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The Effect of Traditional & E-Recruitment Methods on Organizational Performance in Private Institutes of Hyderabad: A Comparative Study

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ABSTRACT

Human Resource Management plays a very important role in every organization. The purpose of this study was to examine whether there is a need for traditional recruitment or modern recruitment in Private Institutes of Hyderabad, Pakistan. In previous times organizations had to go through a long process of recruitment but currently most of the firms are switching to online hiring day by day. It is very important to understand the importance and significance of using technology in all the departments of organizations. The main focus of this study was to show the effectiveness of online recruitment in private institutions of Hyderabad, Pakistan. This study explored the adaptability of technology by the HR department, their advantages, limitations and the effectiveness of E-recruitment over traditional methods on organizational performance. Not only the efficiency of online recruitment was explored but the need to adopt the modern methods in the HR department was also identified. The study is quantitative in nature; a sample of (90) respondents (employer and employee) this data was collected through a structured questionnaire. Nowadays, social media hiring is very common in many organizations as e-recruitment is a cost-effective method which facilitates the selection procedure in the HR department.

Keywords: E-Recruitment, social media, recruitment process, organizational performance, traditional methods

Introduction

The ability of businesses to draw in, pick out, and keep top personnel is crucial to their success and survival in the fast-paced, fiercely competitive commercial climate of the twenty-first

century. As a result, recruitment has become a crucial strategic activity, influencing organizational performance, and helping to accomplish long-term goals. Technology has dramatically changed recruitment techniques, resulting in two main approaches: traditional recruitment and e-recruitment.

Private institutions' hiring practices have changed quickly throughout the years in Hyderabad, as they have in many other locations. The traditional approach, which relies on customary procedures including newspaper advertisements, job fairs, and personal recommendations, has long served as the cornerstone of hiring procedures. However, the introduction and widespread use of E-Recruitment strategies, which include online job boards, social media platforms, and business networking sites, have changed how businesses communicate with prospective employees.

Attracting the candidates for filling up the vacant positions and hiring them in the companies using the internet is called E-recruitment (electronic recruitment) or online recruitment. The HR department, being the most vital pillar of any organization or institution, either public or private, is concerned with fetching the best applicants into the organization. Utilization of internet technology for attracting and recruiting applicants not only will save time and money but also increases the productivity of the institutions. Qualified candidates, previously, were dependent on the traditional methods which are low technology such as newspapers, advertisements, posters, or employee referrals, in addition other tools i.e., television, radio, postal/ courier services were also used. But now traditional methods are transformed with the use of the internet and are implemented by many small and large, private, and public firms/ organizations and institutions. Social sites, company web portals, social media networks such as LinkedIn, Facebook, YouTube, Instagram, online job portals like Naukri.com, LinkedIn, monster.com are widely used to exchange ideas, post pictures and videos, in addition to that it plays a vital role in electronic recruitment.

E-Recruitment has proven to be a very appropriate mode for both job seekers and the company because both parties can post the vital data and can find a good opportunity there (Bhupendra & Swati, 2015). The inadequacy of the paper-based process is another reason to shift towards online recruitment methods. The lack of systematic log information and paper applications being stored improperly, which eventually leads to delays in the application processing time, are the prime reasons indicated by the hiring managers. It raises the cost and time to hire, eventually compromising the hiring quality due to human errors, biases, and incompetent practices (Depardieu & Islam, 2008). Human capital is a company's most precious resource, it is essential for its survival and growth (Xie, Bagozzi & Meland, 2015).

Research Gap

According to Kubar, I. A., Sumayya, U., Amen, U., & Mubeen, M. (2021), many institutes are following conventional methods for recruitment. Whereas, other institutes who have found e-recruitment is more cost-effective than the traditional ways like newspaper advertisement. Job hunters are focusing on e-recruitment options like social media sites as social media hiring is preferred by most companies and has become more popular for hiring. The impact of E-Recruitment is not properly focused on private institutes except few institutions therefore, by the help of this comparative study it is required to study the gap of which method is most effective and preferred by private institutes of Hyderabad, Pakistan.

