

SOCIAL MEDIA'S CONTRIBUTION TO INCREASING E-RECRUITMENT EFFECTIVENESS: AN ANALYSIS OF HYDERABAD'S IT/ITES SECTOR

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ABSTRACT

The proposed study investigates the utilization of social media by IT organizations to attract, engage, and hire qualified talent, assessing the benefits, challenges, and overall impact on recruitment outcomes. A Google form survey was used to gather primary data, which was then distributed to employees of IT companies of Hyderabad and analyzed using SPSS. Previous research from the internet, articles, blogs, related project reports, and NASSCOM was used to gather secondary data. The research results indicates that the quality of the information provided by social networking sites for e-recruitment of IT professionals is clear (75.6%), relevant (72.4%), sufficient size (69.3%), necessary information (68.5%) and up-to-date (67.7%). The respondents agreed the social networking sites used by the respondents are most popular (59.1%), registers a large number (72.4%) and discussed in media (66.1%). The networking sites which provides a high level guarantee of valuable connections (53.5%), wide networking scope (62.2%) easier to contact international contacts (51.2%) and increase the networking effect (58.3%). Majority respondents that use of social networking sites for e-recruitment of IT professionals is easy to learn (58.3%), possible becoming a skilful user (66.9%) and user-friendly designed (66.1%). It is from the study security of business data on SNSs are protected from abuse (59.8%), accessed by authorized users (57.5%), protected for unauthorised secondary use (48.8%) and protected communication with applicants is possible (61.4%). The respondents (52.8%) opined regarding social networking organisations' drawbacks like the organisation that defines the position objectives, requirements and candidates' specifications in the e-Recruitment process. Less than fifty per cent respondents agreed the social networking sites soon replace print media/job fairs (45.7%) and unqualified applicants is biggest drawback for e-recruitment. The authors concluded that the employers and recruiters in IT industry can reach a wide pool of qualified and potential candidates using social networking sites, which may not be feasible with traditional recruitment methods.

Keywords: Social Media, E-recruitment, Effectiveness, IT/ Sector.

1.0 INTRODUCTION

The phrase "social media" is commonly used in a variety of contexts. The use of social media by recent and aspiring young graduates is becoming more and more integrated into their everyday lives; the technologies that underpin social media are becoming commodities. Therefore, communication and recruitment marketing procedures only need to concentrate on the user experiences that social media generates. However, a more formal description of social media from the users' point of view is required in order to gain a useful understanding of how social media is used to establish an online presence.

Given the industry's quick expansion and dynamic character, research on the efficacy of the e-recruitment process in Indian IT companies has gained major attention. Utilizing digital platforms and technologies, e-recruitment, also known as electronic recruiting, draws in, evaluates, and employs applicants. With its many benefits, including a wider audience, shorter hiring times, and cost savings, this strategy has completely changed conventional hiring practices.

Companies have had to change their approaches to deal with candidates who are getting pickier about who they want to work for because there are fewer qualified applicants per opening than ever before. Since 2010, more than 1,000 firms worldwide have collaborated on a study project to define and quantify the candidate experience, according to Talent Board. This unusual cooperation between HR specialists highlights how crucial the applicant experience is to a company's capacity to draw in top talent.

There has never been a better moment for recruiters to interact with potential applicants on social media platforms than during pandemic. Social media is used by everyone to identify the best talent. It is completely changing how companies approach hiring new employees. Social media recruitment was essential during the COVID-19, and it has significantly increased for all companies. Additionally, it has made social media recruitment more efficient.

LinkedIn Recruiter: Hiring professionals can locate, interact with, and manage quality prospects more rapidly with the help of LinkedIn Recruiter, a powerful hiring tool. With the use of AI-assisted search and messaging tools, advanced search filters, suggested matches, and up-to-date information on over 1 billion worldwide members, job seekers can find and connect with qualified and interested individuals based on hiring objectives.

Facebook Recruitment: "Facebook recruiting" can refer to the hiring procedure used by Meta (Facebook's parent company) or, more frequently, to companies that use Facebook's platform to locate and recruit applicants for available positions. Use the Jobs tab on a company page or the Marketplace to post or locate jobs on Facebook, and go to the Meta Careers website to find a job with Meta.

Instagram Recruitment: One of the most popular recruiting tactics used by well-known recruiters is Instagram, particularly for corporate branding and interacting with younger people. Recruiters can use it to publish job openings, highlight business culture, and engage passive prospects with direct messages, tales, and visual content.

