

Advantages And Disadvantages Of E-Recruitment

Posted on October 24, 2018

E-recruitment is the use of websites, online job boards, professional networks, applicant-tracking systems, databases, video platforms, and automated tools to attract, receive, screen, communicate with, and evaluate job applicants. The original assignment reviews two studies: one concerning multinational information-technology companies in India and another concerning adoption in Ethiopia's banking industry. Both articles conclude that online recruitment can reduce time and cost while widening access to candidates, but they also identify limitations involving internet access, market segmentation, transparency, and reliability. Those original comparisons remain central to this expanded review. However, the meaning of e-recruitment has developed beyond posting vacancies on LinkedIn or receiving applications by email. Modern systems may rank résumés, target advertisements, schedule interviews, administer assessments, analyze recorded responses, and generate recommendations. These capabilities make recruitment faster, but they also increase the need for job-related validation, human oversight, accessibility, privacy protection, and monitoring for discriminatory outcomes.

Article One: E-Recruitment in Indian Multinational IT Companies

Article, Authors, and Purpose

The first article reviewed in the original essay is "A Conceptual Study on E-Recruitment System and Its Efficiency in Indian MNC Companies" by M. P. Narmadha and M. Sampath Nagi. Its primary concern is the use of online recruitment by multinational companies operating in India, particularly within the information-technology sector. The article examines methods such as corporate career pages, job portals, recruitment agencies, databases, and social platforms. The original review selected this study because IT companies compete for candidates with specialized and rapidly changing skills. A process that allows recruiters to reach applicants across cities and countries appears especially valuable in such an industry.

Importance of the Study

The study is important because recruitment influences both organizational capability and the applicant's first experience of an employer. In IT, a delayed vacancy can interrupt projects and increase pressure on existing teams. Online systems can publish a role quickly, search large

databases, and communicate with many applicants at once. They can also strengthen the employer's public image when the career page is clear, mobile-friendly, accessible, and honest. The original essay asks whether social recruiting is reliable. Reliability depends less on the platform itself than on the quality of the job analysis, selection criteria, data, and decision process. A large number of applications does not automatically produce a qualified shortlist. Recruiters must still define the work, distinguish essential from preferred requirements, and use evidence-based methods.

Key Advantages Identified

The first article emphasizes efficiency, geographic reach, and lower administrative expense. E-recruitment reduces printing, postage, and manual data entry. It allows applicants to submit materials at any time and enables employers to search by skill, experience, location, or qualification. Applicant-tracking systems can keep records of communication and move candidates through consistent stages. Corporate career pages also allow an organization to explain its values, benefits, projects, and application process in greater detail than a short newspaper advertisement.

Social and professional networks may reveal portfolios, publications, open-source contributions, or professional interests that are relevant to an IT role. However, the original article's suggestion that hobbies and general personal information help recruiters "know" candidates should be treated carefully. Information unrelated to job performance can introduce bias. A recruiter viewing a personal profile may encounter protected or sensitive information, including religion, disability, age, pregnancy, or family status, that should not influence the decision. Employers should define in advance what online information is relevant and lawful to consider, apply the same process consistently, and document job-related reasons for decisions.

Limitations in the Indian MNC Context

Online recruitment can produce an overwhelming number of applications, including submissions from candidates who do not meet basic requirements. Automated keyword filters may reject capable applicants whose résumés use different terminology. Popular platforms can favor people with stronger digital literacy, professional networks, or access to English-language resources. Fraudulent credentials, duplicate profiles, and impersonation also require verification. A polished online identity may reflect coaching or socioeconomic advantage rather than actual competence.

For multinational IT firms, another limitation is the tendency to treat recruitment technology as a substitute for workforce planning. A company may collect thousands of profiles without knowing which capabilities it will need in six months. The more sustainable approach connects e-recruitment with skills analysis, internal mobility, learning programs, succession planning, and realistic job previews. Technology should support a coherent human-resource strategy rather than create a permanent database with no transparent purpose.

Article Two: Adoption in the Ethiopian Banking Industry

Article, Author, and Purpose

The second article in the original assignment is Addisu Kebede's "Adoption of E-Recruitment in the Ethiopian Banking Industry." It examines how banks adopted online methods and what advantages and disadvantages followed. The original review highlights a reported adoption level of 39 percent and notes that applicants without reliable internet access may feel excluded. The banking context is useful because banks need employees who can handle confidential information, regulation, customer service, financial systems, and operational risk. Recruitment must therefore balance speed with trust, documentation, and careful verification.

