

A Study on the Factors Influencing AI Recruitment Bots in Terms of Filtering Right Profiles with Reference to IMEJOB

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Abstract

Background: Historically, the process of recruiting has required a significant amount of manual effort and has taken up a considerable amount of time. Artificial Intelligence (AI) has revolutionised recruitment software, making it more efficient and effective in optimising hiring procedures. This paper examines the tactics utilised by AI-based recruiting software, with a specific focus on the instance of IMEJOB, to effectively filter and match the most appropriate individuals with the appropriate job vacancies.

Objective: The objective of the study is to analyse the key factors that influence AI based recruitment software in filtering right profiles.

Methodology: Quantitative data is collected by analysing recruiting parameters such as time saving recruitment, quality recruitment, and cost- effective recruitment before and after the adoption of IMEJOB. Qualitative data is obtained by conducting interviews with HR professionals and recruiters who utilise IMEJOB, in addition to administering surveys to candidates who have had interactions with the system. Around 150 samples have been collected for this study. The data has been collected in Bangalore. The collected data has been transferred to IBM SPSS for further analysis followed by Chi Square analysis and Regression Analysis.

Analysis: Chi Square Analysis and Regression Analysis has been conducted. HR experts have provided feedback indicating a notable degree of contentment with the AI system, highlighting improved productivity and diminished prejudice in the hiring procedure.

Conclusion: AI-powered recruiting software, such as IMEJOB, has significant potential to revolutionise conventional hiring procedures. By using sophisticated AI approaches, the selection process for candidates is enhanced, resulting in a more accurate matching of suitable profiles with appropriate opportunities. This not only improves the efficiency of the recruitment process but also increases organisational productivity by providing a more suitable alignment between personnel and their respective tasks. The transformative influence of the unique platform at IMEJOB in the field of AI-based recruitment is shaped by factors such as time-saving, quality, cost-effectiveness, and brand image. By incorporating AI algorithms, IMEJOB is able to transform conventional hiring procedures by quickly analysing extensive candidate databases, pinpointing exceptional individuals, and automating monotonous chores, resulting in a substantial reduction in the time it takes to hire. This increased efficiency not only speeds up the process of hiring new employees, but also improves the overall quality of hires by using innovative methods to screen candidates and engage with them on a personal level.

Keywords: AI-based recruitment, IMEJOB, natural language processing, machine learning, predictive analytics, candidate matching, recruitment efficiency.

Introduction

The recruiting industry has experienced a substantial change due to the emergence of Artificial Intelligence (AI) technology. AI-based recruiting software is gradually replacing traditional hiring processes, which often include manual resume screening, subjective decision-making, and lengthy hiring cycles. The purpose of this move is to improve the effectiveness, precision, and impartiality of the recruitment process. IMEJOB, a prominent AI-driven recruiting platform, demonstrates this technical advancement by utilising advanced AI techniques to screen and align candidates with suitable job roles. Recruitment is an essential and crucial aspect of any organisation, since it directly influences its performance and competitiveness. Conventional recruitment procedures frequently suffer from inefficiencies such as lengthy resume evaluations, possible prejudices, and difficulties in selecting the most qualified candidates from a vast applicant pool (Gupta & Seth, 2019).

AI-powered recruiting software tackles these difficulties by utilising algorithms and data-driven methodologies to optimise candidate selection (Upadhyay & Khandelwal, 2018). The main components of AI techniques in recruitment are Natural Language Processing (NLP), Machine Learning (ML), and Predictive Analytics. Natural Language Processing (NLP) empowers software to comprehend and analyse human language, simplifying the process of examining resumes and job descriptions to recognise crucial abilities and qualifications (Kenthapadi, Papalexakis, & Zhai, 2017). Machine Learning algorithms utilise historical recruiting data to forecast the appropriateness of individuals, progressively enhancing their precision as time goes on (Dastin, 2018).