Research Objectives

- To assess the effectiveness of Traditional Recruitment methods on organizational performance in private institutes of Hyderabad.
- To evaluate the effectiveness of E-Recruitment methods on organizational performance in private institutes of Hyderabad.
- To compare the outcomes of Traditional and E-Recruitment methods in private institutes of Hyderabad.

Research Questions

What is the effect of Traditional Methods on Organizational Performance in private institutes of Hyderabad?

What is the dependency of organizational performance through E-Recruitment in private institutes of Hyderabad.?

What are the outcomes of Traditional in comparison of E-recruitment methods in private institutes of Hyderabad?

Literature Review

Traditional Recruitment Methods

Applicant attraction strategies involve giving job seekers the chance to interact with organizational content via a variety of media formats, including both conventional (such as adverts, referrals, and job fairs) and contemporary (such as online job boards, social media, and company websites). These hiring techniques enhance an organization's internal workforce. These tactics offer businesses a variety of effective and efficient ways to communicate with candidates who meet the qualifications for open positions. According to (Kaharuddin et al., 2018, pg. 3585).", Pangemanan, and Rumokoy, "When applying for positions through traditional recruitment, candidates look for openings using a variety of sources and word-of-mouth and submit their resumes to the company directly." Traditional recruitment techniques were the main way used to find qualified people to fill post openings in the pre-Internet age. These techniques involved a variety of bodily interactions between businesses and prospective employees. "The use of employment eugenics, executive search agencies, newspaper, magazine, and journal advertising are all examples of traditional recruitment strategies. (Kaharuddin et al., 2018, pg. 3585)."

Other traditional techniques of hiring employed by firms & Organizations include asking friends or coworkers for recommendations, using executive search, placing classified advertisements in newspapers, and others. (Tong & Sivanand, 2005)

Job Fairs

Another conventional approach to recruiting is attending job fairs. People had the chance to network with companies and job seekers at these fairs. Since each person gathers knowledge in a unique way, this recruitment strategy was found to be ineffective (Beam, 2016). At career fairs, candidates might network with company representatives and learn more about openings. However, at job fairs, people do not interact with businesses that do not pique their interest. (Beam, 2016).

Word of Mouth

Word of mouth is an important part of recruitment. There is evidence from recent recruitment studies that word-of-mouth (WoM) influences organizational attraction. However, nothing is

understood about how it behaves online. This is especially true when it comes to employer review websites, which give a lot of job searchers access to electronic WOM. (Lena Evertz, Rouven Kollitz & Stefan Süß, 2019).

Although many job seekers have access to digital word-of-mouth (eWOM; Cheung & Thadani 2012), research on the effects of organization-independent sources of information, such as social media, is still in its infancy (see, for instance, Breugh, 2013; Lievens & Slaughter, 2016). This is true although social media gives applicants access to traditional word-of-mouth.

Newspapers

The newspaper adverts were a wonderful media to disseminate information as they were published fresh every day and delivered at the doorstep of everybody's house (Sills, 2014). This implies that the advertising information in newspapers can be good but only if it is detailed enough to provide specifics and job requirements, which enables individuals seeking jobs to understand clearly what an organization wants from its candidates. (Hinshaw, Jackson, & Chen, 2007).

Reasons for using traditional methods

In-person interactions with HR staff that occur when filling out application paperwork give applicants more opportunities, according to the informants who said traditional techniques are more effective (Kaharuddin et al., 2018). When a candidate submits papers to a company through conventional methods, both applicants and businesses can evaluate one another's behavior. This made the selection process go more quickly and steadily.

Companies and groups will rely more on conventional formal and informal recruitment methods as it is easy to swiftly send information to candidates and get a response in the same format (Lawani, 2019).

