

E-RECRUITMENT VS. TRADITIONAL METHODS: A COMPARATIVE STUDY OF PREFERENCES AMONG POST- GRADUATE JOBSEEKERS IN NAGPUR

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Crossref DOI - <https://doi.org/10.63665/rh.v7i2.71>

Abstract :

Recruitment practices have evolved significantly with the advancement of digital technologies, transforming the way organizations attract and select talent. E-recruitment, which involves the use of online platforms such as job portals, company websites, and social networking sites, has emerged as a dominant recruitment method alongside traditional approaches such as newspaper advertisements, campus recruitment, walk-in interviews, and employee referrals. This descriptive research paper aims to examine and compare the preferences of post-graduate jobseekers in Nagpur city towards e-recruitment and traditional recruitment methods. Using secondary data from academic literature, regional studies, and employment reports, the study analyses the perceived advantages, limitations, and influencing factors of both recruitment approaches. The findings suggest that while e-recruitment is widely preferred for its convenience, speed, and broader reach, traditional recruitment methods continue to be valued for their credibility, personal interaction, and suitability for local and public sector employment. The study concludes that a blended recruitment strategy is most effective in addressing the diverse expectations of post-graduate jobseekers in Nagpur.

Keywords : E-Recruitment, Traditional Recruitment, Post-Graduate Jobseekers, Recruitment Preferences, Digital Recruitment.

Introduction :

Recruitment is a fundamental function of human resource management, as it directly influences organizational performance through the quality of talent acquired. Traditionally, recruitment relied heavily on manual and offline processes such as newspaper advertisements, employment exchanges, campus placements, and personal referrals. These methods were time-consuming and limited in reach but were widely accepted due to their perceived transparency and reliability. With the rapid growth of information and communication technologies, recruitment practices have undergone a paradigm shift, leading to the emergence of e-recruitment systems that leverage the internet to attract and manage job applicants [1].

In the Indian context, the expansion of higher education has resulted in a large



number of post-graduate jobseekers entering the labour market every year. Cities like Nagpur, which function as important educational and administrative centres in central India, host a substantial population of post-graduate students from disciplines such as management, engineering, commerce, science, and humanities. These jobseekers operate within a dynamic employment environment shaped by digitalization, competition, and regional employment opportunities [4]. Understanding their recruitment preferences is therefore crucial for employers, educational institutions, and policymakers.

This study attempts to provide a descriptive comparison of e-recruitment and traditional recruitment methods by analysing how post-graduate jobseekers in Nagpur perceive and prefer these approaches. The study highlights the strengths and weaknesses of both methods and examines the factors that influence jobseeker preferences.

Review of Literature :

Existing literature indicates that e-recruitment has gained prominence due to its ability to reduce recruitment costs, shorten hiring cycles, and provide access to a wider pool of candidates [2]. Researchers have emphasized that online recruitment systems enhance organizational visibility and employer branding, which significantly influence applicant attraction [10]. Studies also reveal that jobseekers value the convenience and accessibility offered by online platforms, particularly among younger and highly educated applicants [3].

However, several studies caution that e-recruitment is not without limitations. Applicant perceptions of fairness, transparency, and usability play a crucial role in determining acceptance of online recruitment systems [9]. Automated screening tools and applicant tracking systems may unintentionally exclude suitable candidates, leading to dissatisfaction among jobseekers [16]. In developing regions, issues related to digital divide and internet accessibility further complicate the effectiveness of e-recruitment [17].

Traditional recruitment methods continue to hold relevance, especially in public sector organizations and local enterprises. Literature suggests that personal interaction and institutional credibility associated with traditional recruitment enhance trust among jobseekers [11]. Regional studies conducted in Nagpur indicate that while post-graduates increasingly use online portals, they still rely on campus placements and verified offline channels for secure employment opportunities [5][8].

Research Methodology :

The present study adopts a descriptive research design and relies exclusively on secondary data. Information has been collected from published research papers, academic journals, conference proceedings, regional employment studies, and newspaper reports related to recruitment practices. The descriptive approach is suitable for understanding existing patterns, perceptions, and preferences without manipulating variables or testing hypotheses [2]. The focus of the study is limited to post-graduate jobseekers in Nagpur, and the analysis is interpretative in nature.

