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A Study On Recruitment Metrics That Evaluating The Effectiveness Of Digital Hiring Platforms

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ABSTRACT

The emergence of digital hiring platforms has significantly reshaped recruitment practices across diverse industries, offering highly scalable and efficient methods for identifying, attracting, and acquiring talent, thereby improving the overall effectiveness and speed of the hiring process. This study investigates the role of recruitment metrics in evaluating the effectiveness of digital hiring platforms, aiming to identify and analyse key performance indicators that measure their efficiency, cost-effectiveness, and overall quality in organizational recruitment processes. Structured questionnaires were used to gather primary data from the employees and secondary data is collected from research papers, journals, research scholars. A descriptive research design was adopted, with a 110-sample size determined via the Morgan table, employing Mann-Whitney and Annova.

Key Words: Recruitment Metrics, Recruitment Strategies, Business Goals, Digital Hiring Platforms, Candidate Quality, Recruitment Tools, Data-Driven Decision.

INTRODUCTION

In the competitive job market, organizations are increasingly adopting digital hiring platforms to streamline recruitment, incorporating technologies such as AI, automation, and data analytics to transform talent acquisition. Understanding key metrics, including time-to-hire, cost-per-hire, candidate quality, and overall experience, is essential for evaluating platform efficiency, cost-effectiveness, and performance. These metrics provide valuable insights for organizations to make informed, data-driven decisions, refine recruitment strategies, and align with business goals. This study aims to develop a framework that helps HR professionals optimize platform use, improve talent acquisition, and enhance recruitment efficiency and outcomes.

SCOPE OF THE STUDY

This study evaluates the effectiveness of digital hiring platforms, focusing on key metrics like job relevance, time-to-hire, candidate experience, and AI fairness. It aims to identify strengths and weaknesses, assess platform usability, and analyze the impact of recruitment tools on talent acquisition. The findings will provide actionable insights to optimize recruitment strategies and enhance HR technology implementation for improved hiring outcomes and candidate satisfaction.

OBJECTIVES OF THE STUDY

1. To find out the perception of employees towards digital hiring.
2. To identify the recruitment metrics relevant for assessing the digital hiring platforms.
3. To find out the effectiveness of digital hiring platforms.
4. To explore the challenges faced by organization towards digital hiring platforms.

REVIEW OF LITERATURE

Abhishek Kumar, Samyukta D Kumta (2025), “Enhancing Job Platforms: Evaluating Effectiveness and User Experience from Application to Employment”, This study examines the impact of internet job search platforms on job seekers, focusing on satisfaction and success rates. It combines qualitative user insights and quantitative data to assess platform effectiveness and provide improvement recommendations.

Rahma Ayuningtyas Fachrunisa, M. Ilham Timur Abdillah, (2024), “The Impact of AI on Organizational Attractiveness and Applicant Intent” This study investigates the role of AI in recruitment, analyzing its influence on organizational attractiveness and candidate motivation through data collected via social media and analyzed using Structural Equation Modelling. It offers a comprehensive assessment of AI-driven hiring trends, linking AI, employer branding, and applicant behavior in modern HR practices.

Mehta, S. & Shah, A. (2023), "Transforming HR Practices: The Effectiveness of E-Recruitment in Indian Startup" Mehta and Shah analyze how Indian startups utilize e-recruitment platforms to improve candidate quality, recruitment speed, and cost-efficiency. Their study highlights how digital tools enhance startups' competitiveness and agility in talent acquisition.

RESEARCH METHODOLOGY

This study adopts a descriptive research design, with a sample size of 110 determined using Morgan's table. Normality tests indicated that the data were not normally distributed, necessitating the use of non-parametric analytical methods.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Categories	Sub categories	No of respondents	Percentage (%)
Age	20-25	42	38.2
	26-30	31	28.2
	31-35	20	18.2
	36-40	11	10
	Above 40	6	5.5
Gender	Male	51	46.4
	Female	59	53.6
Experience	1 year	31	28.2
	2-3 years	18	16.4
	4-5 years	34	30.9
	Above 5 years	27	24.5
Total	All categories	110	100