Predictive Analytics enhances these skills by using data analysis to anticipate the chances of applicant success and turnover, providing more detailed insights for making hiring decisions (Suen, 2018). Multiple research have shown evidence for the effectiveness of AI in the field of recruitment. Upadhyay and Khandelwal (2018) state that AI solutions have the potential to greatly decrease the time and expenses involved in the hiring process by automating repetitive operations and offering valuable analytics. In addition, Suen (2018) emphasises that AI-powered recruitment systems have the potential to enhance diversity in the hiring process by reducing unconscious prejudices. Kenthapadi et al. (2017) illustrate that artificial intelligence algorithms have the capability to improve the precision of matching candidates, resulting in a more effective alignment between job criteria and candidate skills.

Recruitment analytics is a methodology that utilises statistical analysis and predictive modelling to enhance the efficiency of the hiring process. Through the analysis of extensive recruiting data, organisations can acquire valuable insights into the efficiency of their hiring processes, pinpoint areas that require enhancement, and make more knowledgeable judgements.

Review of Literature

The use of AI-based recruiting software has greatly revolutionised the recruitment industry by improving the accuracy and effectiveness of filtering and matching candidate profiles with job opportunities. Advanced technologies like Natural Language Processing (NLP), Machine Learning (ML), and Predictive Analytics are used to support the operation of these systems. They allow the systems to handle large amounts of data and extract useful insights. Natural Language Processing (NLP) plays a crucial role in AI-powered recruitment software, enabling these systems to accurately analyse and comprehend human language. Kenthapadi, Papalexakis, and Zhai (2017) found that NLP algorithms are capable of accurately analysing resumes and job descriptions to extract important details such as skills, experience, and certifications. This automation greatly decreases the amount of manual work needed for the first screening of candidates and guarantees that the matching process extends beyond basic keyword identification to consider the semantic relevance of candidate profiles to job criteria. Moreover, Upadhyay and Khandelwal (2018) highlight the need of utilising advanced NLP approaches, such as semantic analysis, to improve the comprehension of contextual details in resumes. This, in turn, results in more precise and significant matches between candidates and job requirements.

E-Recruitment, or online recruitment, is a modern method employed by organisations to attract, involve, and employ potential applicants through electronic means. Recently, it has become more prominent because of its effectiveness, cost efficiency, and extensive coverage. Employers utilise several internet platforms, including job portals, social media platforms, and company websites, to promote job vacancies, receive applications, and evaluate prospects.

The literature substantiates the efficacy of e-recruitment by emphasising its superiority over conventional recruitment strategies. Studies conducted by experts such as Parry and Tyson (2008) highlight the role of e-recruitment in accelerating and expanding the distribution of job openings. This allows organisations to access a wider range of potential candidates, regardless of their location. Furthermore, research conducted by Reiche, Strohmeier, and Albers (2017) highlights the advantages and ease of use provided to companies and job seekers through e-recruitment platforms. In addition, the literature highlights the cost-effectiveness of online recruitment in comparison to traditional approaches like as newspaper advertisements or job fairs (Breaugh and Starke, 2000). Collectively, the literature emphasises the efficacy of e-recruitment in simplifying the hiring process, improving candidate involvement, and maximising recruiting results.

Employee engagement is a crucial factor in the success of an organisation, since it directly affects productivity, satisfaction, and employee retention. Employee engagement is the measure of the emotional dedication and involvement that employees have towards their work, organisation, and goals. There is a large body of study that confirms the importance of employee engagement and how it affects different aspects of an organisation. Kahn (1990) conducted research that developed the notion of psychological engagement, which highlights the significance of employees' cognitive, emotional, and physical involvement in their roles. In addition, research conducted by Saks (2006) has emphasised the direct correlation between employee engagement and job performance. The findings demonstrate that individuals who are engaged are more inclined to demonstrate increased levels of effort and dedication. Moreover, the literature emphasises the significance of leadership in promoting employee engagement. The research conducted by Harter, Schmidt, and Hayes (2002) highlights the significant role of managers in establishing a favourable work environment that fosters employee engagement through providing support, recognition, and effective communication.

