



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Evaluation Of The Effectiveness Of Digital Recruitment Platforms At Full Stack Guru

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Abstract

Full Stack Guru is a leading IT training and placement institute that equips students with advanced technical skills through comprehensive, industry-aligned programs. With offerings spanning foundational programming to advanced topics like AI, data science, and cybersecurity. The institute emphasizes practical learning through live projects and collaborations with industry leaders. Complemented by state-of-the-art infrastructure and robust online learning platforms, Full Stack Guru ensures its graduates are job-ready from day one.

This study evaluates the effectiveness of digital recruitment platforms used by Full Stack Guru in facilitating student placements. Given the prominence of digital solutions in today's job market, the research assesses how these platforms contribute to the institute's placement success, focusing on metrics such as placement rates, user satisfaction, and return on investment (ROI).

Using a mixed-methods approach, the research combined interviews with key stakeholders—including placement officers, students, and recruiters—with a two-year analysis of placement records. The study also included a comparative evaluation of various recruitment platforms based on user experience, employer engagement, and job match quality.

Findings revealed that these platforms effectively enhance job visibility and connections but face challenges in job relevance and employer responsiveness. While students appreciated the platforms' ease of use, recruiters highlighted the need for better candidate filtering. The study concluded that digital platforms, when paired with personalized support, significantly improve placement outcomes. These insights underscore the importance of continuous platform optimization and human intervention to align with evolving user needs.

Keywords: Digital Recruitment Platforms, Job Visibility, Comparative Evaluation, User Satisfaction, Digital Solution

Introduction

Full Stack Guru, founded in 2018, is an IT training and placement institute led by experienced software professionals with over 25 years in the industry. Based in Pune, it has grown from two classrooms and a few daily batches to five classrooms with 24 sessions daily. The institute emphasizes project-based, hands-on learning and equips students for roles in top companies or as independent professionals. The Managing Director, Pradeep Pawar, and CEO, Nitin Thokal, lead the institute with a vision of excellence in IT training and placements.

With partnerships spanning over 500 companies, including Mindstix, Vendekin, and Capgemini, Full Stack Guru provides robust placement opportunities for its students. The in-house team promotes the institute through direct engagement with colleges, while digital marketing is managed by Digibeezsy Media Company, ensuring extensive reach via social media and SEO strategies.

The institute strives to be India's most reliable career training company, emphasizing truth, transparency, innovation, and a candidate-focused approach. Honored by Lokmat newspaper for outstanding contributions to IT education and placements, the institute demonstrates excellence in bridging academia and industry needs. Currently focused in Pune, the institute plans expansion to major Indian cities to reach a broader audience. Seven Mentors is the closest competitor, offering a similar range of IT training and placement services.

Research Methodology

• Research Problem

Despite the widespread adoption of digital recruitment platforms, there is a lack of comprehensive studies assessing their effectiveness in specific organizational contexts. This research seeks to fill this gap by evaluating the performance of these platforms at "Full Stack Guru," identifying strengths and weaknesses, and providing actionable insights for improvement.

• Research Objectives

1. To assess the impact of digital recruitment platforms on the quality of hires at "Full Stack Guru."
2. To evaluate the efficiency of the recruitment process using digital platforms.
3. To measure the satisfaction levels of HR with digital recruitment platforms.
4. To identify potential areas for improvement in the use of digital recruitment platforms.

• Population & Sample

Population - For this study, I have adopted a **Descriptive Study** with a population consisting of 38 employees at Full Stack Guru. This approach enables a detailed assessment of how digital recruitment platforms are used within the organization, providing valuable insights into their effectiveness based on the experiences of the staff.

Sampling Method & Sample size - For this study, I have adopted the **Random Sampling Method** to collect data, ensuring that every employee at Full Stack Guru has an equal chance of being selected. This method minimizes bias and allows for a more representative sample of the population. Given that the total population consists of 40 employees, the sample size will be approximately **50%** of this **population**, which equates to **20 employees**. This sample size is sufficient to provide meaningful insights into the effectiveness of digital

recruitment platforms while maintaining a manageable scope for data collection and analysis within the organization.