E-Recruitment

E-recruitment challenges Traditional definitions, metrics, and assumptions about literacies and employment, adult literacy research has ignored the issue. Online technologies have permeated every aspect of life, creating new difficulties for theorizing, defining, and implementing literacies in adult literacy education contexts. As more services, resources, and information are made available online, this trend has intensified globally and throughout the COVID-19 epidemic. E-recruitment is a significant, albeit under-researched, example of this trend. To find and apply for employment, job seekers increasingly rely on automated platforms, and these platforms frequently determine their fate during the selection procedures. (Suzanne Smythe, Anke Grotluschen & Klaus Buddeber, 2020)

The paper-based method is insufficient, and this fact serves as the basic cause of change to online recruitment operations along with implementation of web 2.0 technology to provide additional human resources management services. A large number of hiring managers and line managers stated that poor paper application storage, coupled with a lack of systematic information log inevitably led to lengthy processing times. However, the hiring process is slow and costly due to poor management of recruitment practices, biasness as well as man's errors. (Depardieu & Islam, 2008).

Human prejudice in recruiting and recruitment has always existed, but when paired with synthetic intelligence, it intensifies and amplifies, with unforeseen and frequently detrimental repercussions for groups. (Howard and Borenstein 2018).

The way people research businesses and apply for jobs has been completely transformed by the internet. In many respects, finding and using talent is one of a company's most important objectives. Companies cannot expand their operations without key talent and capabilities. The conventional methods of finding, acquiring, and accessing talent are ineffective in the modern context. When it comes to acquiring the talent they require, businesses that do not adapt are going to lose out. A strong employer brand can be developed through internet resources like social media and job search engines (Baum & Kabst, 2014). In the competition for talent, having a good employer brand can help you draw in competent candidates and win (Wayne & Casper, 2012; Egerová et al., 2015).

Social Media

A source of participants is social media. If an organization decides to use social media as a recruitment strategy, then it is highly effective. Further, it is still a period of formulation adaptation and adoption that for many only increases uncertainty nervosity. Nevertheless, in the current climate of steady economic recovery employers must make optimal hiring decisions they can afford without sacrificing efficiency.

Strategies such as job boards and recruitment fairs work less effectively in a saturated market. They can be supplemented with free channels and address a narrower talent pool since they produce much larger numbers of people who are far less qualified for opportunities. Madia, S.A. (2011).

Social media cannot be disregarded today. Businesses who have not yet used social media networks for hiring have a drawback that their competitors most likely have. This is why human resources departments in companies of all sizes should create a plan, even if it simply entails one simple social media component to test the waters. Determining an organization's ideal recruitment mix requires maintaining an iterative approach and comparing results to current recruiting strategies based on viable applicants, response rates, and quality of candidates. For example, YouTube, LinkedIn, Facebook, and Twitter are the ideal social media tools to support Unisys' more traditional recruitment efforts since they enable the organization to reach a range of different demographics. 2010 (Unisys).

Company Websites

Organizational recruitment websites enable organizations to present job descriptions and other company information to potential candidates (Braddy, Meade, & Kroustalis, 2006). Online job boards can be a great resource for finding applicants who are actively seeking employment and who have posted their resumes. Employers post information about employment and careers under titles like "Employment" and "Careers" on their websites.

Benefits and Drawbacks of Online Recruitment

A study by Handlogten, (2009) found that e-recruitment can be "cost effective, easy for candidates to use, access to a larger candidate pool, increase the speed to hire, higher success in searching candidates, and keeping ahead of rivals" for a company. Online recruitment has been found to have a variety of advantages for an organization. Although social media can be quite helpful for connecting with people quickly and easily through an interface, it also presents certain difficulties for hiring. Since there are numerous e-recruitment methods, the problems may change depending on an organization's spending plan. Because they do not require people to engage in person, internet recruiting techniques are proven to be 95% less expensive than