Twitter Recruitment: The phrase "Twitter recruitment" describes the process of using the social media site X (previously Twitter) to locate, draw in, and interact with job seekers; yet, the term itself may not accurately describe job openings on the site for the organization X (formerly Twitter). In the former sense, recruiters post positions, promote business culture, and cultivate relationships with professionals to source talent by utilizing X's capabilities, such as direct messaging and hashtags. Jobs at company X (previously Twitter) are listed on job boards and professional networks such as LinkedIn India, and the latter connotation relates to those positions.

YouTube Recruitment: Using YouTube to recruit talent for other companies by broadcasting job-related videos and content to attract candidates is known as "YouTube Recruitment." It can also apply to hiring for positions at YouTube/Google itself, such as engineering, product, or business operations roles.

With an emphasis on the recruiter's perspective, this study explores the influence of virtual trust elements and online personal brand image on job seekers' profiles on the success of social media recruitment. In the end, this study advances the more general objective of using social media as an all-inclusive Human Resource Information System (HRIS), which has significant ramifications for efficient hiring.

2.0 REVIEW OF LITERATURE

In the context of IT companies, such as Tech Mahindra, Infosys, and Awareness, e-recruitment has proven to be an effective strategy in attracting skilled professionals, especially in the high-demand IT sector.

The advantages of e-recruitment, such as larger candidate pools, quicker hiring procedures, and lower recruitment expenses, were examined by Shrivastav, Shrivastav, and Ranjan (2025)¹. The benefits and drawbacks of using social media sites for hiring are also covered, emphasizing how businesses may use these tools to improve their hiring practices. The study concludes by outlining potential directions for future research and the changing function of human resource management (HRM) in a digitalized

society, emphasizing the significance of striking a balance between technological tools and human judgment during the hiring process.

The cross-sectional study by Jayachandran et al. (2025)² explores the efficiency of e-recruitment techniques and the related obstacles that IT organizations face when implementing technology limitations and adhering to regulations. A structured questionnaire was used to gather responses from 537 individuals who were actively engaged in recruitment efforts across different information technology industry sectors. It was discovered that while legal compliance constraints provide major obstacles to their successful deployment, the integration of e-recruitment platforms with current HR systems positively effects their perceived effectiveness in the IT sector. In order to fully realize the promise of e-recruitment in the information technology industry, the findings provide human resources experts and information technology organizations with insights to improve their recruiting tactics and handle any obstacles.

The function and advantages of social media in the hiring process were examined by Kumari (2024)³. Due to their status as centers of the IT industry, Noida, Gurgaon, Bangalore, Hyderabad, and Pune provided the data for this study. A survey was created with inquiries regarding recruiters' perceptions of the usefulness of social media use in the hiring process. The sample was selected from IT companies in various regions of India that employed at least thirty people. The appropriate HR departments were sent the link to the Google form. The method used was stratified random sampling. The results showed a strong positive correlation between the effectiveness of social media use and "creating professional networks." Social media has a big influence on job searchers' active job searches. Both active and passive candidates might find a powerful platform on social media. The effectiveness of using social media is significantly positively correlated with getting to know your peers through social networking sites. The recruiters keep a database of resumes from social media, which they can use for both present and future requirements.

With an emphasis on how the development of the internet has changed traditional recruitment techniques into online recruitment (e-recruitment), Pooja Kumari and Mill Dutta (2024)⁴ sought to illustrate the evolution of recruitment and selection procedures across various nations. Furthermore, it explores the advantages and disadvantages of using social media as an e-recruitment technique. The study develops a conceptual framework outlining the stages of e-recruitment development by conducting a thorough analysis of the body of existing literature. The results highlight e-recruitment's benefits, such cost-effectiveness, time savings, and increased accessibility, while simultaneously addressing its drawbacks, like privacy issues and possible biases. This study gives significant insights on the impact of social media on the recruitment process, presenting a balanced perspective on its merits and drawbacks.

Rebaccal et al. (2024)⁵ studied the usefulness of social media as a recruitment tool, concentrating on its benefits, obstacles, and impact on organizational outcomes. This study offers a thorough grasp of how companies can maximize their social recruitment efforts by analyzing the body of existing literature, performing qualitative and quantitative assessments, and providing practical suggestions. Key findings address issues including data privacy concerns and the possibility of biased selection, while also highlighting the potential for improved company branding, cost effectiveness, and candidate reach. Recommendations are included in the study's conclusion to optimize the strategic usage of social media for hiring.