Concept and Nature of E-Recruitment :



E-recruitment refers to the use of electronic means and internet-based technologies to attract, screen, and hire potential employees. It includes activities such as posting job vacancies on online portals, receiving applications through digital platforms, conducting preliminary assessments, and communicating with candidates via email or online dashboards [1]. Over time, e-recruitment has evolved from simple job advertisements to sophisticated systems integrating artificial intelligence and data analytics [6].

For post-graduate jobseekers in Nagpur, e-recruitment offers the advantage of exposure to a wide range of employment opportunities beyond the local labour market. Online platforms allow candidates to apply for jobs in metropolitan cities and multinational companies without geographical constraints. Research indicates that post-graduates in professional and technical fields exhibit a strong preference for e-recruitment due to its efficiency and alignment with their digital skills [5].

Despite its benefits, e-recruitment poses challenges related to trust and authenticity. Reports of fraudulent job postings circulating through online channels have raised concerns among jobseekers in Nagpur, leading to cautious behaviour and reliance on verified platforms [7]. These concerns significantly influence jobseeker preferences and perceptions of online recruitment systems.

Traditional Recruitment Methods :

Traditional recruitment methods involve offline processes where job information is disseminated through newspapers, notice boards, employment exchanges, and institutional placement cells. Applications are often submitted physically, and selection processes rely heavily on face-to-face interactions such as interviews and written tests [12]. These methods have long been considered reliable and transparent, particularly in public sector and educational institutions.

In Nagpur, traditional recruitment remains prevalent for government jobs, teaching positions, and roles in small and medium enterprises. Post-graduate jobseekers often perceive traditional recruitment as more credible due to direct interaction with recruiters and institutional oversight [15]. Campus recruitment conducted by universities and colleges also plays a vital role in bridging the gap between education and employment.

However, traditional recruitment methods are often criticized for being time-consuming, geographically restricted, and costly. The limited reach of newspaper advertisements and walk-in interviews reduces the diversity of applicants and slows down the hiring process [18]. Despite these drawbacks, the personal and transparent nature of traditional recruitment continues to attract a segment of post-graduate jobseekers.

Preferences of Post-Graduate Jobseekers in Nagpur :

The preference of post-graduate jobseekers in Nagpur towards recruitment methods is influenced by multiple socio-economic and technological factors. Studies indicate that a majority of post-graduates prefer e-recruitment for private sector and corporate employment due to its convenience and speed [8]. The ability to apply for multiple jobs simultaneously



and receive quicker responses enhances the attractiveness of online platforms.

At the same time, traditional recruitment methods remain important for jobseekers targeting government and local employment opportunities. The credibility associated with offline recruitment processes, along with reduced exposure to online fraud, strengthens trust among candidates [7]. Many jobseekers adopt a dual approach, using e-recruitment for information gathering and initial applications while relying on traditional channels for final selection and verification.

Comparative Analysis of E-Recruitment and Traditional Recruitment :

A comparative analysis of e-recruitment and traditional recruitment reveals fundamental differences in their operational mechanisms, reach, efficiency, and perceived effectiveness from the perspective of post-graduate jobseekers in Nagpur. E-recruitment is primarily technology-driven and emphasizes speed, automation, and large-scale applicant management, whereas traditional recruitment is relationship-oriented and relies on manual processes and personal interaction. These contrasting characteristics significantly influence jobseeker preferences and employer adoption patterns [1][3].

One of the most significant points of comparison between the two recruitment methods is the scope and reach of job opportunities. E-recruitment platforms enable employers to disseminate vacancy information across geographical boundaries within a very short period of time. Post-graduate jobseekers in Nagpur can access national and international job markets through online portals, which greatly expands their employment possibilities [4]. In contrast, traditional recruitment methods such as newspaper advertisements and walk-in interviews are geographically limited and primarily cater to local or regional labour markets. While this localized approach restricts exposure, it remains beneficial for candidates seeking employment within Nagpur or nearby regions, particularly in small enterprises and public sector institutions [11].