- **Sources of Data Collection**

1. **Primary Data**

Placement Team - Insights from the institution's internal placement team on how these platforms help in matching graduates with potential employers, and their overall effectiveness compared to traditional methods.

Semi-structured interviews will be conducted with key stakeholders, i.e., the placement team at Full Stack Guru, who have placed candidates through these platforms. These interviews will offer a deeper understanding of the platforms' effectiveness from the job seeker's perspective.

2. **Secondary Data**

Review of existing literature, company records, and reports on digital recruitment platforms.

Sources –

- 1) **Placement Records:** Historical data from Full Stack Guru's records on the number of successful placements through digital platforms, providing a quantitative measure of effectiveness.

- 2) **Industry Reports:** Existing literature and market studies on digital recruitment trends, giving broader context to the research and helping to compare Full Stack Guru's results with industry standards.

- **Scope of the Study**

This study evaluates the effectiveness of digital recruitment platforms like LinkedIn, Indeed, and Glassdoor in the context of Full Stack Guru, an IT training and placement institution. Focusing on IT recruitment, it examines how these platforms impact job placements for graduates, identifying strengths and challenges. The findings aim to enhance Full Stack Guru's recruitment practices, offering actionable strategies to optimize platform usage. While tailored to the IT sector, the study also contributes to the broader understanding of digital recruitment platforms, providing insights into their role in modern hiring practices and their potential applicability across diverse organizational contexts.

Literature Review

Digital recruitment platforms are increasingly central to hiring processes, offering efficiency and scalability. This literature review examines key studies to understand their impact on recruitment outcomes, focusing on technology, user experience, and recruitment quality.

1. Galanaki (2019) explores AI in recruitment, highlighting its role in automating CV screening, candidate matching, and chatbot-led interviews. While AI improves efficiency, concerns about algorithmic bias and privacy remain, emphasizing the need for careful implementation. Smith and Roberts (2020) analyze LinkedIn's network-driven model, noting its effectiveness in IT recruitment due to its searchable skills database but identifying keyword matching limitations that may overlook qualified candidates.

2. Blockchain's potential in recruitment is discussed by Kisi (2022), who emphasizes its role in ensuring transparency and security by verifying credentials and streamlining background checks. Similarly, Hamdane et al. (2021) highlight the use of big data analytics to predict candidate success and address market demands, offering significant benefits for IT institutions like Full Stack Guru.

3. Hassan and Galal-Edeen (2020) focus on user experience (UX), finding that streamlined, user-friendly platforms increase applicant satisfaction and application completion rates. Poor UX, conversely, deters qualified candidates. Lastly, Kim and Heo (2022) examine AI-driven video interviews, showcasing their ability to analyze verbal and non-verbal cues, reducing hiring time. However, potential algorithmic biases necessitate careful oversight.

These studies provide valuable insights into leveraging digital platforms effectively, emphasizing their transformative potential in modern recruitment, especially for IT-focused institutions like Full Stack Guru.

4. Digital recruitment platforms, such as LinkedIn and Indeed, streamline hiring by enabling job postings, candidate searches, and application management. Key concepts include e-recruitment (using online tools for hiring), applicant tracking systems (ATS) for resume screening, and job matching algorithms for aligning candidates with roles. User experience (UX) plays a critical role in platform adoption. Theoretical frameworks underpinning digital recruitment include the Technology Acceptance Model (TAM), explaining technology adoption based on perceived ease of use; Resource-Based View (RBV), highlighting platforms as strategic resources; Social Exchange Theory, emphasizing mutual benefits; and Signaling Theory, addressing information flow between employers and candidates.

Data Analysis

I conducted a survey by distributing a questionnaire through a Google Form link and collected the responses, which are displayed below.