Deepthi (2023)⁶ employed a questionnaire as a means of gathering information from workers in the IT and other industries. There were sixty responses in all, and additional analysis was done using these data. The analysis was conducted using JMP multiple linear regression as the analytical tool. 13.3% of respondents claimed not to utilize social media, while 86.7% reported using it as a recruitment tool. LinkedIn (50.0%), Facebook (13.5%), Instagram, Glassdoor (15.4%), and Twitter (5.7%) are the platforms that are utilized. The function of the respondents is Hiring Manager (40.4%), HR specialist (44.2%) and Recruitment officer (15.4%). 28.8% of candidates had less than a year's experience during the hiring process, 32.7% had one to three years, 26.9% had four to six years, and 11.5% had seven

years or more. Social media is used for recruitment by 48.1% of technology, 11.5% of retail and manufacturing, and 28.8% of finance, according to the findings. When compared to traditional methods, social media platforms are much more efficient in the hiring and recruitment process because they save money and the candidates they hire have better cultural fit, as evidenced by the forecasting model's 49.7% fit. Consequently, it is determined that social media platforms can benefit both workers and HR, but they should be handled with caution.

In a study on research methodology, Nikitha (2022)⁷ used a sample size of six and a random sampling strategy. Structured questionnaires and telephone interviews with HR professionals in Bangalore city were used as data collection tools. Data is gathered and analyzed using variables such as time saved, organizational change, unqualified candidates, etc. This study measures the effectiveness of e-recruitment usage in IT industries. 50 HR professionals who live in Bangalore City responded to a structured questionnaire that was distributed using Google Forms in order to quantify and analyze this. According to the study's findings, Bangalore's IT industries have adopted e-recruitment techniques with good efficacy. Since many unqualified candidates do not apply for the unqualified job and because the candidates they hire are satisfied, HR professionals believe that e-recruitment saves time. Organizational change in e-recruitment is crucial. HR specialists believe that thorough candidate verification is necessary when posting jobs online.

Tanuja Nihalchandani and Pooja Chaturvedi (2022)⁸ described the steps involved in the social media hiring process. The convenience non-probability sampling strategy used in this study selects samples from the population based solely on their convenience. Employees in all industries are essentially the population here. SPSS has been used to analyze the data. The results indicate that the majority of workers concur that social networking is a useful tool for future hiring. According to this report, social media recruitment can only be a useful tool if every business implements it correctly. As a result, it will be essential in helping businesses hire better workers and offer greater job chances. The author finished by saying that in this expanding social media world, people need to be more conscious of social media recruitment and how to use social media effectively.

Junejo, Khawaja, and Gul (2019)⁹ used a quantitative research methodology to determine the impact of cost, time, job fit, and attractiveness on e-recruitment. A sample of 200 workers from service-related companies in Hyderabad, Sindh, Pakistan, were asked to complete a questionnaire in order to gather primary data. The results show that electronic recruitment has a direct impact on matching the right individuals with the right jobs and on having a sizable and desirable pool of candidates. According to employees in the chosen service sector companies in Hyderabad, the time and expense of hiring have an inverse relationship with the effectiveness of e-recruitment. The study's conclusions suggest that policymakers should use the recently created idea of e-recruitment in future hiring decisions.

Research gap: Based on the review of literature, a significant research gap exists in understanding how to strategically measure and enhance the long-term effectiveness of social media recruitment specifically for IT professionals. Gaps also lie in quality of information about applicants, popularity of social networking sites for recruitment, effect of social networking sites, use of social networking sites for e-recruitment, privacy/security business data on social networking sites and drawbacks of e-recruitment through SNSs.

Objectives: The main objectives of the present research study are: (i) to find out (i) Information quality, (ii) Popularity of Social Networking Sites, (iii) Networking effect, (iv) Ease of navigation, (v) Privacy/Security business data and (vi) drawbacks of social networking sites.

Hypotheses: The following hypothesis were framed:

1. The quality of the information provided by social networking sites for e-recruitment for IT professionals is clear and relevant.
2. The social networking sites used by the IT professionals are most popular.

3. The networking sites provides a high level guarantee of networking effect.
4. Majority IT employers use social networking sites for e-recruitment of IT job seekers.
5. The business data on the Social Networking Sites used for recruitment are protected.
6. It is hypothesised that the social networking sites soon replace print media or job fairs.

Motivation of the Study: Finding the appropriate candidate for the right job is now simple thanks to e-recruitment, which has fixed the issues with the previous hiring process. According to their organization's goal statement, the majority of companies are not restricted to recruiting only in their towns or nations. The present study conducted at Hyderabad, Telangana state, which is a developed metropolis to fill open positions in their respective companies. This study will assist companies who use the internet to advertise for open positions in Hyderabad, Telangana state, after they have a better understanding of the benefits or efficacy of e-recruitment.

