

A Study on Effectiveness of Job Portals In Talent Acquisition With Reference To True View Technologies

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Abstract- *In the digital age, job portals have emerged as vital tools in talent acquisition, offering organizations increased access to diverse talent pools, streamlined recruitment processes, and cost-effective hiring solutions. This study investigates the effectiveness of job portals in fulfilling the recruitment needs of True View Technology Private Limited, a technology-driven company operating in India's competitive IT sector. The research aims to evaluate the impact of job portal features such as user interface, filtering tools, and analytics—on recruitment efficiency, while also assessing the quality, relevance, and visibility of applicants sourced through these platforms. Using a mixed-method research approach, the study combines quantitative data collected through structured surveys with qualitative insights obtained from interviews with HR professionals at True View Technology. Key findings reveal both the benefits and limitations of job portal usage, including challenges related to applicant oversaturation, fake profiles, and difficulties in shortlisting candidates. The study concludes by identifying best practices and offering strategic recommendations to optimize the use of job portals, ultimately contributing to more agile and effective talent acquisition frameworks.*

I. INTRODUCTION

Talent acquisition is a critical function in human resource management, where companies seek to attract, assess, and hire qualified candidates. The traditional hiring process, which includes newspaper advertisements, recruitment agencies, and employee referrals, has now evolved into a more technology-driven approach. With the advent of digitalization, job portals have become a major recruitment tool, streamlining hiring processes and improving access to a large pool of talent. Job portals such as Naukri, LinkedIn, Monster, indeed, and Shine serve as platforms that bridge the gap between employers and job seekers. These platforms offer extensive databases of potential candidates, allowing recruiters to filter profiles based on skills, experience, and location. Moreover, job portals provide additional features like automated resume screening, applicant tracking systems

(ATS), and employer branding solutions that further enhance the hiring process.

Job portals have become essential to modern recruitment, offering unmatched convenience, reach, and efficiency across all stages of the hiring process. These platforms enhance visibility for employers and accessibility for candidates, enabling global reach and democratized job access. With AI-driven matching, automated screening, real-time tracking, and integrated assessments, job portals improve applicant quality and streamline shortlisting. They also support employer branding, provide valuable recruitment analytics, and offer cost-effective alternatives to traditional hiring methods—benefiting companies like True View Technology Private Limited. While challenges like fake profiles and difficulty assessing soft skills remain, job portals, when used alongside interviews and referrals, empower organizations to attract and acquire top talent in today's dynamic job market.

II. INDUSTRY PROFILE

The Technology and Insights industry has emerged as a cornerstone of modern enterprise strategy, driven by rapid advancements in artificial intelligence (AI), big data analytics, cloud computing, Internet of Things (IoT), and blockchain technologies. These innovations enable organizations to harness vast volumes of data for strategic planning, operational efficiency, and competitive advantage. As the pace of digital transformation accelerates globally, demand for real-time, AI-driven insights continues to rise, with both multinational corporations and agile startups playing a key role in shaping the industry landscape.

This sector comprises a diverse range of services, including business intelligence, consumer insights, digital transformation consulting, cybersecurity, and cloud-based analytics platforms. Key trends such as the proliferation of self-service analytics tools, the expansion of 5G and IoT infrastructure, and an increased emphasis on data privacy and

regulatory compliance are reshaping how businesses interact with and interpret data. However, challenges persist, including data security risks, high implementation costs, a shortage of skilled professionals, and difficulties integrating new technologies with legacy systems.

Despite these barriers, the industry is poised for significant growth, supported by ongoing innovations and increasing global adoption. Advancements in AI and machine learning are enhancing automation and personalization, while the shift towards cloud-based solutions and the growing relevance of environmental, social, and governance (ESG) analytics are opening new avenues for value creation. As data continues to influence decision-making across sectors, the Technology and Insights industry is expected to remain a vital enabler of business agility, resilience, and sustainable development.

III. NEED OF THE STUDY

Many organizations utilize job portals for recruitment, but their actual effectiveness in hiring suitable talent remains a critical concern.

This study aims to help HR professionals and companies evaluate how well job portals fulfil their hiring needs.

Despite offering a large and diverse talent pool, job portals often present challenges such as irrelevant applications, duplicate or fake profiles, and limited candidate quality.

The study explores both the advantages (e.g., cost savings, process automation, broad reach) and disadvantages (e.g., data security issues, increased competition, false applications) of using job portals.

Technological advancements—such as AI-driven job matching, automated screening, and video interview tools—are reshaping the recruitment process; their impact on hiring efficiency will be analysed.

By identifying which job portals yield the best recruitment outcomes, the study will provide actionable recommendations for improving portal usage and overall recruitment strategies.

The findings aim to equip HR professionals with data-driven insights into hiring trends, thereby supporting more strategic and effective HR planning.

IV. OBJECTIVES OF THE STUDY

Primary Objective:

- To study the effectiveness of job portals in talent acquisition at TrueView Technology Private Limited.