Q. 1) How frequently do you use digital recruitment platforms for hiring process?

Table 4.1

Sr. No.	Options	Response (in percentage)	No. of Responses
1.	Always	30	6
2.	Often	35	7
3.	Sometimes	20	4
4.	Rarely	15	3
5.	Never	0	0

1. How frequently do you use digital recruitment platforms in your hiring process?
20 responses

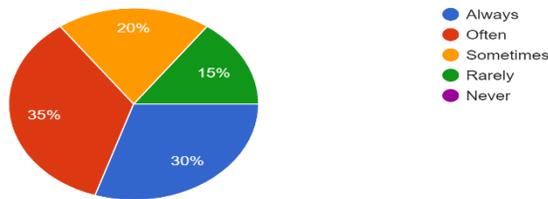


Fig. 4.1

Inf.: 1) Majority (35%) of the respondents use digital platforms often for recruitment.

2) 30% of respondents always use digital platforms for recruitment.

3) However, there is no one who does not use digital platforms for recruitment.

Q. 2) Which digital recruitment platform do you find most effective for hiring at Full Stack Guru?

Sr. No.	Options	Response (in percentage)	No. of Responses
1.	LinkedIn	15	3
2.	Indeed	15	3
3.	Naukri	15	3
4.	Glassdoor	20	4
5.	Simplyhired	35	7

Table 4.2

2. Which digital recruitment platform do you find most effective for hiring at Full Stack Guru?
20 responses

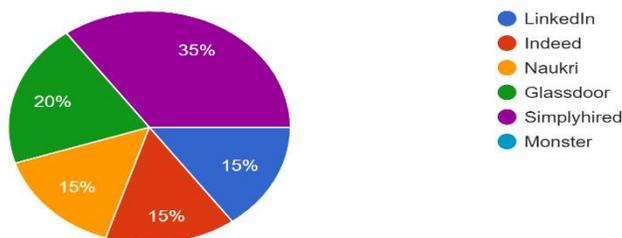


Fig. 4.2

- Inf.: 1) Majority (35%) of the respondents use Simplyhired for recruiting.
 2) Equal number (3) of respondents use LinkedIn, Indeed, Naukri for recruitment process at Full Stack Guru.
 3) 20% of respondents use glassdoor for recruitment.

Q.3) How would you rate the ease of use of these platforms in terms of searching for candidates?

Sr. No.	Ratings	Response (in percentage)	No. of Responses
1.	1 (Very Easy)	45	9
2.	2	45	9
3.	3	10	2
4.	4	0	0
5.	5 (Very Difficult)	0	0

Table 4.3

3. How would you rate the ease of use of these platforms in terms of searching for candidates?
 20 responses

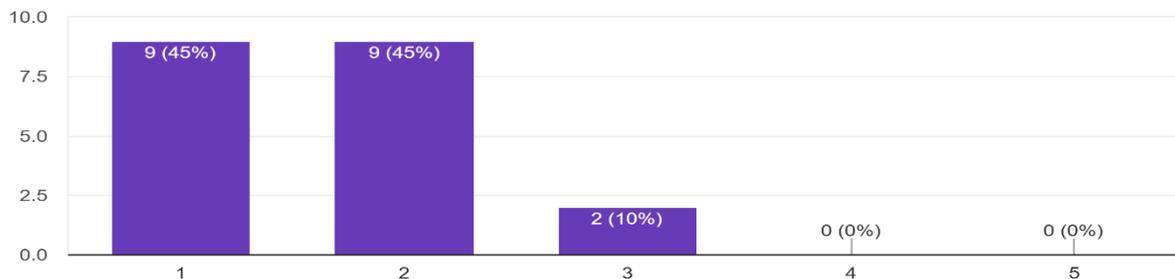


Fig 4.3

- Inf.: 1) Majority of the respondents (90%) finds using digital platforms easy to very easy.
 1) 2 respondents find using these platforms neither easy not too difficult.

Q. 4) How satisfied are you with the quality of candidates sourced from digital recruitment platforms?

Sr. No.	Options	Response (in percentage)	No. of Responses
1.	Very Satisfied	10	2
2.	Satisfied	50	10
3.	Neutral	40	8
4.	Dissatisfied	0	0
5.	Very Dissatisfied	0	0

Table 4.4

4. How satisfied are you with the quality of candidates sourced from digital recruitment platforms?
20 responses

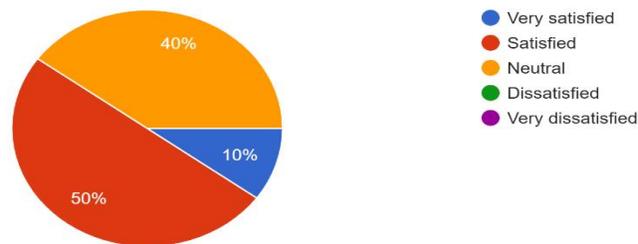


Fig. 4.4

Inf.: 1) Majority (50%) of respondents are satisfied with the quality of candidate sourcing through these platforms.