3.0 METHODOLOGY

The proposed study is a descriptive research. A Google form was used to gather primary data from IT staff members. Using historical records from the internet (Google, EBSCO, and NASSCOM), publications, blogs, and other project reports, secondary data was gathered. The convenience non-probability sampling technique, which is the foundation of this study, selects samples from the population only based on their convenience. Employees in Hyderabad, Telangana state's IT sector (Accenture, HCL, INFOSYS, TCS & WIPRO) are essentially the population here. The Statistical Package for the Social Sciences (SPSS) was used to examine the data.

4.0 DATA ANALYSIS AND INTERPRETATION

4.1 Information Quality

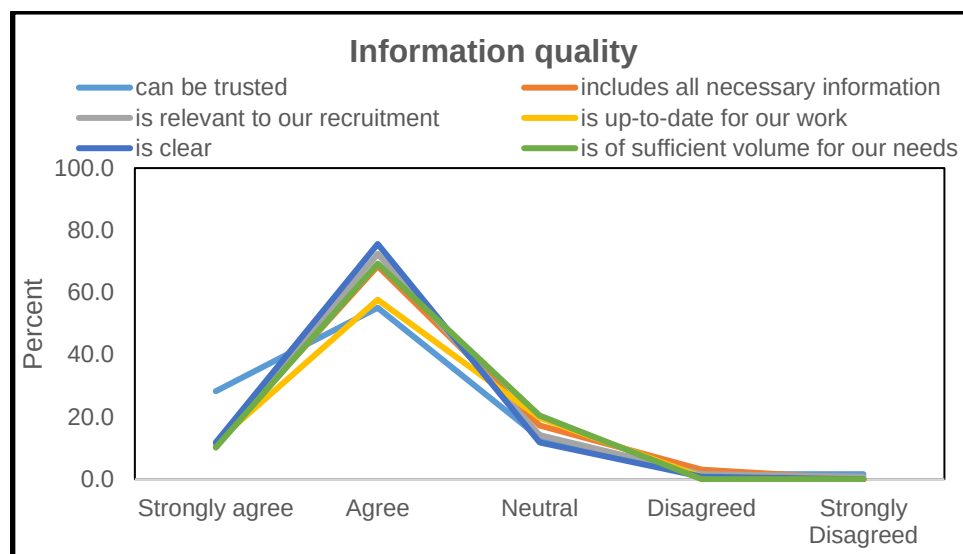
In social media, interactive interfaces have contributed to a number of information quality (IQ) issues that have made it difficult to find timely, reliable, and pertinent information. In the following table, the investigator presented the quality of social networking sites on its trustiness, relevance, up-to-date work, clear information and their needs.

Table 4.1: Information Quality on Social Networking Sites

Sl. No.	Information quality about applicants		Strongly agree	Agree	Neutral	Dis agreed	Strongly disagreed
1.	can be trusted	:	36 (28.3%)	70 (55.1%)	17 (13.4%)	2 (1.6%)	2 (1.6%)
2.	includes all necessary information	:	14 (11.0%)	87 (68.5%)	22 (17.3%)	4 (3.1%)	0 (0.0%)
3.	is relevant to our recruitment	:	14 (11.0%)	92 (72.4%)	18 (14.2%)	2 (1.6%)	1 (0.8%)
4.	is up-to-date for our work	:	15 (11.8%)	86 (67.7%)	25 (19.7%)	1 (0.8%)	0 (0.0%)
5.	is clear	:	15 (11.8%)	96 (75.6%)	15 (11.8%)	1 (0.8%)	0 (0.0%)
6.	is of sufficient volume for our needs	:	13 (10.2%)	88 (69.3%)	26 (20.5%)	0 (0.0%)	0 (0.0%)

Source: Primary data

Table 4.1 illustrates the respondents' agreement levels about information quality of social networking sites for IT industry. It is inferred from the data analysis that they agreed all the statements with above fifty per cent. Among the six statements, 96 (75.6%) of them agreed 'it is clear' and it is followed by 'it is relevant to our recruitment' with 92 (72.4%) responses.



Graph 1: Information Quality of SNSs

The other statements such as ‘it is of sufficient volume for our needs’ agreed with 88 (69.3%), ‘it includes all necessary information’ with 87 (68.5%) and ‘it is up-to-date for our work’ with 86 (67.7%). The statement ‘it can be trusted’ agreed with less than 60.0% (i.e., 55.1%).