Upadhyay and Khandelwal (2018) examine the potential of AI algorithms to reduce human biases by assessing candidates only on their qualifications and suitability for the position, when these algorithms are developed with fairness as a priority. This fosters a workforce that is characterised by a greater range of differences and is more welcoming and accepting of all individuals. In addition, AI systems have the capability to detect biased language in job descriptions and offer suggestions for using more neutral and inclusive wording. This helps to ensure that job listings are able to attract a wide range of individuals from varied backgrounds (Kenthapadi et al., 2017). This feature not only enhances the equity of the recruitment procedure but also boosts the organization's capacity to access a wider range of skilled individuals.

Research Objectives

The objective of the study is to analyse the key factors that influence AI based e- recruitment software in filtering right profiles.

Research Gap

Although studies conducted by Gupta and Seth (2019) emphasise the immediate advantages of AI in recruiting, such as decreased time-to-hire and enhanced quality of hires, there is a dearth of longitudinal research investigating the long-term consequences of AI-driven hiring decisions. Assessing the long-term performance, career advancement, and retention rates of candidates hired with AI-based recruiting tools such as IMEJOB is essential for understanding the actual influence of these technologies.

Research Methodology

Quantitative data is collected by analysing recruiting parameters such as time saving recruitment, quality recruitment, and cost- effective recruitment before and after the adoption of IMEJOB. Qualitative data is obtained by conducting interviews with HR professionals and recruiters who utilise IMEJOB, in addition to administering surveys to candidates who have had interactions with the system. Around 150 samples have been collected for this study. The data has been collected in Bangalore. The collected data has been transferred to IBM SPSS for further analysis followed by Chi Square analysis and Regression Analysis.

Factors influencing E- Recruitment of AI Recruitment Bot.

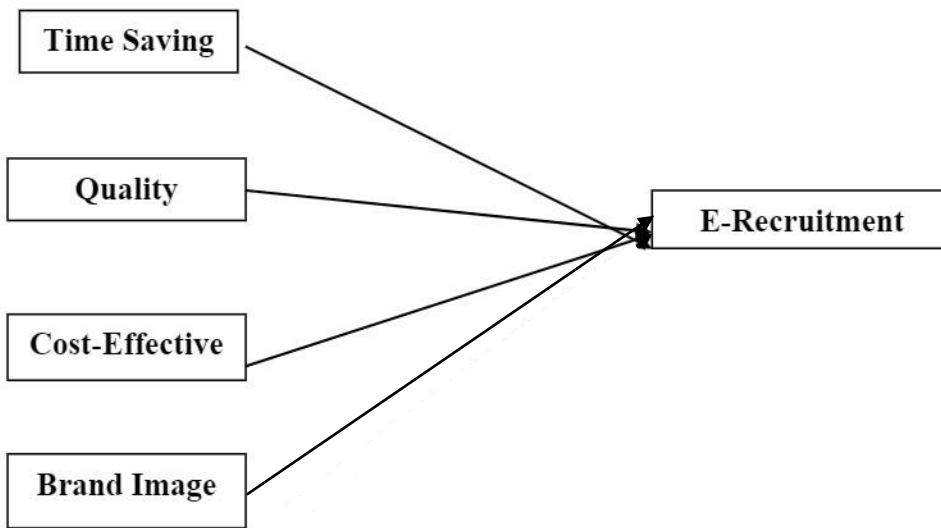


Figure 1: Factors influencing E- Recruitment of AI Recruitment Bot

Data Analysis

The demographic profiles of the respondents were analysed using IBM SPSS using frequency analysis in Table 1.