traditional recruiting techniques (Florea & Badea, 2013). Due to the opportunity to use numerous platforms, businesses can post as many jobs as they want online while also choosing which opportunities to highlight (Florea & Badea, 2013). E-recruitment platforms, however, can be expensive to set up and maintain (Deillon, 2014). Budget restrictions prevent many small businesses from investing in high-quality e-recruitment systems, making them less competitive than larger businesses with larger budgets (Deillon, 2014). The potential for program or technical failure poses another obstacle for online recruitment. Given that technology is powered by machinery, a malfunction is always a possibility. Companies might pass up on twelve qualified individuals because of the technical difficulties (Deillon, 2014). Companies may use multiple e-recruitment platforms, such as their own website or job boards. As a result, it may be challenging to filter all the applications at once because they may be quite numerous (Cushway, 2012). Furthermore, it becomes sense that current employees should receive training on how to handle new recruitment practices and any potential technical issues (Deillon, 2014). The enormous volume of applications received through online recruiting may further increase the possibility of potential prejudice against applicants. In particular, e-recruitment could lead to the exclusion of certain groups of people from consideration for jobs, including those who have difficulty using technology (Hogler, Henle, & Bemus, 1998), are dubious about data privacy issues (Florea & Badea, 2013), and are members of racial or ethnic minorities (Hogler et al., 1998).

Career Networking Sites

Even businesses want to jump on board with the social media movement and use it as a tool for their businesses because it has created such a buzz. It is becoming more frequent to hear about how institutions with considerable societal influence are starting to include social networking sites into their recruiting procedures. The Dallas Texas Police Department gave a specific example of this method. The authors spoke with a recruiter for the Dallas Police Department about his use of social media for recruiting in an interview with Senior Corporal Dane White (April 2018). To engage millennials, according to Officer White, social media recruiting is crucial because radio and television no longer successfully reach the target group. The Dallas Police Department mostly uses Facebook and Twitter. As of 2018, it had over 12,000 followers on Facebook and over 1,400 followers on Twitter (@DPRecruiting). Using the assistance of the new dedication 30 Days 30 Reasons and the hashtag #DPRecruiting, the Dallas Police Department is attempting to hire 250 more officers. This campaign's objectives included educating potential employees about the Dallas Police Department's culture and encouraging applicants to use tags and direct messages to contact recruiters (Recruiting DP, 2018). The Dallas Police Department also made use of social media to let candidates know where exactly they were looking to hire. Officer White claimed that social media has made it possible for Dallas PD to connect with a larger pool of applicants while focusing on millennials (White, April 2018). This is just one example of how a company has benefited from technology and social media.

Students are in the stage of developing adulthood when it is important to explore professional, career, and employment challenges. Students' decisions and inquiries about their developing professionalism are entwined with the development of their identities. Their professional identity is now undergoing extensive development. Students today must navigate a dynamic, intricate, competitive, and unpredictably changing job market, and companies anticipate graduates to have relevant work experience. Students must possess specific career management competencies to be successful in their job searches during their college years and their initial years of employment. The first stage of one's lifelong professional development often begins in college, where one engages in both formal and informal learning opportunities as well as

employment activities as they advance from novice to expert status. Professional development used to take place inside professions and was mostly focused on competency and vertical advancement. To ensure lifelong employability and the opportunity to switch professions, new market entrants must be independent in managing their careers in the dynamic and unpredictable work environment of modern society. Career competencies, which include knowledge, skills, and career development abilities, can be changed by an individual **Akkermans, J., Schaufeli, W. B., Brenninkmeijer, V., & Blonk, R. W. B. (2013)**, are concerned with planning and development, are linked to lifelong career development, and are entwined with professional development **Jackson, D., & Wilton, N. (2016)**.

The use of social network (big) data in electronic markets is increasing (Alt and Klein 2011, Alt and Zimmermann 2014, Akter, and Wamba 2016). The main blue social networks (Facebook, LinkedIn, etc.) are also rapidly incorporating business features from the electronic markets into their applications, such as job markets (Przemyslaw et al. 2013; Takac et al. 2011). As a result, an increasing number of businesses, including IBM and Microsoft, are using social network applications to find and hire new personnel (Doherty 2010; Madia 2011; Zhou et al. 2012).

