Influence of Technology Adoption on Recruitment Process: a Case of Liquid Telecom Company

Esther Musafiri[1], Dr. Sarah Biru Berisso[2]

[1]University of Eastern Africa Baraton, P.O.BOX 2500-30100, Eldoret, Kenya

[2]University of Eastern Africa Baraton, P.O.BOX 2500-30100, Eldoret, Kenya

Abstract

Using technology, like social media, application tracking mechanisms, and even Artificial Intelligence (AI) and blockchain, to assist talent hiring, the traditional method of recruitment has changed significantly in recent years. The goal of this study was to provide some understanding of the current practices of using technology in the hiring process. In addition, the goal of this study was to determine how technological tools have altered the hiring process and whether technology has aided recruitment. The research found that technology has had a significant impact on the hiring process based on the data collected from various respondents. Literature revealed that IT technology is becoming increasingly important in the hiring process. Companies, on the other hand, are clamoring for IT to help them cut costs, improve service, and increase efficiency.

Keywords: Information Technology, Recruitment, Human Resource.

1. Introduction

Almost everyone who has applied for a job has gone through the recruiting process. On the recruitment end, recruiters must deal with the data of many applicants for a single job, not to notice multiple job vacancies for a single company. Recruiters' quest for and identification of the qualified people has become analogous to finding needles in haystacks as more data is released online (Abdul, Wang & Li, 2020). Using technology, like social media, application tracking mechanisms, and even Artificial Intelligence (AI) and blockchain, to assist talent hiring, the traditional method of recruitment has changed significantly in recent years. As a result of the increasing difficulty in finding qualified candidates, many companies have begun to use e-hiring as part of their applicant selection procedure (Abdul et al., 2020). This form of e-recruiting has completely transformed the corporate recruiting process. However, many businesses are still having trouble with their hiring processes, unsure of what technology for using and how to use it. Some of them are unsure whether the funding in technical tools is worthwhile. "To use technology in hiring or not to use technology in hiring" is still a concern for them (Abdul et al., 2020).

One of the most important functions of human resource management is hiring. People used to work as a blacksmith, a peasant, or a doctor throughout their lives, which made recruitment easier. People have become more diversified, knowledgeable, and skilled as time passed. They

began to move on and alter their careers. Both job applicants and recruiters have found that hiring has become more difficult ever since. The demand for labour was 6.4 million on the last business day of December 2019, according to the US Bureau of Labor Statistics (BLS, 2020). At the very same time, the number of hires remained stable at 5.9 million, with a 3.9 percent hire rate. By the close of the year, the labor market was still competitive. One of the most significant aspects causing the distinction is the influx of information. According to a study conducted by Glassdoor.com, every corporate job opening receives an average of 250 CVs; however, only 4 to 6 among these people will be called for interview, but only one of them will be given a position (Hangartner, Kopp & Siegenthaler, 2021). Employers face similar difficulties when it comes to hiring; the reasons for these difficulties boil down to a mismatch of talent and wages. Using technology in the hiring process could greatly simplify the vetting process, decrease turnaround time, and promote better hiring effectiveness.

The goal of this study was to see if technology has a positive impact on hiring. The goal of this study was also to provide some understanding of the current practices of using technology in the hiring process. In addition, the goal of this study was to determine how technological tools have altered the hiring process and whether technology has aided recruitment. This study aims to assist HR professionals in determining whether they should spend in e-recruitment and how to perform e-recruitment successfully by knowing the current pattern of using technology in hiring.

Social media has been used in a variety of organizational operations and for a variety of purposes. Like their applications in communication systems, sales, and promotion, social media would be used in management of human resources (Tufts, Jacobson & Stevens, 2014 and Wolf, Sims & Yang, 2014) for hiring and candidate selection. Jobs are advertised, applicants are attracted, and jobseekers are pre-screened using platforms like LinkedIn, Facebook, and Twitter (Caers & Castelyns, 2010). According to Carrillat, d'Astous & Grégoire, (2014), the use of social media has enhanced not just employer brand and likeability, but also the hiring process, which is more dynamic, relational, and genuine.

To make good investment decisions about technology and hiring, it's also important to understand the advantages of investing in e-recruitment system integration versus separate e-recruitment investments. According to Lee (2011), the optimal investment in the incorporation of the e-recruitment process results in a lower total cost than separate e-recruiting investment opportunities. It would be more efficient and cost-effective to integrate the e-recruitment process. One of the solutions for supporting the incorporation of the e-recruitment procedure could be cloud computing.