Demography Factor	Highlighting Criteria	Percentage of response
Age	25-30	80%
Gender	Female	85%
Occupation	Private Employees	95%
Annual Income	6-10 Lpa	75 %

Table1: Frequency Analysis

From Table 1, researcher found that 80 % of the total respondents fall under the age group of 25-30, 85% of the total respondents is Female, 95% of the respondents are private employees and 75% of the respondents have annual income between 6-10 Lpa.

Reliability Test

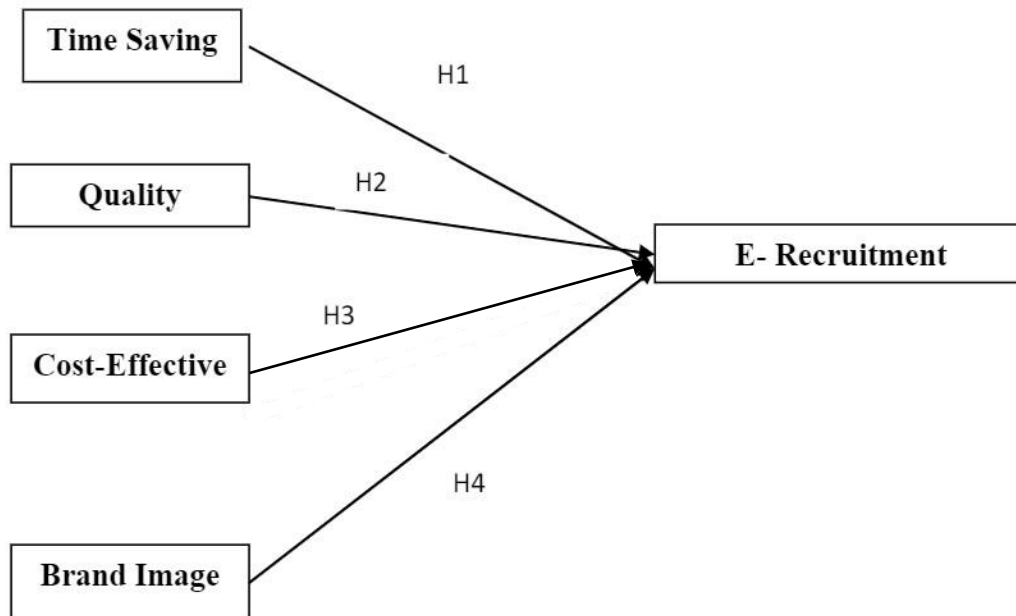
Reliability in research pertains to the enduring and consistent nature of a measurement equipment or approach across time. Reliability is attributed to a test or experiment when it produces consistent outcomes under consistent circumstances. Ensuring dependability is essential as it ensures that the findings of a study can be reproduced and are not influenced by chance errors or variations.

Factors	Cronbach’s Alpha Value	Status
Time Saving	0.922	Reliable
Quality	0.936	Reliable
Cost- Effective	0.856	Reliable
Brand Image	0.942	Reliable

Table 2: Reliability Test

Chi-Square Analysis

Chi-square analysis is a statistical technique employed to ascertain the presence of a notable relationship between two category variables. It is especially beneficial in research environments when the objective is to evaluate correlations within categorical data. The technique entails evaluating the observed frequencies in each category of a contingency table and comparing them with the frequencies that would be anticipated if there was no relationship between the variables.



H1: There is no significant relationship between Time saving and E-Recruitment.

H2: There is no significant relationship between Quality and E-Recruitment.

H3: There is no significant relationship between Cost-Effective and E-Recruitment.

H4: There is no significant relationship between Brand Image and E-Recruitment.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square (H1)	6.170 ^a	2	0.046
Pearson Chi-Square (H2)	14.241 ^a	4	0.007
Pearson Chi-Square (H3)	172.665 ^a	4	0.000
Pearson Chi-Square (H4)	273.221 ^a	9	0.000

Table 3: Chi-Square Analysis

From the Table 3 researcher found the entire hypothesis are significant. The values of the entire hypothesis are 0.046, 0.007, 0.000, and 0.000 which are less than p-value that is 0.05. So all the hypothesis are considered for the study.