Professional firm profiles have become prevalent on XING, LinkedIn, and other comparable career-focused online social networking markets (CSNM).

Organizational Performance

The ability of a firm to effectively conduct plans to achieve its corporate objectives, or its organizational performance, impacts that company's chances of achievement (Randeree and Al Youha, 2009).

According to Siddique (2012), Profitability is any organization's main goal. Poor employee outcomes are harmful to a specific company's success because the performance of any organization's employees is what determines its success.

With enhanced and effective human capital management, a company is more likely to accomplish its goals and objectives and have a sustainable organizational performance.

According to Rop, L., & Kwasira, J. (2015), Talented people are seen as the major resources that contribute to sustained competitive advantages and noticeable performance, and their placement in the right location at the right time is crucial to the growth and success of any firm. One of the management literature's most well-studied outcome variables is organizational performance (OP) Alaarj, S., Abidin-Mohamed, Z., & Bustamam, U.S.B.A. (2016).

Hypothesis

H1: There is a positive Effect of E-Recruitment on organizational performance.

H2: There a significance impact of Traditional Methods on organizational performance

Research Methodology

The study is following a comparative approach with descriptive research design, which has made it easier to find out the impact between the traditional & modern approaches of recruitment and its effect on organizational performance. The primary data is collected from a sample of ninety respondents (10 employers and 80 employees) with the help of rule of thumb (variable x item statement x 10) from different private institutes of hyderabad, Pakistan.

Sampling

The respondents in this study are employees and employers who belong to different institutes of Hyderabad, Pakistan. This study has used convenience sampling for quantitative data from employees and employers including APS, Isra, HIAST, Beacon, IMSA, City.

In the research, a quantitative approach is used which involves an online survey. The questionnaire on Google survey forms was drafted. To find the opinions of respondents, close-ended questions, and likert scale options via five points likert scale option i.e., from Strongly Disagree (measuring at a score of one) to strongly agreeing (at a score five), has been used for measuring outcomes. Likert scale close-ended questionnaire options are adopted, as researchers can easily analyze data on the latest SPSS Software version, which is i.e., 25 with a view to answering their questions from which they expect positive results therefrom.

Statistical Analysis

Many statistical tools used for the fulfillment of this study tools are used which include descriptive analysis, reliability test, and ANOVA, KMO and Bartlett's Test of Sphericity, Pearson Correlation, and multiple regression. Many authors have used these tools to conduct the results including (Md. Sahedur Rahman et al., 2017) and (Imran and Tanveer, 2015)



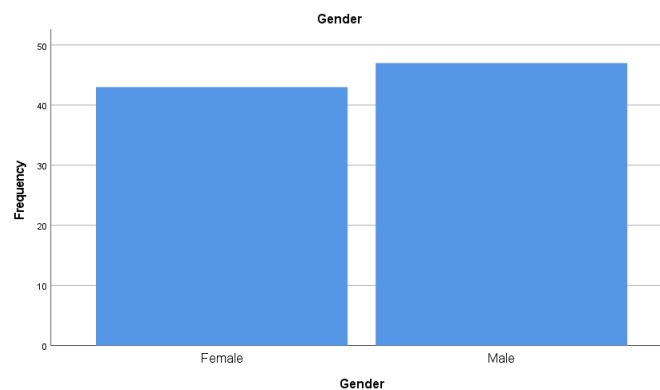
Results and Discussion

Descriptive Statistics

Table 1. Descriptive Statistics of Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	43	47.8	47.8	47.8
	Male	47	52.2	52.2	100.0
	Total	90	100.0	100.0	