2) Only 10% respondents are very satisfied with the quality of candidate sourcing.

3) 40% respondents are neither satisfied nor dissatisfied by candidate sourcing through these platforms.

Q. 5) What is the average time-to-hire for candidates through digital platforms?

Sr. No.	Options	Response (in percentage)	No. of Responses
1.	Less than 1 week	0	0
2.	1-2 weeks	35	7
3.	2-4 weeks	55	11
4.	1-2 months	10	2
5.	More than 2 months	0	0

Table 4.5

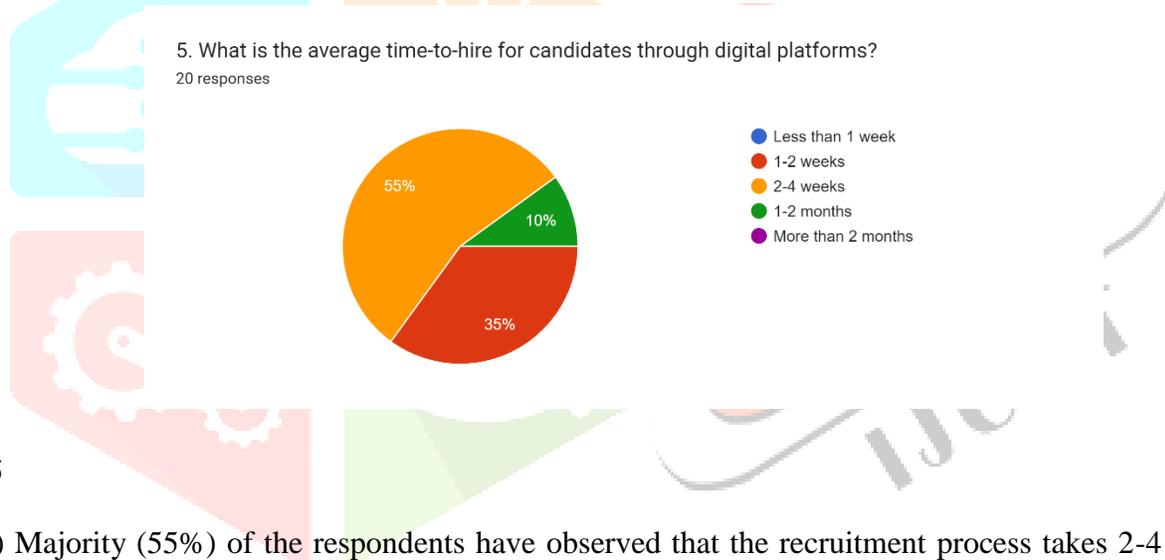


Fig 4.5

Inf.: 1) Majority (55%) of the respondents have observed that the recruitment process takes 2-4 weeks on an average.

2) 35% respondents observed that only 1-2 weeks are required for recruitment process.

3) 10% respondents observed that recruitment process takes 1-2 months.

Q.6) How cost-effective do you find digital recruitment platforms compared to traditional hiring methods?