4.2 Popularity of Social Networking Sites

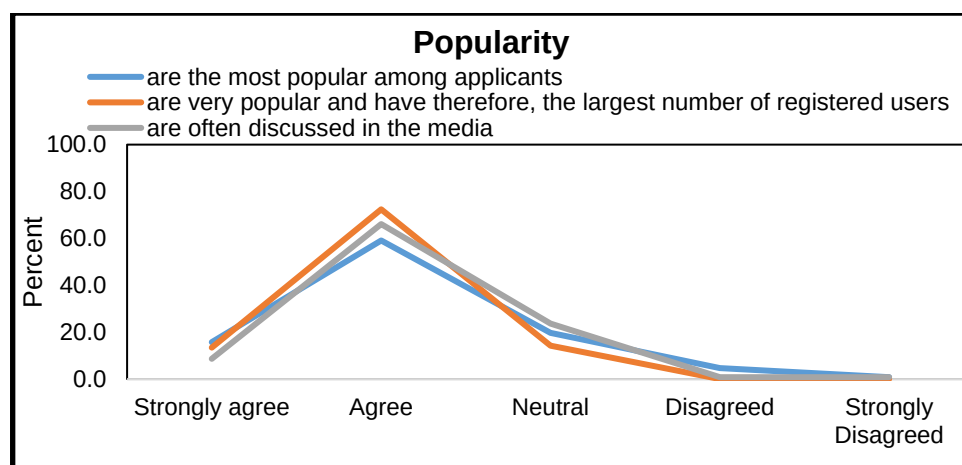
The popularity of social networking is in line for its capacity to enable connectivity, information sharing, community building, entertainment, business opportunities, and real-time interaction.

Table 4.2: Popularity of Social Networking Sites

Sl. No.	Popularity		Strongly agree	Agree	Neutral	Dis agreed	Strongly disagreed
1.	are the most popular among applicants	:	20 (15.7%)	75 (59.1%)	25 (19.7%)	6 (4.7%)	1 (0.8%)
2.	are very popular and have therefore, the largest number of registered users	:	17 (13.4%)	92 (72.4%)	18 (14.2%)	0 (0.0%)	0 (0.0%)
3.	are often discussed in the media	:	11 (8.7%)	84 (66.1%)	30 (23.6%)	1 (0.8%)	1 (0.8%)

Source: Primary data

The popularity of social networking sites in IT industry which the employees use for their recruitment is discussed in Table 4.2. It is agreed by the respondents that the SNSs are most popular with 75 (59.1%). A large percentage of respondents i.e., 72.4% also agreed that the SNS are very popular with a largest number of users. Further, about two-third (66.1%) respondents agreed that they are often discussed in the media.



Graph 2: Popularity of Social Networking Sites

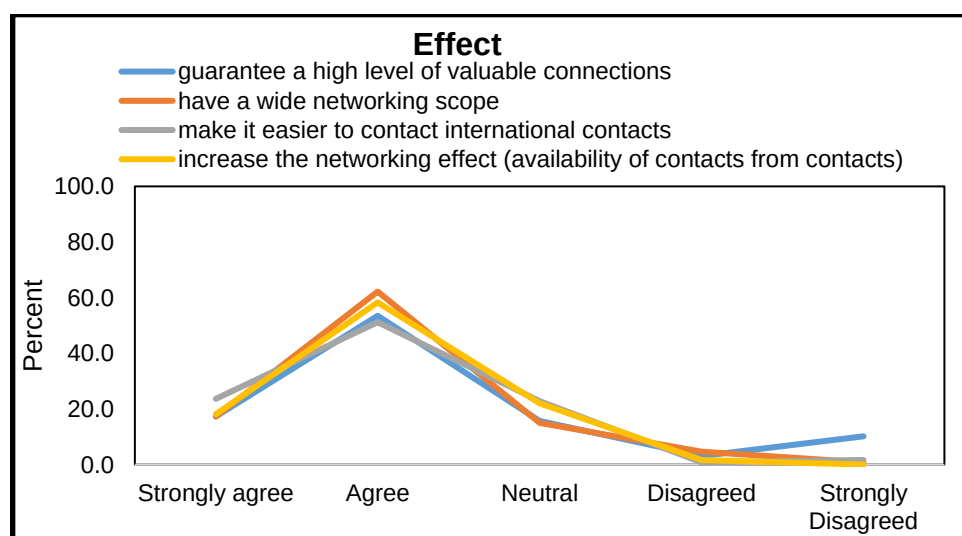
4.3 Networking Effect

Hiring IT professionals is greatly impacted by networking sites, which provide recruiters with an effective means of locating candidates and job seekers with a stage on which to display their skills.