Secondary Objectives:

- To analyse the impact of job portal features and usability on recruitment efficiency.
- To assess the reach and visibility of job portals in attracting suitable candidates.
- To measure the quality of applicants sourced through job portals based on their relevance to job requirements.
- To identify challenges faced by recruiters and HR professionals while using job portals for hiring.

V. SCOPE OF THE STUDY

- To know the impact of job portals on sourcing, shortlisting, and selecting candidates.
- To know the challenges faced in filtering candidates, avoiding fake profiles, and handling competition.
- To analyse the effectiveness of job portals in helping candidates find suitable jobs.
- To know the role of AI, machine learning, and automation in job portal-based hiring.
- To know the emerging trends in online hiring.

VI. LITERATURE REVIEW

Kumar and Sharma (2024), in their paper *The Future of Hiring through AI in India*, discussed the emerging trends in human resource management, focusing on the transformation driven by AI technologies. They emphasized that AI-powered recruitment processes are gradually replacing traditional methods by improving operational efficiency and enabling data-driven decision-making. Their study highlighted how predictive analytics, automation, and machine learning are contributing to quicker candidate evaluations, reducing the time-to-hire, and supporting better talent acquisition strategies.

Mujtaba and Mahapatra (2024), in *Fairness in AI-driven Recruitment*, examined the ethical challenges posed by the integration of AI in hiring. While acknowledging the efficiency and scalability that AI offers, they raised concerns about algorithmic bias and the potential for discrimination. Their study advocated for rigorous fairness assessments and the implementation of transparent, ethical frameworks to ensure that AI-driven recruitment does not inadvertently disadvantage certain candidate groups.

Shamsi (2023) conducted a systematic review titled *AI's Transformative Effects on Recruitment Processes*, in which he explored the broader impacts of AI on hiring. His findings showed that AI technologies significantly contribute to decision-making, especially in screening and selecting candidates. Shamsi noted that automation helps streamline HR processes, minimizes manual work, and ensures consistency in

evaluating applicants, ultimately leading to improved organizational outcomes.

Shukla and Mishra (2023), in AI-based Recruitment Tools and Hiring Efficiency, presented empirical data on the deployment of AI tools in Indian enterprises. Their research demonstrated that AI adoption has led to faster hiring decisions and greater accuracy in candidate selection. They concluded that AI enhances the overall hiring process by reducing time, minimizing human error, and helping employers connect with more suitable candidates.

Fernando, Singh, and Tourek (2023), in their work Hiring Frictions and the Role of Online Job Portals in India, studied how digital job portals have changed the landscape of recruitment. They found that these platforms reduce hiring frictions by improving job matching and increasing the accessibility of job opportunities. Their analysis showed that online portals help bridge the gap between job seekers and employers, making the hiring process more efficient and scalable.

Kumari and Malhotra (2022), in AI Adoption in India's IT Sector, assessed the benefits and challenges of AI in recruitment. Their study showed that AI helps accelerate recruitment processes and improves the accuracy of candidate selection. However, they cautioned that improper use of AI could lead to biased hiring practices, emphasizing the need for ethical implementation and algorithmic transparency

VII. RESEARCH METHODOLOGY

Research design is defined as the arrangement of conditions of collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

Sampling design:

This Research is Based on **(Simple random sampling)** As been research design as Based in the Organisation.

POPULATION:

The Employees of “TRUE VIEW TECHNOLOGIES” is the place of the study. The Employees of the company are 250, and it forms the work place for the current study.

SAMPLE SIZE:

Number of the sampling units selected from the population is called the sample size. Sample of 150 respondents were obtained from the population.

DATA

Data refers to raw facts, figures, or information collected through observation, measurement, or experimentation. In research, data is essential for testing hypotheses, making inferences, and drawing conclusions.

DATA COLLECTION

Data collection is the systematic process of gathering information from various sources to address research questions, test hypotheses, or make informed decisions. It is a crucial step in research and involves several methods and techniques to ensure that the data collected is accurate, relevant, and reliable.

SOURCES OF DATA COLLECTION

The data collected by two different methods they are:

1. Primary data
2. Secondary data

STATISTICAL TOOLS: SPSS (STATISTICAL PACKAGE FOR SOCIAL SCIENCE):

SPSS (Statistical Package for the Social Sciences), also known as IBM SPSS Statistics, is a software package used for the analysis of statistical data.

Although the name of SPSS reflects its original use in the field of social sciences, its use has since expanded into other data markets. SPSS is commonly used in healthcare, marketing and education research.

- REGRESSION
- CHI-SQUARE
- ANOVA

Chi-Square Showing the Relationship Between the Job Portal Usage and Hiring Success Rate from Job Portals

Interpretation: The above Chi-Square table shows the association between the usage of job portals and their success in filling positions. The significant values for both variables ($p = .000$) are less than 0.05, indicating a strong statistical association. This means that the use of job portals is not

random and is meaningfully connected to how successful they are perceived in recruitment.

Result:The result is that the usage of job portals is closely linked to their perceived effectiveness in filling job positions.

Regression Showing the Impact of AI Recommendations on Job Matching from Responses for AI Based Recommendations and Accuracy of Job Matching.