Sr. No.	Options	Response (in percentage)	No. of Responses
1.	Very cost-effective	55	11
2.	Cost-effective	40	8
3.	Neutral	5	1
4.	Not cost-effective	0	0
5.	Very expensive	0	0

Table 4.6

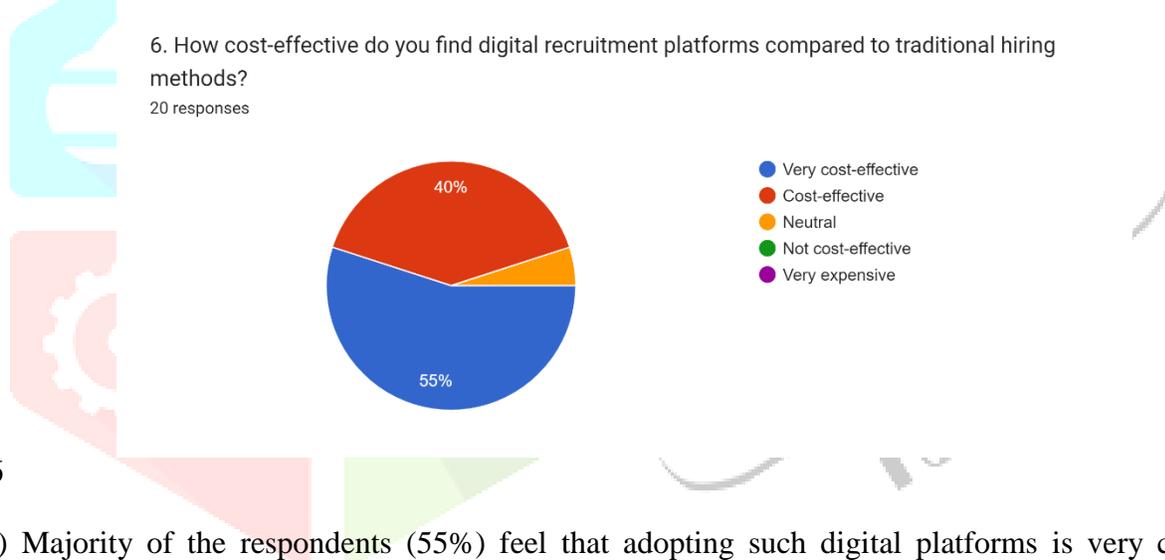


Fig 4.6

Inf.: 1) Majority of the respondents (55%) feel that adopting such digital platforms is very cost effective compared to the traditional one.

2) 40% respondents feel that it is cost effective to use such digital platforms.

3) 5% respondents feel that it is neither cost effective nor expensive to use such platforms.

Q.7) How important is the role of digital platforms in your overall recruitment at Full Stack Guru?

Sr. No.	Options	Response (in percentage)	No. of Responses
1.	Very Important	75	15
2.	Important	25	5
3.	Neutral	0	0
4.	Not important	0	0
5.	Completely irrelevant	0	0

Table 4.7

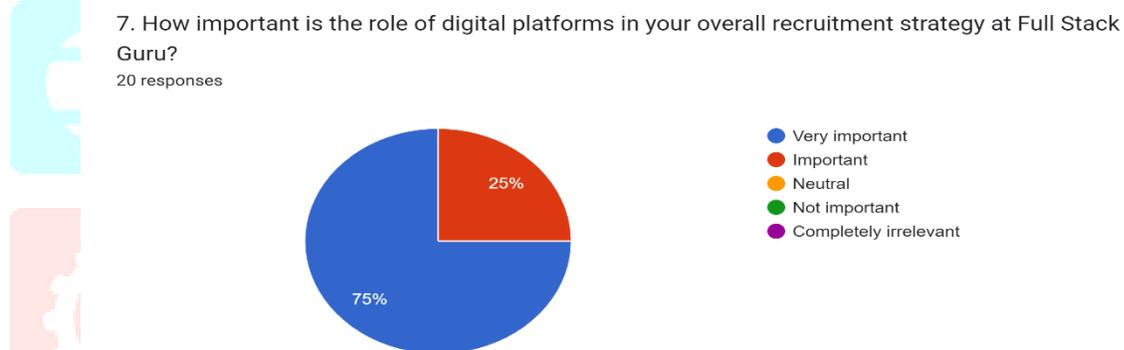


Fig 4.7

Inf.: 1) 75% respondents feel that digital platforms play a very important role in recruitment at Full Stack Guru.

2) 25% respondents find it important to have digital platforms for recruitment.

Q.8) In your experience, how accurate are the algorithm-based suggestions or filters on these platforms?