Table 4.3: Effect of Networking Sites

Sl. No.	Effect		Strongly agree	Agree	Neutral	Dis agreed	Strongly disagreed
1.	guarantee a high level of valuable connections	:	22 (17.3%)	68 (53.5%)	20 (15.7%)	4 (3.1%)	13 (10.2%)
2.	have a wide networking scope	:	22 (17.3%)	79 (62.2%)	19 (15.0%)	6 (4.7%)	1 (0.8%)
3.	make it easier to contact international contacts	:	30 (23.6%)	65 (51.2%)	29 (22.8%)	1 (0.8%)	2 (1.6%)
4.	increase the networking effect (availability of contacts from contacts)	:	23 (18.1%)	74 (58.3%)	28 (22.0%)	2 (1.6%)	0 (0.0%)

Source: Primary data



Graph 3: Effect of Networking Sites

The effect of networking sites is also discussed. It is observed that 68 (53.5%) of them agreed that they guaranteed a high level of valuable connections. The respondents also agreed that they have a wide networking scope with 79 (62.2%). Just above fifty per cent of them agreed that it is easier to

contact international contacts. Nearly sixty per cent i.e., 74 (58.3%) agreed that increase networking effect.

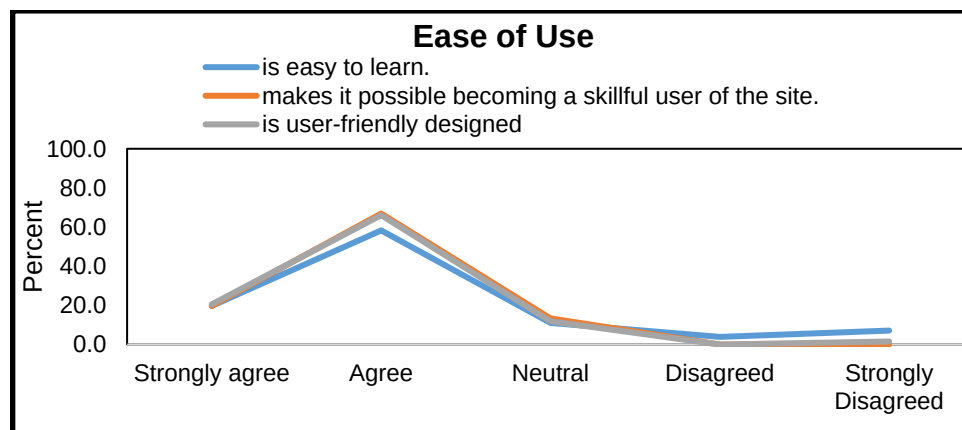
4.4 Ease of Use Navigation

In order to evaluate elements like perceived utility and perceived ease of use, which impact the Technology Acceptance Model (TAM) and behavioral intention to use the systems, the "ease of use" of recruitment systems for IT workers focuses on e-recruitment platforms and their user experience (UX).

Table 4.4: Ease of Use Navigation

Sl. No.	Ease of use		Strongly agree	Agree	Neutral	Dis agreed	Strongly disagreed
1.	is easy to learn.	:	25 (19.7%)	74 (58.3%)	14 (11.0%)	5 (3.9%)	9 (7.1%)
2.	makes it possible becoming a skillful user of the site.	:	25 (19.7%)	85 (66.9%)	17 (13.4%)	0 (0.0%)	0 (0.0%)
3.	is user-friendly designed	:	26 (20.5%)	84 (66.1%)	15 (11.8%)	0 (0.0%)	2 (1.6%)

Source: Primary data



Graph 4: Ease of Use Navigation

According to the respondents (N=74, 58.3%) perceptions as stated in Table 4.4, 74 (58.3%) agreed that the use of social networking sites they use for recruitment is easy to learn and 85 (66.9%) agreed that it makes possible to become a skilful user of SNSs. The observation of the study also stated that 66.1% of the respondents agreed that it is designed as user-friendly.

4.5 Privacy & Security

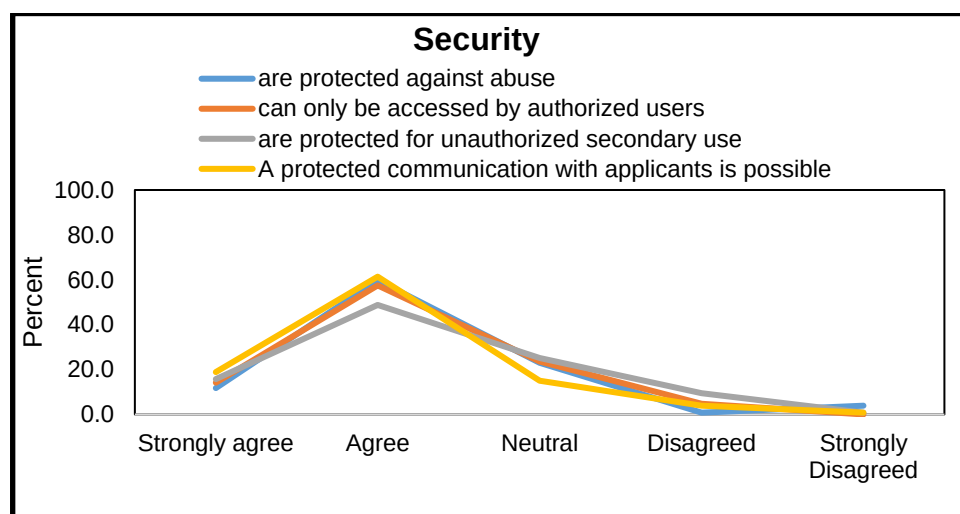
The difficulties in maintaining the security and privacy of social networking sites (SNSs) when hiring IT staff, emphasizing threats such as biased screening procedures and data leaks.

