

A COMPARATIVE STUDY OF TRADITIONAL AND ONLINE JOB BOARDS FOR TALENT ACQUISITION IN CAREER NET TECHNOLOGY

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Abstract: This study examines the comparative effectiveness of traditional and online job boards in the context of talent acquisition, with a focus on the IT and technology industry. It aims to evaluate key aspects such as reach, cost-efficiency, hiring speed, and candidate quality associated with both methods. Through a combination of primary data collection and secondary research, supported by statistical analysis using ANOVA and Chi-square tests, the research identifies trends and preferences among employers and job seekers. The findings indicate that online job boards are generally preferred for their broader reach, faster processing, and cost-effectiveness, despite challenges like an excess of unqualified applications. Traditional job boards, while still relevant in certain scenarios, are often limited by higher costs and longer processing times. The study offers insights into the strengths and limitations of each platform and provides strategic recommendations for enhancing recruitment efficiency through improved filtering algorithms and integration of digital tools. The results highlight the importance of aligning recruitment strategies with demographic and regional factors to attract and retain qualified talent effectively.

Keywords: Effectiveness in talent sourcing, Reach and accessibility, Cost comparison, Speed and efficiency, Candidate quality Traditional job boards, Candidate quality Online job boards

I. INTRODUCTION

Online job boards have become more popular as businesses embrace digital strategies more and more because of their capacity to provide more targeted recruitment, quicker response times, and wider accessibility. However, there are still some situations where traditional job boards are useful, particularly for local hiring and industries that value in-person communication. Through the collection of primary data and the use of statistical tools such as ANOVA and Chi-square tests, this study sheds light on the preferences of both employers and candidates, identifies the advantages and disadvantages of each approach, and makes tactical suggestions for improving hiring effectiveness in the digital era.

today's dynamic and intensely competitive labor market, especially in the rapidly evolving IT and technology sector, effective talent acquisition is crucial for organizational success. Since businesses aim to attract top talent, the choice of recruitment channels has a significant impact on hiring outcomes. In this study, "A Comparative Study of Traditional and Online Job Boards for Talent Acquisition," the effectiveness of more conventional methods such as job fairs, recruitment agencies, and newspaper advertisements is compared and evaluated with that of modern online platforms such as Indeed, LinkedIn, and Naukri. The study concentrates on crucial elements such as hiring speed, cost-effectiveness, reach, and the quality of candidates discovered through each method.

Statement of the Problem:

In today's competitive labour market, particularly in the IT and technology sectors, it is becoming increasingly difficult for organizations to locate, hire, and retain skilled workers. Traditional job boards like newspapers, recruitment agencies, and physical job fairs have long been the primary hiring channels, but online job boards like Indeed, LinkedIn, and Naukri have created new opportunities. The effectiveness of these platforms in terms of cost, reach, speed, and candidate quality is not well understood, despite their growing popularity. Many businesses continue to invest in both strategies because they are unsure of which one yields better hiring outcomes for specific roles or organizational needs.

Need for the Study

Comparing traditional and online job boards' efficacy, reach, cost-efficiency, speed, and candidate quality is crucial for talent acquisition. Online job boards provide cost-effective solutions through automation and sophisticated filtering tools, while traditional job boards, like newspaper ads and job fairs, frequently have a limited local reach, are time-consuming, and involve higher costs. However, it's crucial to assess which approach best meets the demands of contemporary hiring due to issues like irrelevant applications on online platforms and differences in candidate quality between approaches. By choosing the most effective and efficient talent sourcing channels, companies can optimize their recruitment strategies by having a thorough understanding of these factors.

Objectives

- ❖ To evaluate the effectiveness of traditional and online job boards in identifying qualified candidates.
- ❖ To assess how cost-effective online and traditional hiring methods are.
- ❖ To assess the two recruitment strategies' hiring speeds.
- ❖ To assess the quality of candidates obtained through traditional and online methods.
- ❖ To evaluate the reach and accessibility of job boards in attracting a diverse pool of talent.
- ❖ To identify the primary challenges and limitations that arise when employing each recruitment strategy.
- ❖ To understand how demographic factors (age, income, location, and experience) affect job board preferences.

Research Questions:

- ❖ How effective are online and traditional job boards at attracting talent?
- ❖ Which approach to hiring—online or traditional—is more economical for companies?
- ❖ How does each approach affect the hiring process's speed?
- ❖ In comparison to conventional approaches, do online job boards offer greater access to a qualified and varied candidate pool?
- ❖ What are the primary obstacles that employers encounter when utilizing online job boards as opposed to conventional ones?
- ❖ In comparison to online platforms, how do job seekers feel about their overall experience using traditional job boards?

Significance of the Study:

This study is very helpful to employers, HR professionals, recruiters, and job seekers because it provides a detailed analysis of two common recruitment tactics: traditional and online job boards. Making informed hiring decisions as the labor market becomes more competitive and technologically advanced requires understanding the benefits and drawbacks of each strategy. The findings of the study offer practical information that can help companies choose the most cost-effective and effective hiring platforms while accounting for their particular needs, industry, and target talent pool.