Another important dimension of comparison is the speed and efficiency of the recruitment process. E-recruitment significantly reduces the time required to advertise vacancies, receive applications, and conduct initial screening. Automated applicant tracking systems and digital communication tools allow recruiters to handle large volumes of applications efficiently, thereby shortening the recruitment cycle [10]. For post-graduate jobseekers, this translates into faster application submission and quicker responses. Traditional recruitment, on the other hand, involves multiple manual steps, including physical submission of resumes, postal correspondence, and in-person screening, which collectively slow down the hiring process. However, some jobseekers perceive this slower pace as allowing for more careful and fair evaluation [14].

Cost is another critical factor differentiating e-recruitment from traditional recruitment. Online recruitment is generally more cost-effective for employers due to reduced expenses related to advertising, printing, and administrative processing [2]. Jobseekers also benefit financially, as online applications eliminate travel and documentation costs. Traditional recruitment methods often involve higher costs for both employers and



candidates, particularly in the case of repeated newspaper advertisements and multiple physical interviews. Despite these costs, traditional recruitment continues to be used due to its perceived reliability and established acceptance in certain sectors [12].

Transparency and fairness are central to jobseeker perceptions of recruitment methods. E-recruitment systems are often criticized for their lack of transparency, particularly when automated screening tools reject applications without providing feedback [16]. Post-graduate jobseekers in Nagpur have reported frustration with not receiving responses after applying online, which negatively affects their perception of fairness. In contrast, traditional recruitment processes, especially those conducted by government and educational institutions, are perceived as more transparent due to clearly defined procedures, public notifications, and face-to-face interactions. This perception strengthens trust among jobseekers, even if the process is time-consuming [15].

The quality of interaction between recruiters and candidates also differs significantly between the two methods. E-recruitment minimizes direct human interaction during the initial stages, relying heavily on digital interfaces and standardized assessments. While this increases efficiency, it may limit the opportunity for candidates to demonstrate soft skills and interpersonal competencies [9]. Traditional recruitment emphasizes personal interaction through interviews and group discussions, allowing recruiters to assess communication skills, attitude, and cultural fit more effectively. Many post-graduate jobseekers in Nagpur value this personal engagement, particularly for roles requiring strong interpersonal abilities [14].

Another comparative aspect relates to accessibility and inclusiveness. E-recruitment requires access to reliable internet connectivity and digital literacy, which may disadvantage candidates from economically weaker backgrounds or those with limited technological exposure [17]. Although most post-graduate jobseekers possess basic digital skills, variations in access still influence recruitment outcomes. Traditional recruitment methods, by contrast, are more accessible to candidates with limited digital resources, as they rely on offline communication and institutional support mechanisms such as placement cells and employment exchanges.

Trust and credibility play a decisive role in shaping recruitment preferences. Incidents of fraudulent job postings on online platforms have heightened caution among jobseekers in Nagpur, leading them to verify online vacancies through official websites or traditional channels [7]. Traditional recruitment methods benefit from institutional legitimacy, particularly in the public sector, where recruitment processes are governed by established rules and regulations. This credibility enhances candidate confidence and continues to sustain the relevance of traditional recruitment despite the growth of digital alternatives.

In summary, the comparative analysis demonstrates that e-recruitment and traditional recruitment serve different but complementary purposes in the employment ecosystem. E-recruitment excels in terms of speed, reach, and cost efficiency, making it highly attractive for corporate and private sector employment. Traditional recruitment, meanwhile, offers trust, personal interaction, and procedural transparency, which are valued for government, academic, and local employment opportunities. For post-graduate jobseekers in Nagpur, the



optimal recruitment experience emerges from a balanced integration of both methods, allowing them to leverage the advantages of digital platforms while retaining the reliability of traditional recruitment systems [20].

Implications and Conclusion :

The findings of this descriptive study highlight that both e-recruitment and traditional recruitment methods play significant roles in shaping employment opportunities for post-graduate jobseekers in Nagpur. While e-recruitment dominates in terms of convenience and reach, traditional methods continue to be valued for their reliability and personal engagement. Employers, educational institutions, and policymakers should therefore focus on integrating both approaches to create inclusive and efficient recruitment systems.

In conclusion, the study demonstrates that recruitment preferences among post-graduate jobseekers in Nagpur are not uniform but context-dependent. A balanced and transparent recruitment framework that leverages digital innovation while retaining traditional strengths is essential for sustainable employment outcomes.

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