Table 4.5: Security of Business Data on Social Networking Sites

Sl. No.	Security		Strongly agree	Agree	Neutral	Dis agreed	Strongly disagreed
1.	are protected against abuse	:	15 (11.8%)	76 (59.8%)	30 (23.6%)	1 (0.8%)	5 (3.9%)
2.	can only be accessed by authorized users	:	18 (14.2%)	73 (57.5%)	30 (23.6%)	6 (4.7%)	0 (0.0%)
3.	are protected for unauthorized secondary use	:	20 (15.7%)	62 (48.8%)	32 (25.2%)	12 (9.4%)	1 (0.8%)

4.	A protected communication with applicants is possible	:	24 (18.9%)	78 (61.4%)	19 (15.0%)	5 (3.9%)	1 (0.8%)
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Source: Primary data



Graph 5: Security of Business Data

The research findings reveals that 76 (59.6%) agreed that the business data on the social networking sites used by respondents for e-recruitment are protected against misuse. It is agreed that 73 (57.5%) that SNSs can only accessed by authorised users. With less than fifty per cent (i.e., N=62, 48.8%) the respondents agreed that the sites are protected from illegal users. More than sixty per cent (N=78, 61.4%) respondents agreed that it is possible to protect the communication with applicants for e-recruitment made through social networking sites.

4.6 Drawbacks

Potential algorithmic bias and discrimination, privacy invasion from opaque data collection, the possibility of excluding qualified applicants based on irrelevant personal information or perceived lack of online influence, and the creation of biased subgroup ratings that favour particular demographics are some of the disadvantages of social media in the hiring of IT staff.

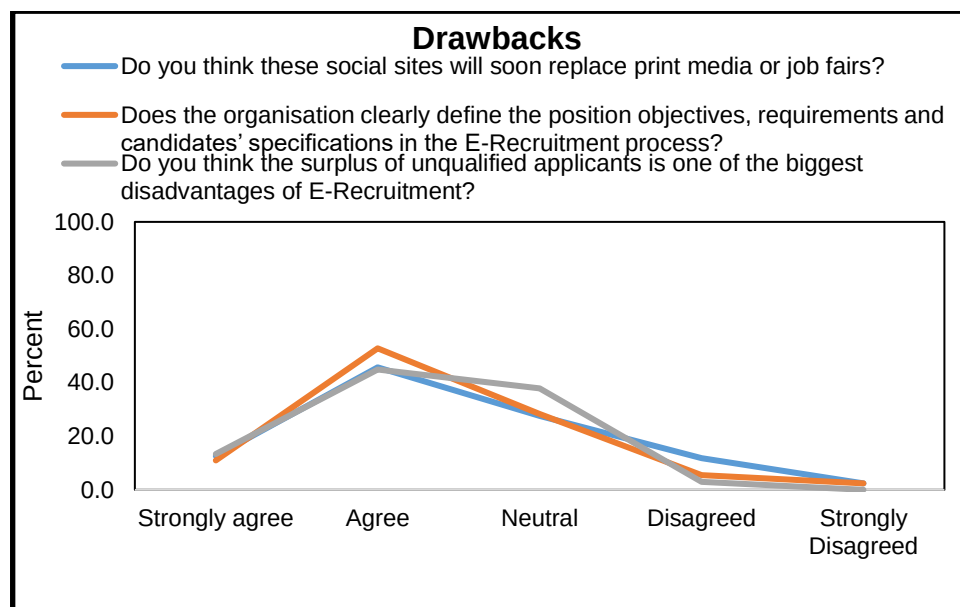
The investigator posed a question like “Do you think these social sites will soon replace print media or job fairs?”, more than fifty per cent i.e., 58.3% (strongly agree 12.6% and agree 45.7%) agreed the statement.