By emphasizing crucial elements like reach, cost, speed, and candidate quality, the study assists recruiters and HR professionals in better allocating resources and improves for various applicant pools.

Furthermore, the study contributes to the body of scholarly literature by addressing knowledge gaps regarding the impacts of AI, candidate experience, and employer branding in both traditional and digital recruitment settings.

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II. LITERATURE REVIEW

According to **Larkin (2016)**, traditional hiring practices like print ads are less practical for fast-paced industries because they are frequently costly and have a small geographic reach. In a similar vein, Jackson and Schuler (2016) highlighted that traditional approaches are good at luring local talent but are ineffective at reaching a larger, more varied pool of applicants. Rees (2017) highlighted the inefficiencies of conventional hiring procedures, pointing out the manual labour needed for screening resumes and the communication delays.

Online platforms such as Indeed and LinkedIn have been recognized by **Broughton et al. (2019)** and **Sullivan (2019)** as affordable resources that provide instant visibility and a worldwide reach. According to **Turban et al. (2020)**, real-time application procedures and automation tools like Applicant Tracking Systems (ATS) allow digital recruitment to increase speed and efficiency. This was further corroborated by **Vineet and Jha (2020)**, who showed that online systems enhance the recruitment process overall and shorten the time to hire.

Parker et al. (2020) suggested that online job boards, with their advanced filtering and search features, enable more precise targeting of candidates. However, **Boudreau et al. (2020)** cautioned that the ease of applying online can lead to a higher volume of unqualified applicants, necessitating more robust screening processes. **Kaufman (2018)** and **Anderson et al. (2021)** discussed the improved user experience offered by online platforms, allowing candidates to apply seamlessly and track their applications.

Stone et al. (2022) emphasized that online job boards are instrumental in promoting inclusive hiring by reaching diverse candidates across regions. Meanwhile, **Campbell et al. (2023)** highlighted a drawback of online platforms—candidates often feel the process is impersonal, contrasting with the direct engagement in traditional methods.

In their analysis of return on investment (ROI), **Harris and Hartman (2023)** came to the conclusion that online platforms provide a higher ROI over time because of their greater targeting capabilities, quicker hiring cycles, and wider reach. Notwithstanding their advantages, both approaches have drawbacks that may affect hiring results, necessitating a strategic, well-rounded approach to maximizing each method's advantages.

III. RESEARCH METHODOLOGY

1. Research Design

The study employs a descriptive research design to analyse **A COMPARATIVE STUDY OF TRADITIONAL AND ONLINE JOB BOARDS FOR TALENT ACQUISITION** on employee productivity and organizational commitment at **CAREER NET TECHNOLOGY**.

2. Sampling Method

A convenience sampling technique was adopted to select employees who were readily available and willing to participate in the study.

3. Sample Size

The total sample size of the study is 100 employees from various departments within pharmaceutical company.

4. Data Collection Method

Primary data was collected using a structured questionnaire designed to gather demographic details and assess perceptions of a comparative study of traditional and online job boards for talent acquisition, employee productivity, and organizational commitment.

5. Tools Used for Analysis

Data was analysed using SPSS and Microsoft Excel for efficient coding, data processing, and statistical interpretation.

6. Statistical Techniques

The statistical tools and techniques used in the research are ANOVA (Analysis of variance) and Chi-square. These methods were utilized to analyse the primary data collected through a survey of employees.

Tools implementation

CHI SQUARE:

❖ The **Chi-Square** test is used to examine if there's a statistically significant association between two categorical variables. For example, in this study, it helps determine if there's a relationship between the type of job board used (online or traditional) and factors like perceived candidate quality or effectiveness ratings.

❖ The test's result is interpreted using the p-value. A small p-value (**typically < 0.05**) suggests that the observed relationship between the categorical variables is unlikely to have occurred by chance, indicating a statistically significant association.

Chi-Square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.937 ^a	4	.005
Likelihood Ratio	16.238	4	.003
Linear-by-Linear Association	7.342	1	.007
N of Valid Cases	100		
3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.27.			

Interpretation:

- ❖ The Pearson Chi-Square statistic is 14.562, $df = 4$, $p = 0.006$.
- ❖ The p-value (0.006) is less than 0.05, so there's a significant association. Locality influences the perception of which method provides better access to a diverse candidate pool.

RESULT

- ❖ The p-value (0.005) is less than 0.05, so there is a significant association between locality and perceptions of candidate quality. So, it shows the result was **positive**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.568 ^a	6	.272
Likelihood Ratio	8.864	6	.181
Linear-by-Linear Association	1.028	1	.311
N of Valid Cases	100		
7 cells (58.3%) have expected count less than 5. The minimum expected count is .14.			

Interpretation:

- ❖ The Pearson Chi-Square statistic is 7.568, $df = 6$, $p = 0.272$.

❖ The p-value (0.272) is greater than 0.05, meaning there's *no* significant association. Work experience does not significantly affect the perception of which method is better for diversity.