From theories of human resource and empirical literature, need arises for more studies to be done on the specific areas on how recruitment process is influenced by technology adoption which has not been captured by researchers. Also limited research has been done on influence of technology adoption on recruitment process in Congo in particular. Majority of those studies have been done on other countries having different economies and technological development different form Congo. Companies are growing at a remarkable speed in Congo. The growth and productivity of these companies in the economy has triggered several studies and research works on their recruitment processes and contribution of effective recruitment to advance the

productivity to greater heights. According to the researchers of recruitment process, it has not been revealed how technology adoption categorically influence recruitment process of companies. Therefore, this study aimed at filling this knowledge gap by establishing the influence of technology adoption on recruitment process: a case of liquid telecom company.

Specifically, the study aimed at answering the following research questions:

1. What are the present online recruitment practices adopted by Liquid Telecom Company?

2. What are the impacts of online recruitment process at Liquid Telecom Company?

3. What is the efficiency and performance of online recruitment process in Liquid Telecom Company?

2. Method

(a) Research Design
This research utilized a descriptive cross-sectional study design, in which data was collected at a specific point in time with the goal of describing the nature of existing conditions, identifying standards against those conditions, and comparing and determining the relationship between specific events (Lo, Rey-Martí, & Botella-Carrubi, 2020). The descriptive nature of the research design ensured the research's validity, as the findings were more generalized to a larger population.

(b) Population
The population of this study was all the employees at management level of Liquid Telecom Company. There were 15 employees at management positions at Liquid Telecom Company Congo. The employees were selected from the company. The selected employees were managers.

(C) Sampling Procedures
With a target population of 15 employees at managerial position in the company, the population of these employees was small therefore the study took a census where all the 15 respondents were sampled.

(d) Research Instrument
Primary data for this study was collected using questionnaires. The questionnaires consisted of close ended questions only where the respondents were expected to rate their agreement to a set of questions. Each item in the questionnaire was developed to answer specific research questions. The questionnaire contained close ended questions with Likert scale which were used to scale responses in the study with means ranging from 1-4, where 1=strongly agree, 2= agree, 3= disagree and 4= strongly disagree (Merriam, 2014).

(e) Data Collection
After pilot testing the questionnaire with 10 people, a final questionnaire was created. All of the 15 respondents received questionnaires via email. The information they provided was kept private. The names and places of work of the participants were not needed to be revealed.

(f) Statistical Treatment of Data

Data gathered was fed into SPSS for statistical analysis. Reliability and validity were tested using Cronbach's alpha. The researcher used descriptive statistical techniques during analysis. Descriptive statistics include the mean, standard deviation and percentages. Statistical treatment of data was designed based on the nature of research questions (Giudici, Ingrassia & Vichi, 2013). This was illustrated in the table below.

| Research Question	Statistical Treatment
What is the present online recruitment process at Liquid Telecom Company?	Descriptive (Percentage)
What are the impacts of online recruitment process at Liquid Telecom Company?	Descriptive (Percentage)
What is the efficiency and performance of online recruitment process in Liquid Telecom Company?	Descriptive (Percentage)

3. Results

The data was analyzed based on the results of the survey. The author received 15 responses, 9 of which were female and the rest were male.

Based on the obtained data, 87.5 percent of the respondents say the hiring process aids in identifying both visible and hidden aspects, while 12.5 percent say they don't learn about both.
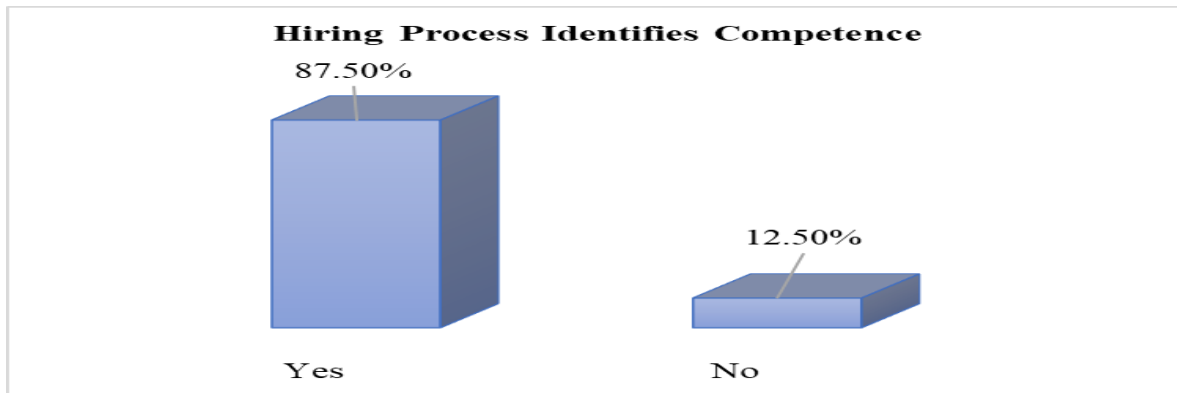