Sr. No.	Options	Response (in percentage)	No. of Responses
1.	Very accurate	0	0
2.	Accurate	50	10
3.	Somewhat accurate	45	9
4.	Inaccurate	5	1
5.	Very inaccurate	0	0

Table 4.8

8. In your experience, how accurate are the algorithm-based suggestions or filters on these platforms?
20 responses

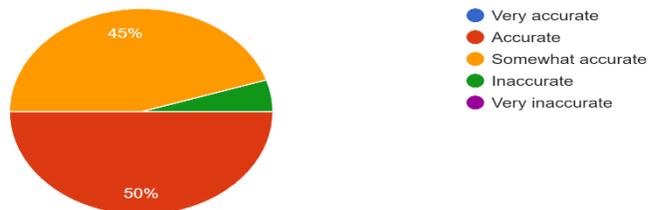


Fig 4.8

Inf.: 1) 50% respondents feel that the filters provided by the platforms are accurate.

2) 45% respondents feel the filters provided are somewhat accurate.

3) 5% respondents feel the filters are completely inaccurate.

4) However, no one feels that the filters are very accurate.

Q.9) What challenges do you face while using digital recruitment platforms?

Sr. No.	Options	Response (in percentage)	No. of Responses
1.	Difficulty in filtering candidates	30	6
2.	High cost of premium features	30	6
3.	Lack of engagement from candidates	35	7
4.	Poor candidate quality	40	8

Table 4.9

9. What challenges do you face while using digital recruitment platforms?

20 responses

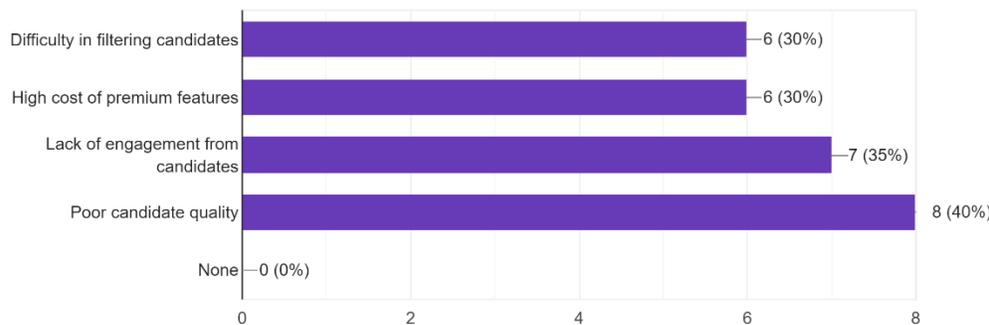


Fig 4.9

Inf.: 1) 40% respondents observed that candidates sourced through such platforms are of poor quality.

2) 35% respondents observed that the candidates are not much interested in that profile or they lack in engagement for that job role.

3) 30% respondents observed that these platforms charge heavy fees for premium facilities and equal percent of respondents find difficulty in filtering candidates.

Q. 10) Do you believe that digital recruitment platforms will continue to be effective in future?

Sr. No.	Options	Response (in percentage)	No. of Responses
1.	Strongly Disagree	0	0
2.	Disagree	0	0
3.	Neutral	0	0
4.	Agree	50	10
1.	Strongly Agree	50	10