Figure 1. Bar Chart

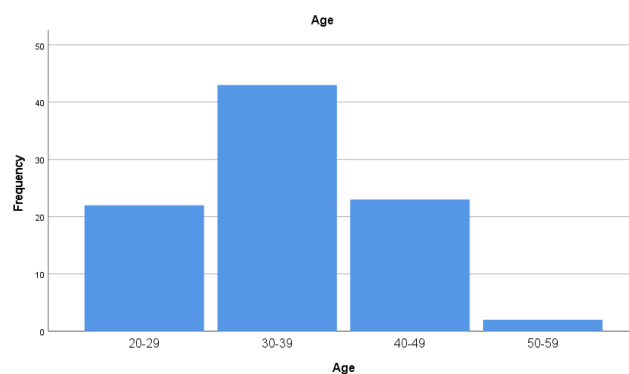


Of the 90 people that made up the sample, 47 were men (52.2% of the total) and 43 were women (47.8%). This indicates that the sample contains a fairly equal number of males and females.

Table 2. Descriptive Statistics of Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29	22	24.4	24.4	24.4
	30-39	43	47.8	47.8	72.2
	40-49	23	25.6	25.6	97.8
	50-59	2	2.2	2.2	100.0
	Total	90	100.0	100.0	

Figure 2. Bar Chart

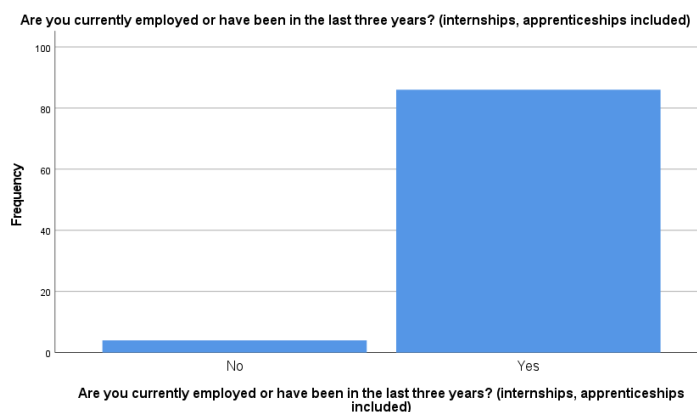


With a total of 90 participants, the sample's ages varied from 20 to 59. With 47.8% of the total, those in the 30-39 age bracket were the most numerous participants. Next came those in the 40-49 age bracket, making up 25.6% of the total. Only a small number (2.2%) of the participants were in the 50-59 age group, whereas 24.4% were in the 20-29 age group. Participants' ages ranged from 30 to 39 and 40 to 49, with a respectable showing from the youngest age group (20–29). Having said that, the sample was noticeably lacking among individuals aged 50–59.

Table 3. Descriptive Statistics of Employment Status

Employment Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	4	4.4	4.4	4.4
	Yes	86	95.6	95.6	100.0
	Total	90	100.0	100.0	

Figure 3. Bar Chart

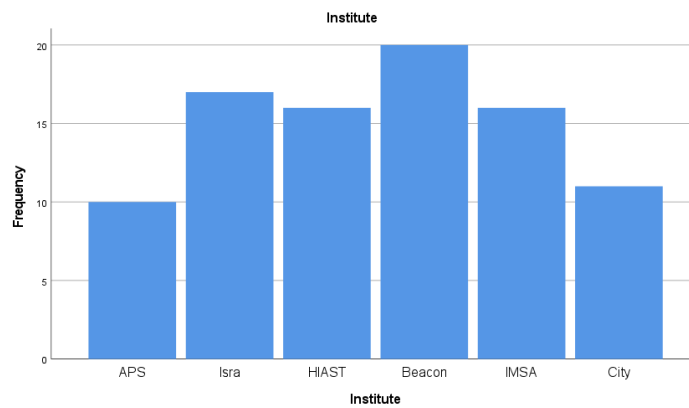


The descriptive statistics of employment status revealed that among the 90 participants in the sample, 86 (95.6%) reported being employed ("Yes"), whereas only 4 (4.4%) reported being unemployed ("No"). The findings indicate that the majority of the participants were employed during the research. Refer to Table 3 for a comprehensive analysis of the frequencies and corresponding percentages.