As per the data collected, 95% believe that social websites and job portals are now required to survive in the competitive market, while 5% believe that they are not yet required.
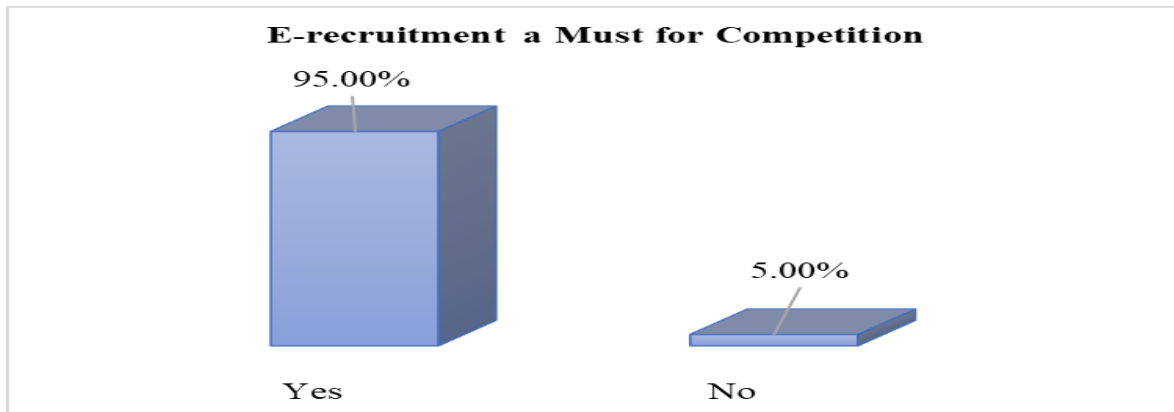
The researcher discovered from the primary data that 85 percent of respondents say their company recruits trainees and interns.
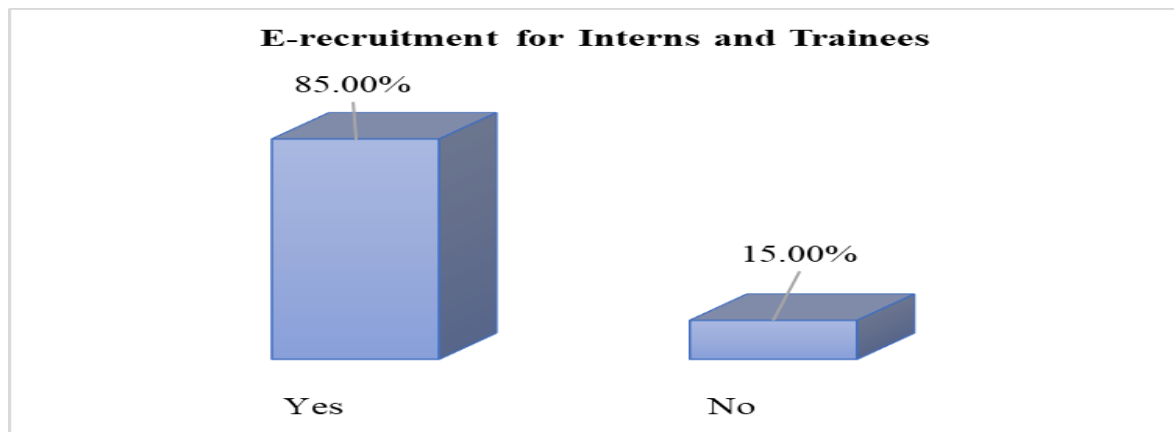