Benefits for Banks

Online recruitment can help banks advertise consistently across regions, receive structured applications, and maintain auditable records. Standard application fields make initial comparison easier, while electronic communication reduces delays in scheduling tests and interviews. A bank can direct candidates to information about compliance, customer service, technology, and career development. It may also reach diaspora professionals or applicants who cannot travel merely to collect or submit a form.

The original article associates e-recruitment with improved organizational image. That benefit is plausible when the process works well. A secure, accessible career portal can signal administrative competence. Yet a malfunctioning application, unexplained rejection, or long period of silence can damage the same image. Candidate experience is therefore part of recruitment quality. Automated acknowledgments should confirm receipt, but applicants also need realistic timelines, contact routes for accommodation, and notice when the vacancy has been filled.

Digital Divide and Exclusion

The most important limitation in the Ethiopian study is unequal access. Internet connectivity, device ownership, data cost, disability accessibility, language, and digital literacy affect who can complete an online application. A process may appear neutral while excluding rural candidates or people who rely on shared devices. The problem is not solved merely by saying that applicants should adapt to technology. Employers can provide low-bandwidth forms, mobile compatibility, alternative submission channels, accessible testing, regional support points, and sufficient application time. Hybrid recruitment may be more equitable than an online-only model during periods of unequal infrastructure.

Poor market segmentation is another concern from the original review. Posting every vacancy on a broad platform can attract many irrelevant applications while failing to reach specialized communities. Employers should identify where qualified candidates are likely to look, including professional associations, universities, vocational institutes, disability organizations, regional networks, and internal talent pools. Targeting must nevertheless be monitored so that digital advertising does not invisibly exclude protected groups.

Stages of an Effective E-Recruitment Process

The course concepts identified in both original article reviews—screening, shortlisting, interviewing, recruitment agencies, and selection techniques—remain applicable online. E-recruitment should begin with job analysis. The organization must identify duties, working conditions, competencies, and genuinely necessary qualifications. The vacancy announcement should use clear language, distinguish essential from preferred criteria, state the location and work arrangement, and avoid unnecessary requirements that discourage capable applicants.

Applications should be collected through a secure system that requests only information needed for recruitment. Initial screening may confirm objective criteria, but significant decisions should not rely blindly on keyword matches. Structured assessments should measure job-relevant abilities. Interviews are more reliable when all candidates receive comparable questions and responses are scored against defined behavioral indicators. Reference and background checks should occur at an appropriate stage and comply with applicable law. Finally, the organization should evaluate selection outcomes, candidate experience, time to fill, quality of hire, retention, and fairness rather than measuring success only by the number of applications.

Applicant-Tracking Systems and Automation

An applicant-tracking system can organize vacancies, applications, communications, interview notes, and approvals. It can reduce lost records and support consistent workflow. Automation is particularly useful for administrative tasks such as acknowledging receipt, checking whether required fields are complete, and scheduling interviews. Problems arise when the system makes substantive judgments using weak proxies. A résumé gap, school name, postal code, writing style, or facial analysis may correlate with social circumstances rather than job ability.

Employers remain responsible for the selection procedures they use, even when a vendor supplies the software. The U.S. Equal Employment Opportunity Commission states that employment tests and selection procedures should remain predictive of successful job performance and be updated when job requirements change (EEOC, n.d.-a). It has also emphasized that federal nondiscrimination law applies when automated systems inform employment decisions. A vendor's claim that a tool is unbiased is not enough. Employers need information about validation, data sources, error rates,

accommodation, adverse impact, explainability, and the ability to audit or override results.

Artificial Intelligence in Recruitment

Artificial intelligence may assist with job-description drafting, candidate matching, chatbot communication, assessment scoring, and interview scheduling. Used carefully, it can reduce repetitive work and help recruiters identify overlooked candidates. Used carelessly, it can reproduce patterns from historical data. If past hiring favored one group, a model trained to imitate those decisions may learn the same preference indirectly. The EEOC and other labor authorities have identified barriers involving targeted advertisements, incomplete datasets, disability access, and selection bias in automated recruitment (EEOC, 2023).

Human oversight must be meaningful. A recruiter should not merely approve the system's output without understanding it. Candidates should have a method to request reasonable accommodation, correct inaccurate data, and receive human review when automation creates a significant barrier. Organizations should test outcomes across groups, investigate disparities, and revise or discontinue tools that cannot be justified by job-related necessity. AI can assist judgment, but accountability cannot be delegated to an algorithm.