Table 4.6: Drawbacks of SNSs

Sl. No.	Drawbacks		Strongly agree	Agree	Neutral	Dis agreed	Strongly disagreed
1.	Do you think these social sites will soon replace print media or job fairs?	:	16 (12.6%)	58 (45.7%)	35 (27.6%)	15 (11.8%)	3 (2.4%)
2.	Does the organisation clearly define the position objectives, requirements and candidates' specifications in the E-Recruitment process?	:	14 (11.0%)	67 (52.8%)	36 (28.3%)	7 (5.5%)	3 (2.4%)
3.	Do you think the surplus of unqualified applicants is	:	17 (13.4%)	57 (44.9%)	48 (37.8%)	5 (3.9%)	0 (0.0%)

	one of the biggest disadvantages of E-Recruitment?						
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Source: Primary data



Graph 6: Drawbacks of SNSs

From the results, it is observed that (strongly agree 11.0% and agree 52.8%, which is 63.8%) agreed that the organisation clearly define the position objectives, requirements and candidates' specifications in the e-Recruitment process. A large percentage of respondents i.e., 58.3%, both strongly agree (N=17, 13.4%) and agree (N=57, 44.9%) agreed that the surplus of unqualified applicants is one of the biggest disadvantage in e-recruitment.

5.0 FINDINGS

1. It is found that majority job seekers agreed that the quality of the information provided by social networking sites for e-recruitment of IT professionals is clear (75.6%), relevant (72.4%), sufficient size (69.3%), necessary information (68.5%) and up-to-date (67.7%).
2. The findings of the study reveals that respondents agreed the social networking sites used by the respondents are most popular (59.1%), registers a large number (72.4%) and discussed in media (66.1%)
3. The results indicates that it is agreed by the respondents about the networking sites which provides a high level guarantee of valuable connections (53.5%), wide networking scope (62.2%). easier to contact international contacts (51.2%) and increase the networking effect (58.3%).
4. The empirical results drawn from the study it is agreed by majority respondents that use of social networking sites for e-recruitment of IT professionals is easy to learn (58.3%), possible becoming a skilful user (66.9%) and user-friendly designed (66.1%).
5. It is found that majority respondents agreed regarding security of business data on SNSs are protected from abuse (59.8%), accessed by authorized users (57.5%), protected for unauthorised secondary use (48.8%) and protected communication with applicants is possible (61.4%).

6. The findings on the opinions of respondents (52.8%) regarding social networking organisations' drawbacks like the organisation that defines the position objectives, requirements and candidates' specifications in the e-Recruitment process. Less than fifty per cent respondents agreed the social networking sites soon replace print media/job fairs (45.7%) and unqualified applicants is biggest drawback for e-recruitment.

6.0 DISCUSSION

E-recruitment is becoming a crucial tool for sourcing talent as the IT sector develops. Its efficacy is limited by regulatory compliance and technological limitations. The results reveals that the information provided by social networking sites for e-recruitment of IT professionals is clear, relevant, sufficient size, necessary information and up-to-date. Jayachandran et al.'s (2025)¹⁰ study on the effectiveness of e-recruitment techniques in IT companies and the obstacles to their adoption was comparable to the current study. According to the findings of Srivastava and Dadas's (2024)¹¹ study, social media greatly improves the speed and caliber of hiring, especially in tech-driven industries. The findings of the study by Jamaluddin et al. (2022)¹² show that privacy, security, and ease of access are crucial for successful e-recruitment.

Globally, social recruiting has been becoming more and more common. The results of the present study shows that the social networking sites used by the respondents are most popular, registers a large number and discussed in media. The results are corroborated with Ramkumar and Rajini (2019), on influence of e-recruitment and selection of applicant's popularity, application quality, and time savings. According to Sangeeta and Ahlawat (2016)¹³, hiring using social media platforms gives employers greater advantages and gives workers more chances for a more promising future.

The efficiency of social media use for hiring in Indian IT companies from the viewpoints of both hiring recruiters and job seekers. The present study found that networking sites which provides a high level guarantee of valuable connections, wide networking scope, easier to contact international contacts and increase the networking effect. Gehi, Kushwaha, and Yadav (2024)¹⁴ came to the conclusion that social networking sites are more efficient and economical for hiring since they provide professional platforms for professional interactions and applicant searching, according to HR recruiters and job consultancies.

The study's findings demonstrated that social networking sites contribute to the privacy and security of candidates' information. According to Scott (2014)¹⁵, social networking platforms such as LinkedIn give users a means of safeguarding their information and preserving their privacy. The same fact was also demonstrated by Khan (2012)¹⁶.

7.0 CONCLUSION

The study concludes that the employers and recruiters in IT industry can reach a wide pool of qualified and potential candidates using social networking sites, which may not be feasible with traditional recruitment methods. On the other hand, social networking sites also give employees the chance to stay up to speed with the latest skill requirements and succeed in the technological age, which will help them advance their careers.

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