Employer branding plays a 90 percent important factor in effective recruitment and retention of top talent, according to the bar chart below.
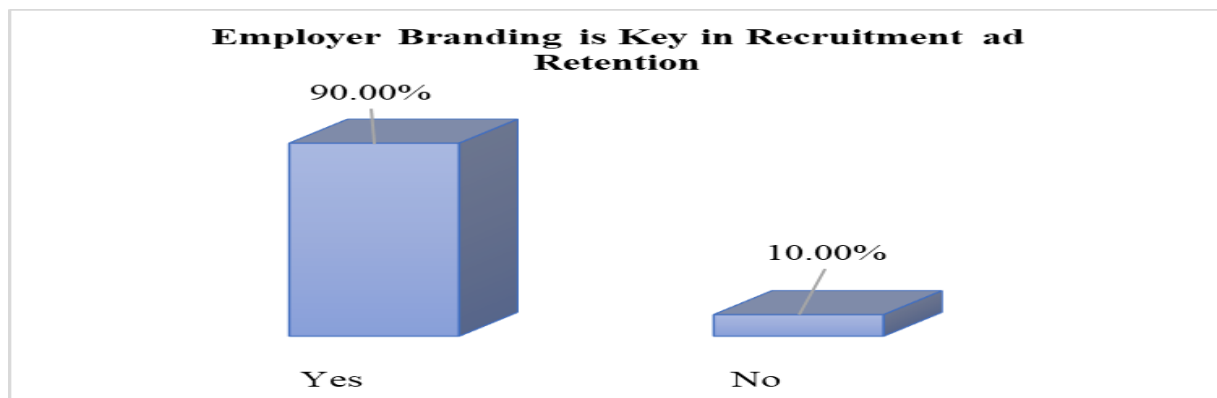

According to the primary data gathered, 90% of respondents believe that employees should be given special care in order to provide a comfortable working environment.

According to the data gathered, 55 percent of respondents believe internal hiring helps motivate employees, while 45 percent believe it is ineffective.
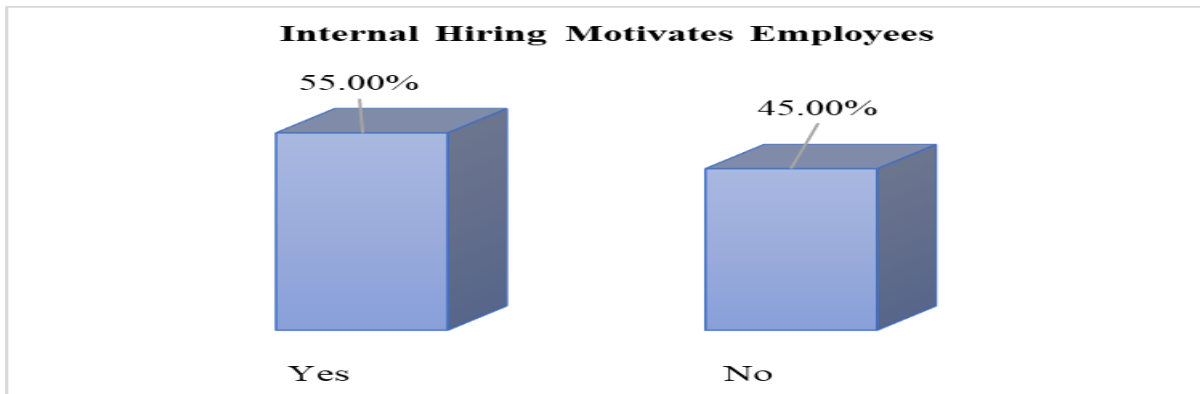
According to the primary data gathered, 95% of respondents said they have a system in place to calculate cost per hiring.
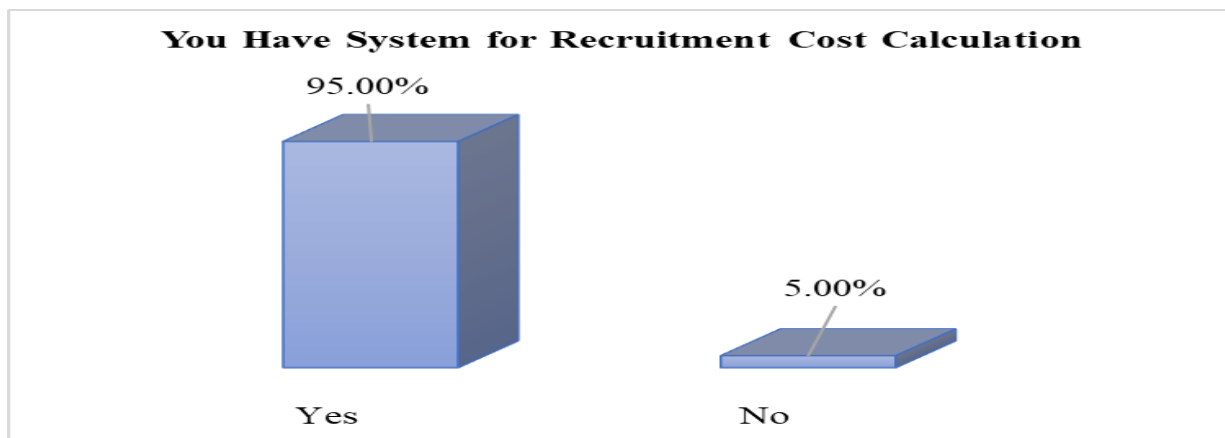
According to the data, 50% of respondents said that innovation should be adopted in recruitment process, while 50% said that innovation should not be adopted in recruitment process.
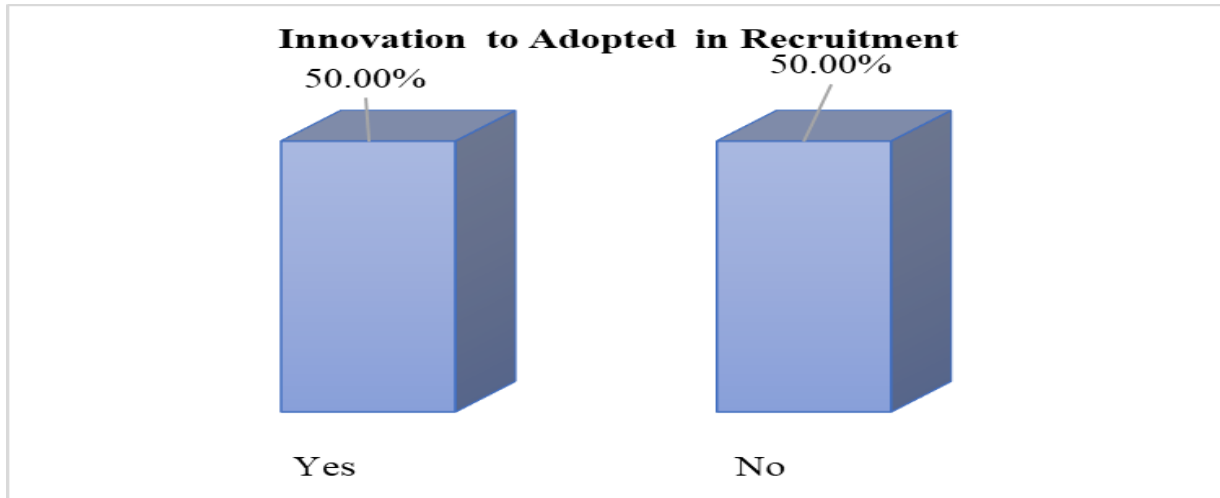
4. Discussion and Conclusion