Interpretation:The above regression table shows the impact of AI recommendations on job matching. The R Square value is 0.18, which means 18% of the variation in job matching is explained by AI recommendations. The significant value is 0.000, which is less than 0.05, indicating the model is statistically significant. The unstandardized coefficient value of 0.64 shows that AI recommendations have a positive effect on job matching outcomes.

Result:The result is that AI-based recommendations have a significant and positive influence on improving job matching efficiency.

Anova Showing the Frequency of Technical Issues and Likelihood to Recommend to Find That, Do Technical Issues Reduce Recommendation Likelihood

Interpretation:The ANOVA test evaluates whether technical issues impact users' likelihood to recommend job portals. The significance value is 0.000, which is below 0.05, indicating a statistically significant difference in recommendation scores across groups experiencing different levels of technical issues. The F-value of 37.73 supports that this variance is not due to chance.

Result:The result is that the technical issues significantly reduce the likelihood of users recommending the job portals.

VIII. FINDING OF THE STUDY

- It is observed that the usage of job portals is closely linked to their perceived effectiveness in filling job positions.
- It is observed that AI-based recommendations have a significant and positive impact on job matching.
- It is observed that the technical issues significantly reduce the likelihood of users recommending the job portals.
- It is observed that 56% of respondents are female.
- It is observed that 42.67% of the respondents are between the age of 25-35
- It is observed that 37.33% of employees are getting salaries between 20k-40k.

- It is observed that 71.33% of respondents have done under graduation.
- It is observed that 35.33% of the respondents are recruitment specialists.
- It is observed that 38.67% of respondents have 5-10 years of experience.
- It is observed that 98% of respondents have used job portals.
- It is observed that 70% of respondents have used Naukri job portal.
- It is observed that 44.67% of the respondents have often found suitable candidates from job portals.
- It is observed that 47.33% of the respondents are satisfied with the candidate quality from each job portal.
- It is observed that 33.33% of the respondents have strongly agreed that it is easy to post a job-on-job portals.
- It is observed that 41.33% of the respondents have rated 4 for the ability of job portals to reduce hiring bias.

IX. SUGGESTIONS OF THE STUDY

- The company should improve diversity by tailoring job portals to ensure gender inclusivity and attract a wider candidate pool.
- The company should target candidates between the age of 25–35 with specific content and job listings.
- The company should prioritize resolving technical issues on job portals to improve user experience and increase likelihood of recommendations.
- The company should leverage AI-based tools in job portals to enhance job-candidate matching accuracy and efficiency.
- The company should encourage the use of advanced filtering options to help recruiters identify more relevant candidates faster.
- The company should provide training to recruiters on using all features of job portals to maximize recruitment effectiveness.
- The company should diversify its usage of job portals beyond Naukri to tap into broader talent pools.
- The company should implement pre-screening mechanisms to improve the quality of applicants sourced through job portals.
- The company should ensure job portals facilitate clear and direct communication with candidates to reduce hiring delays.

IX. CONCLUSION

The study on effectiveness of job portals in talent acquisition is aimed to evaluate the effectiveness of job portals in facilitating talent acquisition at TrueView Technology Private Limited. With the ever-evolving landscape of recruitment, digital platforms have become integral to modern hiring strategies. Job portals, in particular, have transformed the way companies connect with potential candidates by offering scalable, data-driven, and user-friendly solutions for sourcing talent. This research seeks to understand not only the practical benefits of these platforms but also the challenges users face and the overall impact on recruitment outcomes.

The findings of the study indicate that job portals play a vital role in current recruitment practices. A significant majority of respondents, including HR professionals and job seekers associated with TrueView Technology, acknowledged the usefulness of job portals in identifying and sourcing suitable candidates. The convenience of accessing a large pool of talent from various backgrounds, coupled with the speed of communication and candidate screening, has made job portals an indispensable tool for talent acquisition teams.

Key features of job portals that were identified as highly effective include AI-powered recommendations, advanced filtering options, and the ease of posting job listings. AI-based algorithms have enhanced candidate-job matching by analysing resumes and job descriptions to suggest the most relevant applicants, thereby saving time and improving the quality of hires. Filtering tools, which allow recruiters to narrow down applicants based on specific skills, education, experience, and location, were particularly appreciated for streamlining the shortlisting process. Additionally, the user-friendly interfaces of most job portals have made it easier for recruiters to manage listings, track applications, and engage with candidates directly, thus enhancing recruitment efficiency.

In conclusion, the study reaffirms the effectiveness of job portals in modern talent acquisition. While these platforms offer substantial benefits such as faster hiring, better candidate matching, and enhanced communication, there remains a need to address technical shortcomings that may hinder optimal performance. Enhancing the reliability and user experience of job portals, along with integrating more advanced AI and data analytics tools, can further strengthen their role in recruitment. For organizations like TrueView Technology Private Limited, investing in and optimizing the use of job portals will not only streamline hiring processes but also ensure access to high-quality talent in an increasingly competitive job market.

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