Privacy, Consent, and Data Governance

E-recruitment creates large collections of personal data: contact details, education, employment history, assessment results, identity documents, interview recordings, references, and sometimes sensitive demographic information. Employers should explain what data they collect, why they need it, who can access it, how long it will be retained, and whether it will be reused for future vacancies. Collecting every available data point "just in case" increases risk without necessarily improving selection.

Access should be limited by role, and systems should use appropriate security controls. Rejected applications should not remain indefinitely in uncontrolled folders or recruiter accounts. If an employer wants to retain a candidate for future opportunities, the retention period and choice should be clear. Cross-border recruitment may involve several privacy regimes, requiring legal review. Data governance is therefore not separate from recruitment quality; it protects candidates and the organization's credibility.

Advantages Across Both Studies

The Indian IT and Ethiopian banking studies share several conclusions. E-recruitment can lower transactional cost, shorten communication time, widen geographic reach, improve recordkeeping, and support employer branding. It can help a small recruitment team manage a large response and can

make vacancies visible to candidates who would never see a local printed notice. Structured digital workflows may also reduce some forms of informal favoritism by requiring documented criteria and approvals.

These benefits are not automatic. Cost savings may disappear if the system generates unsuitable applications, requires expensive vendor contracts, or creates legal and reputational problems. Speed is not valuable when it accelerates a biased decision. The strongest use of e-recruitment combines technological efficiency with disciplined job analysis, accessible design, structured human judgment, and outcome monitoring.

Disadvantages Across Both Studies

The original reviews identify lack of access, poor segmentation, and data transparency. Additional limitations include résumé fraud, impersonation, cybersecurity risk, automated rejection errors, depersonalization, information overload, and platform dependency. Candidates may tailor applications to algorithms rather than communicate genuine experience. Employers may confuse a strong digital presence with competence or overlook candidates who have limited opportunity to build online profiles.

Remote interviewing can reduce travel but may disadvantage applicants with unstable connections, limited privacy, hearing or visual impairments, or unfamiliarity with the platform. Recorded-video systems can add further concerns if they claim to infer personality or emotion from appearance and voice. Reasonable alternatives and accessible formats are essential. Fair recruitment does not require abandoning technology; it requires designing the process around the actual diversity of applicants.

Recommendations for Responsible Practice

Organizations should treat e-recruitment as a governed selection system. First, define the job and valid criteria before choosing tools. Second, make the application accessible, mobile-compatible, and possible under low bandwidth. Third, provide clear privacy information and alternative accommodation channels. Fourth, use structured assessments and interviews linked to job performance. Fifth, audit automated outcomes and require vendors to provide meaningful evidence. Sixth, maintain human review and a correction process. Seventh, evaluate not only time and cost but also quality, retention, candidate experience, and group-level outcomes.

Recruiters also need training. Technology does not remove bias from human decision-making, and it can conceal bias behind technical language. Recruiters should understand the system's limitations, avoid using unrelated personal information, document reasons, and communicate respectfully. Procurement teams should not purchase hiring tools without participation from HR, legal, information security, accessibility, and the people who understand the job.

Conclusion

The two original studies correctly anticipated continued growth in e-recruitment. Indian multinational IT companies illustrate its ability to reach specialized talent, while Ethiopian banks reveal both efficiency gains and the exclusion created by unequal access. Online recruitment is more than a faster version of newspaper advertising. It is a complete system of data collection, communication, assessment, and decision-making. Its advantages—reach, speed, lower administrative cost, consistency, and recordkeeping—are substantial. Its limitations—digital inequality, privacy risk, irrelevant applications, automation bias, weak transparency, and depersonalization—are equally real. E-recruitment is most effective when technology handles appropriate administrative work while accountable professionals make validated, accessible, and fair selection decisions.

References

- Equal Employment Opportunity Commission. (2023). *AI and algorithmic fairness and the HIRE initiative*.
- Equal Employment Opportunity Commission. (n.d.-a). *Employment tests and selection procedures*.
- Equal Employment Opportunity Commission. (n.d.-b). *Recruiting, hiring, and promoting employees*.
- Kebede, A. K. (2017). Adoption of e-recruitment in the Ethiopian banking industry. *IBMRD's Journal of Management & Research*, 6(2), 28–36.
- Narmadha, M. P., & Nagi, M. S. (2017). A conceptual study on e-recruitment system and its efficiency in Indian MNC companies. *Imperial Journal of Interdisciplinary Research*, 3(8).