Model Fit Summary and Regression Analysis

Regression analysis is a robust statistical method employed in research to investigate the correlation between a dependent variable and one or more independent variables. This strategy facilitates researchers in comprehending the manner in which the average value of the dependent variable alters when any one independent variable is modified, while keeping the other variables constant.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.785 ^a	.615	.612	.470	2.089

Table 4: Model Summary

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	182.351	4	45.588	206.078	.000 ^b
	Residual	113.926	515	.221		
	Total	296.277	519			

Table 5: Anova

Table 4 and 5 shows that R square value of 0.615 along with the significance level of 0.000 ($p \leq 0.05$). It shows that around 62% of the variance was explained by all the four variables and all these four variables were significant since the significance value of 0.000 ($p \leq 0.05$). These results were justifying the validity of regression analysis for this research work and hence final results could be considered for declaring the results. The Durbin – Watson value is 2.089 which show that there is no co linearity.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.576	.139		4.132	0.000
	Time Saving	.621	.049	.588	12.723	0.000
	Quality	.189	.050	.193	3.791	0.000
	Cost Effective	.469	.039	.445	11.877	0.000
	Brand Image	.361	.054	.359	6.749	0.000

a. Dependent Variable: E-Recruitment

Table 6: Coefficients^a

Table 6 shows that significance value Time saving, Quality, Cost Effective, Brand Image is 0.000 ($p \leq 0.05$) which shows all these four factors are having strong influence on E- recruitment in IMEJOB.

IMEJOB Competitor Analysis

Products	Descriptions	Competitors
CRM Tool for Candidates	It has centralized job board integration, automatic scanning, and importing of Candidates records. Campaign Builder helps foster relationships with prospective candidates through customized Email Campaigns.	<ol style="list-style-type: none"> 1. Zoho Recruit 2. Recruit CRM 3. Recruiterflow 4. Smart CRM 5. Yello 6. iSmart Recruit 7. Pipe Drive 8. Fresh Team 9. Bitrix24 10. Bullhorn CRM 11. Oorwin
Resume Database	Search candidates by skills, industry, location or salary	<ol style="list-style-type: none"> 1. Monster 2. Naukri 3. Indeed 4. Times Job 5. Shine Job 6. Hirect 7. Cutshort
ATS (Automated Tracking System)	An ATS is a software solution to manage all recruitment needs, serving as a data bank for all hiring processes. As the name suggests, ATS enabled automated applicant tracking and can store and process vast volumes of Data. With features such as interview scheduling, assessment generation and comparison, message distribution, universal search, customized import and export of data, applicant tracking system aid in screening, short listing and communicating with candidates.	<ol style="list-style-type: none"> 1. Bamboo HR 2. Bullhorn 3. Greenhouse 4. Jobvite 5. Smart Recruiter 6. Zoho Recruit 7. Fresh Team 8. Talent Pool.
Referral Management	Referred candidates are the most affordable and fastest way to hire. Use your employees social capital by inviting them to refer perfect candidates for your open position.	<ol style="list-style-type: none"> 1. Talent lyft 2. Suitable AI 3. Hireup.
Interview as a service (AI Bot based video interview)	The interview as a service platform can help to grow technology team. Job descriptions are matched with	<ol style="list-style-type: none"> 1. Flocareer 2. Eteki 3. Cangra

