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A Study On Changing Trends In Recruitment And Selection With Special Reference To Live Connections

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ABSTRACT The consulting industry, which emerged in the late 19th century, has grown into a vital segment of the global professional services sector. In India, the sector is expanding rapidly due to increasing demand for specialized knowledge, project management skills, and technological adaptability. Indian consulting firms benefit from cost efficiency and local expertise but face challenges such as low brand equity, international competition, and limited global presence.

This study examines **Live Connections**, a recruitment and staffing firm founded in 1996 in Chennai, which has evolved into a multinational player with operations in India, UAE, Singapore, and Qatar. Its services now extend beyond contingency recruitment to include RPO, executive search, staffing solutions, and interview-as-a-service. The company's vision, mission, and SWOT analysis reveal its strong industry presence, adaptability, and client-focused approach.

The research also highlights how recruitment and selection practices are being reshaped by digital tools, data analytics, employer branding, and diversity-focused hiring. By combining insights from the consulting industry with the case of Live Connections, the study underscores both the opportunities and challenges for Indian consulting firms in navigating globalization, technology, and a competitive business environment.

Index Terms — Consulting Industry, Recruitment, Selection, Human Resource Practices, Live Connections, Indian Consulting Sector, Employer Branding, Digital Recruitment.

Introduction

The consulting industry has evolved into one of the most dynamic and influential segments of the professional services sector. Since its origins in the late 19th century, consulting has expanded from engineering and financial advisory into diverse domains such as strategy, management, operations, human resources, finance, and technology. Globally, leading firms like McKinsey & Company, Booz Allen Hamilton, A.T. Kearney, and Arthur D. Little have played a vital role in shaping the industry's growth. In India, the consulting sector has expanded rapidly over the last two decades, driven by rising demand for specialized expertise, technological transformation, and globalization. Despite its strengths in cost-effectiveness, adaptability, and knowledge of local markets, the Indian consulting industry continues to face challenges in brand building, differentiation, and international presence.

This paper focuses on **Live Connections**, a recruitment and staffing organization established in 1996 in Chennai, India. Over its 27-year journey, the firm has expanded globally with offices in India, UAE, Singapore, and Qatar. It has transformed from a contingency recruitment company into a full-service provider offering RPO, executive search, contract staffing, and interview-as-a-service. Live Connections' growth reflects not only the increasing demand for recruitment expertise but also the evolving role of consulting in supporting organizations across industries.

The study examines the company's vision, mission, services, SWOT analysis, and market positioning within the broader consulting landscape. It also highlights the shifts in recruitment and selection practices influenced by digital platforms, predictive analytics, and diversity initiatives. By analysing Live Connections as a case example, this paper seeks to provide insights into the opportunities and challenges facing Indian consulting firms in a competitive global environment.

Need for The Study

- To investigate how the hiring process is changing as a result of technology.
- To determine methods for drawing in and keeping top talent in a workforce that is varied and changing.
- To analyse the effectiveness of new recruitment trends and technologies in streamlining the hiring process.
- To look at how the employer brand and applicant experience are affected by shifting trends in hiring and selection.

Objectives of The Study:

- To examine the current trends and practices in recruitment and selection at Live Connections.
- To identify the drivers of change in recruitment and selection at Live Connections
- To analyse the impact of changing trends on recruitment and selection outcomes
- To explore the challenges and opportunities associated with changing trends
- To provide recommendations for Live Connections on adapting to changing trends

Literature Review

Aparna S.M. (2025) From the pre-internet to the artificial intelligence (AI) age, hiring procedures have changed dramatically. Given the profound changes taking place, we are certain that a comprehensive analysis of the literature is required in order to understand the changes and predict the future. This paper's three main goals are to evaluate the literature on hiring from various eras, identify the main hiring methods and strategies, and discuss the difficulties encountered at various points in time. It also suggests areas for further research.