FINDINGS

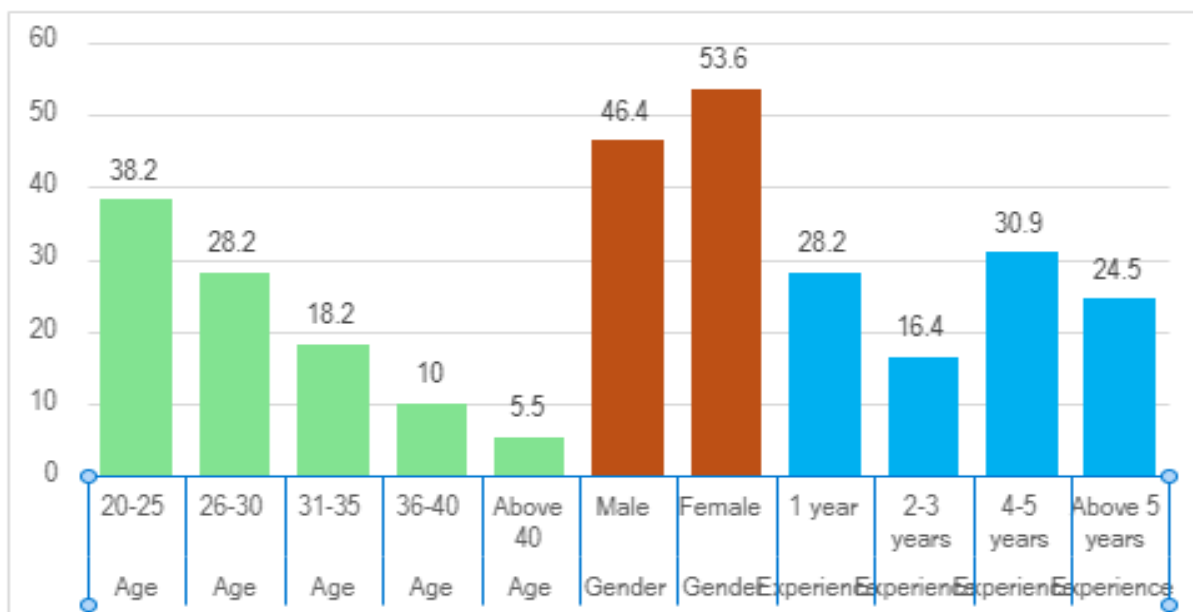
From the age category it is found that, it is found that (38.2%) fall within the 20–25 age group, followed by 28.2% aged 26–30. Smaller proportions are observed in the 31–35 (18.2%), 36–40 (10%), and above 40 (5.5%) age groups. From the gender category it is found that majority of the respondents (53.6%) are female, while the remaining 46.4% are male, and from the experience category it is found that, it is found that, 28.2% of the respondents are 1 year, 16.4% of the respondents have the experience of 2-3 years, 30.9% of the respondents have the experience of 4-5 years and 24.5% of the respondents have the experience of more than 5 years.

INFERENCE

Majority of respondents (38.2%) are aged 20–25

Majority of respondents 53.6% are female

Majority of respondents most have 4–5 years of experience (30.9%)



Green - Age / Red-Gender / Blue – Experience

MANN WHITNEY U TEST

Null hypothesis H0: There is no significant difference in mean ranks between male and female respondents regarding comfort, satisfaction, transparency, and user-friendliness of digital hiring platforms.

Alternative hypothesis H1: There is significant difference in mean ranks between male and female respondents regarding comfort, satisfaction, transparency, and user-friendliness of digital hiring platforms.

Table 2: Mann Whitney u test- Test Statistics

	Comfortable using Digital Hiring platforms	Satisfaction with Digital Hiring platforms	Digital Hiring platforms more transparent	User-Friendly for both Recruiter and Candidate
Mann-Whitney U	1391.00	1494.500	1463.000	1299.000
Wilcoxon W	2717.000	2820.500	3233.000	2625.000
Z	-.736	-.065	-.588	-1.327
Asymp. Sig. (2- tailed)	.462	.948	.556	.185

INTERPRETATION

Since the p-value are greater than 0.05, hence we accepted the null hypothesis (H0). Since there is no significant difference exists between male and female mean rank, rejecting the alternative hypothesis.

ANNOVA

Null hypothesis H0: There is no significant difference in mean ranks between male and female respondents regarding Time-to-hire, attracts passive candidates, user-friendly for both recruiter and candidate.

Alternative hypothesis H1: There is significant difference in mean ranks between male and female respondents regarding Time-to-hire, attracts passive candidates, user-friendly for both recruiter and candidate.

Table 3 : ANNOVA- Test Statistics

ANNOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Time-to-Hire	Between Groups	.039	2	.039	.052	.819
	Within Groups	79.425	108	.735		
	Total	79.646	110			
Attracts passive Candidates	Between Groups	.100	2	.100	.140	.709
	Within Groups	76.954	108	.713		
	Total	77.055	110			
User-Friendly for both	Between Groups	.110	2	.110	.168	.683
	Within Groups	70.881	108	.656		
	Total	70.991	110			

INTERPRETATION

The results indicate that all variables have a significance value ($P > 0.05$), leading to the acceptance of the null hypothesis. Therefore, no significant difference exists between male and female mean ranks regarding Time-to-Hire, attraction of passive candidates, and platform user-friendliness.

SUMMARY OF FINDINGS

1. Majority of respondents ((38.2%) are aged 20–25
2. Majority of respondents 53.6% are female
3. Majority of respondents most have 4 –5 years of experience (30.9%)
4. There is no significant difference exists between male and female mean rank.
5. There is no relationship between gender and other independent variables.

SUGGESTIONS

Based on the findings, organizations should continue leveraging digital hiring platforms due to their overall positive reception, especially regarding transparency, user-friendliness, and effectiveness. However, efforts should be made to simplify platform usability, as many employees find them technically challenging. Addressing concerns related to data privacy and platform costs is essential to improve adoption rates. Enhancing candidate engagement features and automation can further improve recruitment efficiency. Tailored training programs may also help users better navigate digital tools and boost satisfaction levels.

CONCLUSION

In conclusion, assessing recruitment metrics is essential for evaluating the effectiveness of digital hiring platforms in today's data-driven recruitment landscape. This study highlights key metrics such as time-to-hire, cost-per-hire, quality-of-hire, and candidate experience as vital tools for measuring platform performance and impact. Platforms utilizing AI and analytics offer improved efficiency, enabling informed decision-making and better hiring outcomes. Continuous monitoring and optimization of these metrics can enhance ROI and align recruitment strategies with organizational goals. Ultimately, a metrics-based approach fosters transparency, agility, and competitiveness in modern talent acquisition.

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