	<p>skills to create a structured interview that experts use to conduct fair and equitable technical interviews. Experts provides interviews 24X7, enabling to schedule interviews responsibly so that candidates can win the war for talent.</p>	<p>4. Interviewdesk 5. Incruiter 6. Iview.ai</p>
<p>Panel Management with Feedback System</p>	<p>The purpose of Panel Management with a Feedback System in Human Resources (HR) is to optimise and improve the procedures related to overseeing interview panels, collecting and evaluating feedback, and making well-informed hiring choices. Enables the organisation of interview appointments by synchronising the schedules of panel members and candidates. Enables panel members to promptly provide input following an interview via a digital platform.</p>	
<p>Employer Requisition Dashboard Tool</p>	<p>The Employer Requisition Dashboard Tool is specifically intended to enhance the efficiency of HR departments in managing and monitoring job requisitions. This application consolidates all the information pertaining to job vacancies, requests, and recruitment procedures, offering up-to-date statistics and analytics to facilitate decision-making. Enables HR workers to generate and submit job requisitions containing comprehensive descriptions, requirements, and other details. Tracks the quantity of applications received for each demand. The system stores comprehensive data on every candidate, encompassing their resumes, cover letters, and interview records.</p>	

Table 7: IMEJOB Competitor Analysis

From the Table 7, Researcher found that Panel Management with Feedback System, Employer Requisition Dashboard Tool has no such competitors along with that online chat facility with the interviewer is also there. So they can focus more into the market to compete.

Job boards & Talent Market Place

IMEJOB listed in top HR software across globe.



Figure 2: Job boards & Talent Market Place of IMEJOB.

Managerial Implications

Time Saving is having strong influence in E-recruitment in IMEJOB. AI-based recruitment platforms offer a crucial advantage of saving time, which significantly transforms the hiring landscape. These platforms utilise advanced algorithms to automate labor-intensive processes, such as finding potential candidates, evaluating resumes, and conducting first interviews, which typically demand substantial human labour. Through the quick examination of extensive databases and job portals, artificial intelligence (AI) has the ability to swiftly find and prioritise qualified candidates in a significantly shorter amount of time compared to a human recruiter. In addition, AI systems have the capability to quickly and accurately analyse resumes, eliminating individuals who do not meet the qualifications and identifying exceptional candidates based on predetermined criteria. This automation not only expedites the recruitment process but also guarantees a more effective distribution of human resources, enabling recruiters to concentrate on strategic activities such as candidate engagement and relationship building. In addition, chatbots and virtual assistants powered by artificial intelligence may manage first encounters, arrange interviews, and offer immediate feedback, so making operations more efficient. In the end, the time saved by implementing these AI improvements results in quicker hiring processes, decreased operating expenses, and a more flexible ability to address personnel requirements inside the organisation.

Quality of Recruitment is having strong influence in AI Based E-Recruitment Platform in IMEJOB. The integration of AI-based platforms has greatly improved the quality of recruiting, leading to a transformation of traditional hiring procedures. These platforms utilise sophisticated algorithms and machine learning to improve many areas of the recruitment process, resulting in better hiring results. AI is very proficient at talent sourcing and screening. Through the examination of extensive data from many sources such as resumes, job profiles, and social media profiles, artificial intelligence (AI) has the ability to find and attract individuals that closely align with the specific needs of a job vacancy. This guarantees a wider and more varied selection of skilled individuals, hence enhancing the chances of identifying the most suitable applicants. Furthermore, systems powered by artificial intelligence can evaluate the appropriateness of candidates with unparalleled precision. By utilising natural language processing and predictive analytics, these tools assess several criteria including talents, experience, cultural compatibility, and projected work performance. This allows recruiters to make more knowledgeable hiring choices. In addition, AI has the ability to reduce prejudice in the recruitment process by exclusively considering candidate qualifications and eliminating human subjectivity. Moreover, AI-driven recruitment systems enhance a customised and captivating candidate experience. Chatbots and virtual

assistants have the capability to offer immediate support by responding to candidate inquiries, arranging interview appointments, and providing feedback during the application procedure. Such a level of contact not only improves the candidate experience but also has a beneficial impact on the employer brand, therefore attracting high-caliber talent.

