compares with traditional recruitment in terms of effectiveness and outcomes.

## II. OBJECTIVES OF THE STUDY

The primary objective of this research paper is to compare e-recruitment and traditional recruitment systems in contemporary organizations.

### Specific Objectives

1. To examine the concept and process of e-recruitment and traditional recruitment.
2. To compare both recruitment systems based on cost, time efficiency, and reach.
3. To evaluate the quality of candidates sourced through each method.
4. To identify challenges associated with e-recruitment and traditional recruitment.



### III. LITERATURE REVIEW

Previous studies highlight that recruitment methods significantly influence organizational efficiency and talent quality. Researchers have noted that e-recruitment offers advantages such as reduced hiring time, lower costs, and access to a global talent pool. Online platforms allow organizations to attract passive candidates and improve employer branding. However, literature also identifies limitations of e-recruitment, including excessive applications, lack of personal interaction, data privacy risks, and algorithmic bias. Automated screening systems may overlook suitable candidates due to rigid keyword matching.

Traditional recruitment, according to earlier research, is valued for its personal approach and effectiveness in evaluating interpersonal skills, cultural fit, and behavioural attributes. Studies suggest that traditional methods remain effective for senior-level roles, local hiring, and positions requiring trust-based evaluation. Recent literature increasingly supports the integration of both systems, emphasizing a hybrid recruitment model that balances efficiency with human judgment.

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- Altalhi, H. (2024) "Online vs Traditional Recruitment Approaches: Preferences of Saudi Employers and Employees." *Journal of Electrical Systems*. Empirical comparison of preferences for e-recruitment versus traditional methods from employer and employee perspectives.
- Sills, M. (2014) "E-recruitment: A comparison with traditional recruitment and the influences of social media." *Qualitative & Quantitative Review*. "Theseus (Thesis). Classic comparative review of how e-recruitment has evolved from traditional processes and the role of web/social technologies.

### IV. RESEARCH METHODOLOGY

This study adopts a descriptive and comparative research design. The research is based on secondary data collected from HR textbooks, academic journals, industry reports, and reputable online sources such as LinkedIn Talent Solutions and SHRM publications. The comparison between e-recruitment and traditional recruitment is conducted using key parameters such as:

- Time efficiency
- Cost effectiveness

The methodology is suitable for understanding recruitment practices across different organizational contexts.

#### Limitations

- The study relies on secondary data and may not reflect all industry variations.
- Findings are generalized and may differ across sectors.
- Emerging technologies such as AI-driven recruitment are not examined in detail.

### V. COMPARATIVE ANALYSIS OF RECRUITMENT SYSTEMS

#### A) Time and Cost Efficiency

E-recruitment significantly reduces hiring time through instant job postings, automated resume screening, and online assessments. Traditional recruitment, on the other hand, involves longer processing times due to manual screening and physical interviews. From a cost perspective, e-recruitment minimizes expenses related to printing, travel, and logistics, whereas traditional recruitment incurs higher operational costs.

#### B) Reach and Talent Pool

E-recruitment provides access to a wider and more diverse talent pool, including national and international candidates. Traditional recruitment is largely restricted to local or regional applicants, limiting diversity and reach.

#### C) Quality of Candidates

While e-recruitment attracts a large number of applicants, not all candidates are suitable, increasing screening complexity. Traditional recruitment often attracts fewer but more committed candidates, enabling better assessment of motivation and cultural fit.



#### **D) Candidate Experience**

E-recruitment enhances convenience through online applications and real-time updates but may feel impersonal. Traditional recruitment offers personal interaction, building trust, though feedback delays may reduce candidate satisfaction.

### **VI. CHALLENGES IN E-RECRUITMENT AND TRADITIONAL RECRUITMENT**

E-recruitment faces challenges such as application overload, technical issues, cybersecurity risks, and digital exclusion. Automated systems may also introduce bias if not properly managed. Traditional recruitment encounters issues including high costs, time-consuming processes, limited reach, and dependence on manual effort. Both systems struggle with identifying genuinely qualified candidates and maintaining strong employer branding. E-recruitment has significantly modernized the hiring process by using digital platforms, applicant tracking systems, and online job portals. However, despite its efficiency, it presents several challenges. One major issue is the digital divide, as not all candidates have equal access to internet facilities or technological skills, which may exclude qualified applicants from remote or economically weaker regions.

### **VII. FINDINGS AND DISCUSSION**

The study finds that e-recruitment is more efficient, cost-effective, and suitable for large-scale hiring, particularly in technology-driven industries. Traditional recruitment remains relevant where personal judgment, trust, and local engagement are critical. Organizations increasingly prefer a blended approach that combines online sourcing with face-to-face evaluation. The comparative analysis between e-recruitment and traditional recruitment systems reveals significant differences in terms of cost, time efficiency, accessibility, candidate quality, and overall effectiveness. The findings indicate that e-recruitment has transformed the hiring landscape by introducing speed, automation, and wider reach into the recruitment process.

### **VIII. CONCLUSION**

The comparative analysis reveals that e-recruitment and traditional recruitment systems each possess distinct strengths and limitations. E-recruitment has emerged as a dominant hiring tool due to its speed, scalability, and technological advantages, while traditional recruitment continues to provide value through personal interaction and in-depth evaluation. The study concludes that a hybrid recruitment model, integrating digital efficiency with human insight, is the most effective strategy for modern organizations seeking sustainable talent acquisition.

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