Khandale Shrushti Neharu (2025) Successful hiring and selection procedures are essential to the long-term viability of a firm. With a focus on how well they draw in, assess, and retain top talent, this research looks at the recruiting and selection practices used by Tata Consultancy Services (TCS), Nagpur. The study employs a mixed-methods approach, integrating qualitative insights and quantitative data analysis to offer a thorough knowledge of TCS's strategy. Crucial elements including decision-making frameworks, sourcing strategies, evaluation procedures, and job profiles are examined closely.

Dr. Sushmita Singh (2025) The study seeks to critically examine the impact of different recruitment strategies, selection methods, and upcoming trends in talent acquisition on this industry. With the exponential growth of technology and the recurring need for capable professionals, examining the dynamics of IT recruitment becomes essential for success in organizations. The study looks into the determining factors for recruitment practices, the influence of advancing technology, competency gaps, and changing expectations from IT professionals.

In 2024, Dhanalakshmi R The process of establishing the criteria for a job, identifying the position and the needs of the person holding it, advertising the desired post, and choosing the most qualified and suitable people is known as recruitment and selection. because success and the accomplishment of corporate goals depend heavily on human resources. As a result, each organization's performance depends on hiring and

choosing the best candidate for the position. Human capital is an organization's most valuable asset, giving it a competitive edge and serving as its heartbeat.

In **2024**, **Dhayanandhan M** Simplifying and optimizing the processes involved in hiring talent for a business is the goal of the Human Resources (HR) recruiting process and policy project. This extensive study explores all facets of hiring, such as finding candidates, screening, choosing, and onboarding them. It also includes creating and putting into effect rules that guarantee equity, openness, and adherence to moral and legal requirements during the hiring process. Examining Switch Mobility Automotive's HR recruitment procedures and policies is the researcher's goal. Several data gathering strategies were employed over the course of this study project.

Neto Antunes (2024) Hiring procedures that are in line with the organization's long-term objectives are known as strategic recruiting. Strategic recruiting aims to find and attract talent that supports the attainment of organizational goals and the long-term growth of the business, in contrast to traditional recruitment, which concentrates on temporarily filling openings. This strategy entails assessing the organization's future requirements and creating a plan to guarantee that the talent required to achieve its long-term objectives is accessible.

Kesavan R (2024) The rising profile of human resource management is among the most noteworthy developments in the history of modern organisational theory and practice. People are the lifeblood of every organisation because they bring fresh ideas, principles, and characteristics to the table, all of which, when managed well, can provide substantial benefits to the business. Businesses in both developed and developing nations rely heavily on the performance of its employees. It is the employees that determine whether the company succeeds or fails.

Koduri Gayathri (2023) This study explores the recent trends in recruitment strategies, with a particular emphasis on the utilization of artificial intelligence (AI), social media platforms, and data-driven approaches. The rapid advancements in technology and the proliferation of digital platforms have revolutionized the recruitment landscape, prompting organizations to adopt innovative methods for sourcing, screening, and selecting candidates.

In **2023**, **V. Shankar** For businesses to draw in and keep a skilled staff, recruitment and selection are essential procedures. The purpose of this literature review is to give a broad overview of recent developments in recruiting and selection studies and methods. Fifty studies were found for the study after a thorough search of scholarly resources. Several important themes emerged from the content analysis of the studies. The significance of job analysis in hiring and selection was the first theme. A methodical way to determine the skills, knowledge, and abilities needed for a job is through job analysis.

Garima Sinha (2023) The recruitment and selection landscape, therefore, has been the most transformed in recent decades due to changes in advancements in technology, globalization, and changing workforce expectations. This review paper gives a holistic summary practice overtime, focusing on key trends and challenges identified up to 2015. From its traditional methods like newspaper adverts, in-person applications, and manual screening of applicants, recruitment practices have, over time, transitioned into more technological ways of Applicant Tracking Systems (ATS), online job portals, and social media, LinkedIn, among others.

Measures and Methods

Types of Research:

Qualitative Research:

Focuses on understanding the meaning behind a phenomenon through in-depth exploration and open-ended questioning. It often involves collecting data through interviews, observations, and focus groups.