Cost Effectiveness is having strong influence in AI Based E- Recruitment Platform. AI-based recruitment platforms offer a significant advantage in terms of cost effectiveness, fundamentally transforming the manner organisations take towards talent acquisition. Through the automation of several elements of the recruitment process, these systems effectively minimise operational expenses linked to hiring while optimising efficiency and effectiveness. Conventional recruitment methods typically include substantial costs for advertising, manual candidate search, and extensive screening procedures. AI-based platforms utilise machine learning algorithms to efficiently search extensive candidate databases, find suitable persons, and pair them with job criteria. This automation not only expedites the employment process but also reduces the necessity for human involvement, therefore decreasing labour expenses. Furthermore, tools powered by artificial intelligence improve cost efficiency by optimising the allocation of resources. Recruiters may optimise their time and effort by simplifying routine operations like resume screening and initial applicant engagement. This allows them to concentrate on strategic activities that demand human expertise, such as interviewing exceptional candidates and promoting employer branding efforts. Furthermore, AI-powered recruitment platforms provide the flexibility to easily adjust employment processes to accommodate changing demands, without incurring significant additional expenses.

Brand Image is having strong influence in AI Based E- Recruitment Platform in IMEJOB. The brand image of AI-based recruitment platforms is crucial for their success, as it affects the attractiveness of employers and the engagement of candidates. These platforms have revolutionised conventional hiring methods by providing inventive solutions that not only simplify the recruitment process but also improve the overall image of an organization's brand. AI significantly affects brand image by providing a smooth and customised candidate experience. Artificial intelligence-powered chatbots and virtual assistants interact with candidates in real-time, delivering prompt updates, addressing inquiries, and providing support throughout the application procedure. This degree of engagement not only showcases the organization's dedication to ensuring applicant contentment but also enhances its employer reputation, presenting it as technologically sophisticated, responsive, and focused on the needs of candidates. Furthermore, AI-powered recruiting platforms facilitate organisations in efficiently conveying their employer value proposition (EVP) to candidates. By implementing focused communication strategies and branding campaigns, organisations may effectively display their distinct culture, values, and potential for advancement, therefore enticing highly skilled individuals who share their beliefs and principles. AI algorithms may analyse candidate characteristics and preferences to customise job recommendations and personalised material, thereby boosting the attractiveness of the employer brand. Moreover, AI improves brand reputation by enabling a just and impartial hiring procedure. AI reduces human prejudice in applicant screening and evaluation, ensuring that candidates are evaluated entirely on their qualifications and merit. This promotes diversity and inclusivity in the workforce. The organization's dedication to impartiality and openness not only cultivates confidence among candidates but also bolsters its standing as an employer that provides equal opportunities.

Conclusion

The transformative influence of the unique platform at IMEJOB in the field of AI-based e- recruitment is shaped by factors such as time-saving, quality, cost-effectiveness, and brand image. By incorporating AI algorithms, IMEJOB is able to transform conventional hiring procedures by quickly analysing extensive candidate databases, pinpointing exceptional individuals, and automating monotonous chores, resulting in a substantial reduction in the time it takes to hire. This increased efficiency not only speeds up the process of hiring new employees, but also improves the overall quality of hires by using innovative methods to screen candidates and engage with them on a personal level. This ensures that the most suitable individuals are selected. In addition, IMEJOB's dedication to cost-effectiveness is emphasised by its efficient use of resources, reducing operational costs while maximising recruitment results through the use of data-driven analysis and scalable strategies. Simultaneously, the platform's focus on brand image enhances the appeal of the employer, creating favourable applicant experiences, encouraging openness, and presenting the organisation as a progressive and inclusive employer that is highly sought after. IMEJOB revolutionises recruitment strategies by harnessing AI technology to streamline operations, improve quality, optimise expenses, and strengthen brand reputation.

This empowers organisations to efficiently, effectively, and competitively attract top talent in today's fast-paced job market.

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