The researcher can demonstrate the growing importance of technology adoption on hiring process using quantitative analysis as well as findings from existing literature. While it's true that some companies still use telecommunications, television, and radio in their recruitment and selection processes, it's difficult to find a company that hasn't incorporated web tools into its decision-making processes. Despite the popular belief that many people who search the internet for jobs in Congo are professors and university graduates, this is not always the case. Statistics show that a significant number of on-line job seekers have a college diploma. As the number of Congolese with full-time broadband internet access grows, an extremely aware change to web preference and enlistment will be seen in the coming years. The findings of this study are in line with the findings of Sehrawat and Brahma (2018), who established from their review that technology has become an important determinant that can improve the effectiveness of the hiring process by completing the hiring process in a much smarter and faster manner, saving the organization a lot of money and time. Similarly, Kubar, Sumayya, Amen and Mubeen, (2021) found out a strong positive significant relationship between independent and dependent variables and the relationship between them is accepted at a 5% significance level. All of this demonstrates that technology adoption broadens geographical reach, shortens recruitment procedures, improves recruitment consistency, and facilitates the selection process.

Companies should make every effort to achieve efficient enlistment procedures. Companies should reduce their use of direct newspaper job postings and job fairs. As e-mail is an everyday component of communication, mailing prices may also be slowing. In fact, statistics show that web recruitment reduces the human resource department's overall workload. This is because the internet aids in the collection, filtering, and management of files. Envelope gap and paper disposal are just two of the tasks that the web has eliminated. Traditional methods should not be replaced by e-recruitment; rather, it should supplement them. Technology is a valuable tool for a wide range of tasks for managers on recruitment. People will typically shop for jobs in the same way they would for real estate or clothing. Managers should, however, ensure that they

understand the benefits and drawbacks of adopting technology and that they use it in the most effective way as an HR manager.

The cross-sectional nature and design of this study, as well as the fact that some respondents could have given socially acceptable answers to some questions, limited its scope. This study, on the other hand, will serve as a guide for planning and implementing interventions aimed at controlling potential epidemics in the study area. Furthermore, because this study was limited to healthcare workers, similar studies using experimental designs and focusing on facility stakeholders and patients are needed.

Acknowledgments

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