Descriptive Research

Descriptive research aims to accurately and systematically describe the characteristics of a population, situation, or phenomenon. It focuses on "what" rather than "why," providing a detailed account of existing conditions, behaviors, or characteristics. This type of research often involves methods like surveys, observations, content analysis, and case studies to gather and analyze data without manipulating variables.

Data collection Method:

Primary Data

Primary data refers to information gathered directly from the source for a specific research purpose, unlike secondary data which is pre-existing and collected by others. It is considered original, first-hand data and is often collected through methods like surveys, interviews, experiments, or observations.

Secondary Data

Are those that have previously been gathered and subjected to the statistical procedure by another party. and the secondary data source, such as a journal, report, or organization.

Sampling Details

The information was solicited by administering structured questionnaire to the customer and dealers, thus getting to know directly from the dealers their sales before and after sales service.

| | |
|------------------|----------------------------|
| Sampling Area: | Live Connections Bangalore |
| Study Period: | 45 days |
| Sampling Design: | Random sampling |
| Sample Size: | 100 |

Hypothesis:

H0: There is no significant relationship between Recruitment and selection on changing trends

H1: There is a significant relationship between Recruitment and selection on changing trends

Scope of the Study

The study examines evolving trends in recruitment and selection and their impact on companies, recruiters, and job seekers.

It focuses on the recruiting and selection process at Live Connections as a case example.

The research aims to analyze the current environment of recruitment practices.

It explores new developments such as digital tools, predictive analytics, and employer branding.

The study intends to provide a comprehensive understanding of the changing nature of recruitment and selection.

It highlights the implications of these changes for organizations, recruiters, and job seekers in a competitive market.

Limitations of the study:

1. Time constraint
2. Lack of availability of data.
3. Some respondents are not ready to part of it.
4. The sample size may be too small to generalize the findings to the larger population.

Analysis and Conclusion

Dividing of respondents on the basis of age?

| Particulars | No of respondents | Percentage |
|--------------|-------------------|------------|
| 20-25 | 56 | 56% |
| 25-30 | 23 | 23% |
| 30-35 | 15 | 15% |
| 35-40 | 5 | 5% |
| 50 and above | 1 | 1% |
| Total | 100 | 100% |

Significant majority falling within the 20-25 age group, indicating a strong representation of young adults. 56% of those surveyed were between the ages of 20 and 25. This implies that entry-level or early-career professionals make up the bulk of responders. The remaining respondents fall into several age groups: 23% are between the ages of 25 and 30, 15% are between the ages of 30 and 35, 5% are between the ages of 35 and 40, and 1% are beyond the age of 50.

Distribution of respondents on the basis of educational qualification?

| Particulars | No of respondents | Percentage |
|-----------------|-------------------|------------|
| Diploma | 18 | 18% |
| Graduation | 44 | 44% |
| Post-graduation | 37 | 37% |
| PUC | 1 | 1% |
| Total | 100 | 100% |

The respondents are predominantly graduates, accounting for the largest share, followed closely by post-graduates. Diploma holders constitute a smaller proportion, while PUC holders are minimal. The analysis of academic credentials reveals that 44% of the employees are graduates, bachelor's degree. 37% of respondents hold a post-graduation degree 18% of respondents hold a diploma, indicating a notable group with specialized training. Meanwhile, 1% of respondents hold a PUC certificate.

What are the sources for recruitment and selection process?

| Particulars | No of respondents | Percentage |
|-----------------|-------------------|------------|
| Internal source | 32 | 32% |
| External source | 30 | 30% |
| Both | 38 | 38% |
| Total | 100 | 100% |

According to the respondents, the majority of recruiting and selection processes use both internal and external sources. Additionally, a comparatively similar percentage of responders cited both internal and external sources. The majority of respondents (38%) use both internal and external sources, according to

the information source analysis, demonstrating a balanced approach to information collection. Thirty percent of respondents rely on external sources, compared to thirty percent who utilize internal sources.