Results

The p-value (0.272) is **greater than 0.05**, so there's **no significant link** between work experience and preferred method for accessing diverse candidates. So, it shows the result was **Negative**

ANNOVA:

ANOVA is a statistical test used to compare the means of two or more groups. In the context of the research on job boards, ANOVA could be used to see if there are significant differences in things like "effectiveness ratings" (a numerical measure) across different categories, such as:

- ❖ Different age groups of respondents
- ❖ Different income levels of respondents
- ❖ Different job board types (if effectiveness is measured numerically)

ANOVA					
GENDER *EFFECTIVENESS OF ONLINE JOB BOARDS					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.274	2	.137	.538	.586
Within Groups	24.413	98	.254		
Total	24.687	100			

Interpretation:

❖ This ANOVA table examines if there's a statistically significant difference in how male and female respondents rate the effectiveness of online job boards.

❖ The key value to look at is the "Sig." (significance or p-value), which is 0.586.

❖ Since 0.586 is greater than the significance level of 0.05, we conclude that there is no significant difference in the mean effectiveness ratings of online job boards between male and female respondents. In simpler terms, gender does not appear to influence how people perceive the effectiveness of online job boards

❖ The p-value (0.586) is greater than 0.05, so the difference in perceived effectiveness across genders is not statistically significant. So, it shows the result was **Negative**

ANOVA					
LEVEL OF INCOME EFFECTIVENESS* OF ONLINE JOB BOARDS					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.886	2	.943	1.085	.342
Within Groups	83.467	98	.869		
Total	85.354	100			

Interpretation:

- ❖ This **ANOVA** table investigates whether respondents' income level has a significant effect on their ratings of online job board effectiveness.
- ❖ The "Sig." value (p-value) is 0.342.
- ❖ Because 0.342 is greater than 0.05, there's no statistically significant difference in the mean effectiveness ratings of online job boards across different income levels. This suggests that income level does not play a significant role in how people perceive the effectiveness of online job boards

RESULT

The p-value (0.342) is **greater than 0.05**, indicating **no significant difference** in perceived effectiveness across income levels. So, it shows the result was **Negative**

Key findings:

Demographic Characteristics of Respondents

- ❖ The survey had a fairly balanced gender representation, with 52.5% male and 47.5% female respondents.
- ❖ Most respondents were aged 26-40 and held a Bachelor's Degree.
- ❖ Income levels were mainly in the 20,000-30,000 range.
- ❖ Respondents were from Urban (36.4%), Semi-urban (42.4%), and Rural (21.2%) areas.
- ❖ The most common job designation was Executive, and most had 2-5 years of work experience.
- ❖ Naukri (69.7%) was the most used online job board.
- ❖ Online job boards were generally rated as effective and advantageous for their wider reach (54.5%) and cost-effectiveness (36.4%).
- ❖ The biggest challenge with online job boards was too many irrelevant applications (48.5%).
- ❖ Online job boards were generally favoured over traditional ones for effectiveness (60.6% vs. 30.3%), time efficiency (67.7% vs. 25.3%), diversity access (67.7% vs. 25.3%), and candidate quality (66.7% vs. 27.3%).
- ❖ Online job boards were frequently used (56.6% daily, 35.4% weekly) and received mostly positive ratings (73.7%).
- ❖ Traditional job board experiences were mixed, with many reporting neutral (25.3%) or negative (46%) experiences.

Recommendations:

Online Job Boards:

- ❖ Enhance candidate matching algorithms to cut down on pointless applications and boost hiring effectiveness.
- ❖ Improve the sorting and filtering capabilities to assist recruiters in finding qualified applicants more rapidly.
- ❖ Provide more reasonable pricing structures so that SMEs and startups can use the platforms.

- ❖ Use analytics and AI tools to increase screening accuracy and forecast candidate success.

Traditional Job Boards:

- ❖ Lower hiring expenses to stay competitive with online approaches. Connect with digital platforms (such as online portals and mobile apps) to increase accessibility and reach.
- ❖ To increase hiring quality and speed, implement automated candidate screening tools.

Organizations in General:

- ❖ For more intelligent hiring, make use of technology like AI-powered platforms and HR analytics.
- ❖ Boost employer branding on social media and job boards to draw in top talent.

IV. CONCLUSION

The study provides insightful information about the relative efficacy of online and traditional job boards in the current talent acquisition environment, with special attention to the dynamic IT and technology sector, which is expanding significantly worldwide and has complex hiring procedures.

But it's important to recognize that using online job boards is not without its difficulties. Despite the time-saving benefits of the online medium, a significant problem found in the research is the difficulty of handling a large number of pointless applications, which can put a strain on resources and decrease efficiency.

The study's conclusions unequivocally show that, when it comes to hiring new employees, people generally prefer using online job boards. Their ability to provide a larger pool of possible candidates, a higher level of cost-effectiveness in recruitment efforts, and improved time efficiency in the hiring process are the main reasons for this preference.

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