Table 4.10

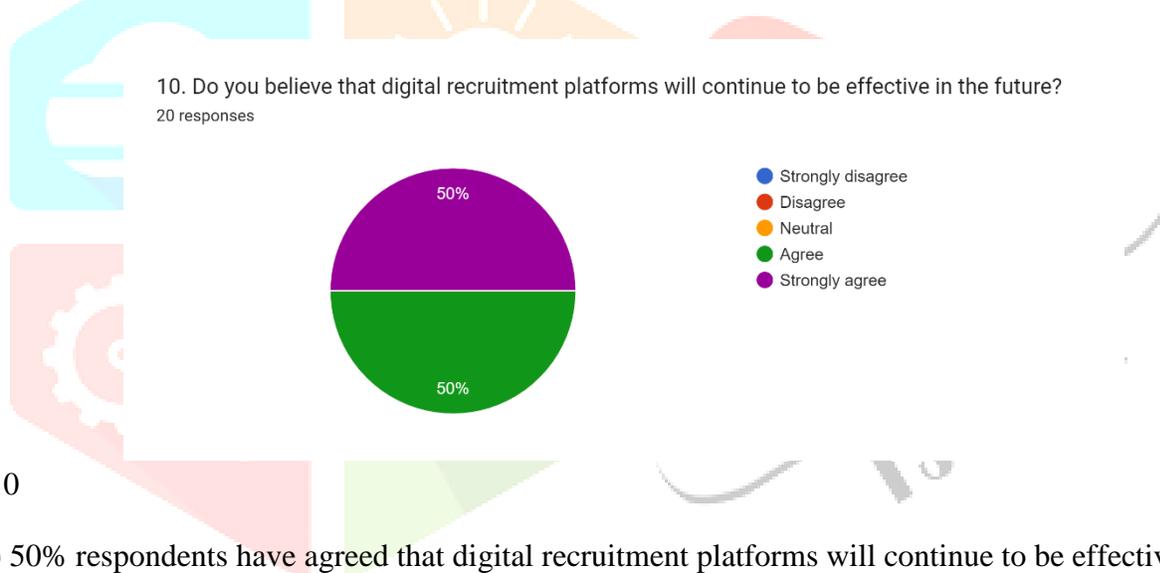


Fig 4.10

Inf.: 1) 50% respondents have agreed that digital recruitment platforms will continue to be effective in future.

- 2) Equal number of respondents strongly agree to the point that digital platforms will continue to be effective in future.

Findings & Suggestions

The study revealed that digital recruitment platforms such as LinkedIn, Indeed, and Naukri significantly enhance recruitment efficiency by reducing time-to-hire, providing real-time analytics, and enabling data-driven decision-making. Their ability to target specific skills and access a global talent pool has been especially beneficial for filling specialized IT roles at Full Stack Guru. However, the reliance on keyword-based algorithms often excludes qualified candidates, and the high volume of applications can overwhelm recruiters, leading to inefficiencies in the screening process. These challenges highlight the need for improved matching accuracy and better tools to manage application volumes.

To address these challenges, it is recommended that Full Stack Guru refine the algorithms used on digital platforms to improve candidate matching by incorporating broader skill sets and qualifications. Enhancing filtering mechanisms with AI-driven tools can help recruiters efficiently manage high application volumes.

Additionally, providing recruiters with training on leveraging platform analytics and optimizing search criteria can maximize the benefits of these tools. Regularly evaluating the performance of digital platforms and exploring emerging technologies like AI video interviews and blockchain for verification can further improve recruitment outcomes. Such targeted improvements will enhance job placement results and maintain Full Stack Guru's competitive edge in the IT job market.

Conclusion

This research report evaluates the effectiveness of digital recruitment platforms in the context of Full Stack Guru, an IT training and placement institution, using qualitative and quantitative methods, including a semi-structured interview with a senior employee. It examines platforms like LinkedIn, Indeed, and Naukri to understand their benefits and challenges in the recruitment process.

The findings underscore several advantages. Digital recruitment platforms significantly reduce time-to-hire by offering immediate access to a vast pool of candidates. They provide real-time analytics, enabling data-driven decision-making to optimize recruitment strategies. Their ability to target specific skills and reach a global audience has been instrumental in filling specialized IT roles for Full Stack Guru graduates.

However, limitations were also identified. Algorithms and keyword-based searches can exclude well-qualified candidates who do not perfectly match predefined filters. Additionally, the high volume of applications generated can overwhelm recruiters, necessitating extra effort to filter out irrelevant applications.

In conclusion, while digital recruitment platforms offer transformative benefits such as efficiency, scalability, and data-driven insights, there is room for improvement. Refining algorithms and enhancing filtering mechanisms could improve the accuracy of candidate matching. For Full Stack Guru, the continued use of these platforms, coupled with targeted improvements, will enhance job placement outcomes and sustain a competitive edge in the IT job market. This study's insights also contribute to a broader understanding of digital recruitment's role in modern hiring practices, particularly in the IT sector.

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