Is live connections uses social media platforms to recruit candidates?

| particular | No of respondents | percentage % |
|-------------------|-------------------|--------------|
| Strongly agree | 52 | 52% |
| Agree | 35 | 35% |
| Neutral | 12 | 12% |
| Disagree | 0 | 0% |
| Strongly disagree | 1 | 1% |
| Total | 100 | 100% |

Mainstream of employees strongly agree or agree that Live Connections uses social media platforms to recruit candidates, indicating a strong consensus on the utilization of social media for recruitment purposes. Majority of respondents 52% strongly agree and 35% agree, believe that Live Connections utilizes social media platforms to recruit candidates, totaling 87% of respondents. Meanwhile, 12% of respondents are neutral, and a minimal 1% strongly disagree.

Do live connections utilize AI-powered tools in your recruitment process?

| Particulars | No of respondents | percentage % |
|-------------------|-------------------|--------------|
| Strongly agree | 51 | 51% |
| Agree | 31 | 31% |
| Neutral | 17 | 17% |
| Disagree | 1 | 1% |
| Strongly disagree | 0 | 0% |
| Total | 100 | 100% |

Substantial most of employees strongly agree or agree that Live Connections utilizes AI-powered tools in its recruitment process, suggesting a widespread acceptance of AI's role in streamlining and enhancing the recruitment process: A important most of employees 51% strongly agree and 31% agree, believe that AI-powered tools are used, totalling 82% of respondents.

Is live connections recruitment process is heavily influenced by technology?

| Particulars | No of respondents | percentage % |
|-------------------|-------------------|--------------|
| Strongly agree | 58 | 58% |
| Agree | 33 | 33% |
| Neutral | 8 | 8% |
| Disagree | 1 | 1% |
| Strongly disagree | 0 | 0% |
| Total | 100 | 100% |

Most of the employees strongly agree or agree that Live Connections' recruitment process is heavily influenced by technology, indicating a strong consensus on the pivotal role of technology in shaping the recruitment process. Majority of respondents 58% strongly agree and 33% agree believe that technology plays a substantial role.

Suggestions and Conclusion

Continuously Monitor and Adapt to Changing Trends: Live Connections should regularly assess and adapt to emerging trends in recruitment and selection to stay competitive and attract top talent.

Strengthen Training and Development Programs: To provide recruiters and staff the skills and competencies they need to handle the changing recruiting environment, the company should make continuous investments in training and development programs.

Leverage Technology: To improve applicant experience, boost productivity, and streamline the hiring process, Live Connections can investigate the usage of social media, AI-powered recruiting tools, and other digital platforms.

. Emphasis on Candidate Experience: By guaranteeing transparent communication, prompt feedback, and a smooth application process, the company should place a high priority on fostering a favourable candidate experience.

Create a Powerful Employer Brand: In order to draw in top people and set itself apart from rivals, Live Connections should make an investment in creating a powerful employer brand that highlights its values, culture, and mission.

Improve Data-Driven Decision Making: The organization should leverage data analytics to inform recruitment and selection decisions, track key performance indicators (KPIs), and measure the effectiveness of its recruitment strategies.

Enhance Collaboration between HR and Hiring Managers: Live Connections should foster closer collaboration between HR and hiring managers to ensure that recruitment and selection processes are aligned with business objectives and talent needs.

. Regular Feedback and Evaluation: The organization should regularly solicit feedback from candidates, employees, and hiring managers to identify areas for improvement and optimize its recruitment and selection processes.

CONCLUSION:

The study on changing trends in recruitment and selection with special reference to Live Connections highlights the organization's proactive approach to adapting to emerging trends in talent acquisition. The findings suggest that Live Connections is well-positioned to leverage changing trends to drive innovation and stay competitive in the recruitment landscape.

The organization's strong performance in areas such as training and development, recruitment strategies, and candidate experience is noteworthy. However, there is always room for improvement, and the study identifies opportunities for Live Connections to further enhance its recruitment and selection processes.

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