Table 4. Descriptive Statistics of Institute

Institute					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	APS	10	11.1	11.1	11.1
	Isra	17	18.9	18.9	30.0
	HIAST	16	17.8	17.8	47.8
	Beacon	20	22.2	22.2	70.0
	IMSA	16	17.8	17.8	87.8
	City	11	12.2	12.2	100.0
	Total	90	100.0	100.0	

Figure 4. Bar Chart

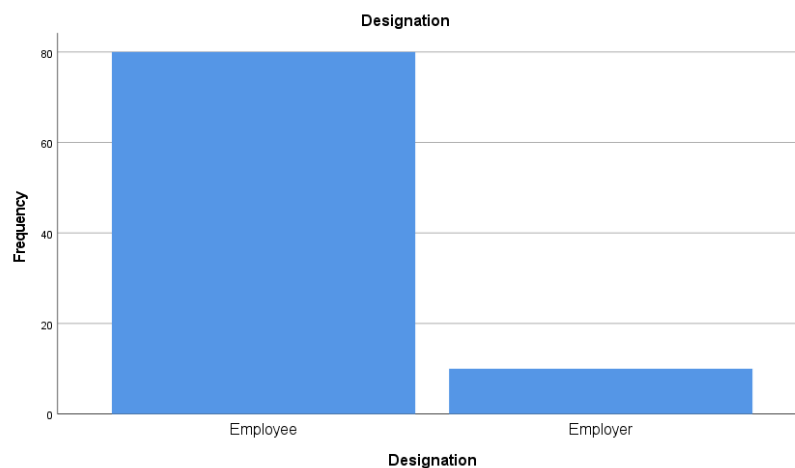


The allocation of institutions among the individuals in the sample is as follows: APS constituted 11.1% of the sample, Isra accounted for 18.9%, HIAST included 17.8%, Beacon represented 22.2%, IMSA accounted for 17.8%, and City made up 12.2%. These percentages offer valuable insights regarding the frequency of each institution within the sample. In total, 90 replies were evaluated, covering the different institutes that were questioned.

Table 5. Descriptive Statistics of Designation

Designation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	80	88.9	88.9	88.9
	Employer	10	11.1	11.1	100.0
	Total	90	100.0	100.0	

Figure 5. Bar Chart



An overview of the designation distribution in the sample population is provided by the descriptive statistics. Of those who took part, 88.9% said they were workers and 11.1% said they were bosses. The data shows that around 89% of the people polled were employees and that only about 11% were those in charge of their own businesses. Based on these results, it's clear that the polled population is heavily composed of employees.

Reliability Test

Table 6. Reliability Statistics

Reliability Statistics	
Cronbach's Alpha .714	N of Items 9

Using Cronbach's Alpha, we were able to determine that the 9-item questionnaire utilized in this study had a reliability of .714 when analyzed. What this means is that the items are mostly consistent with one another. The study's stated goals and questions, which center on comparing the impact of traditional and electronic recruitment strategies on organizational performance at Hyderabad's private institutes, necessitated the development of a trustworthy questionnaire. According to the reliability thumb rule, the questionnaire is considered reliable enough for the study's aims with a Cronbach's Alpha score of .714 that falls within an acceptable range.

KMO Test and Bartlett's Test of Sphericity

Table 7. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.785
Bartlett's Test of Sphericity	Approx. Chi-Square	394.219
	df	36
	Sig.	.000

Factor analysis can be performed on the data since it passes both the Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) test. With a score of .785, the KMO test for sample adequacy was found to be very adequate for factor analysis. Additionally, Bartlett's Test of Sphericity was statistically significant $\chi^2 (36) = 394.219$, $p < .001$, demonstrating that the correlations between variables are sufficiently significant for factor analysis. The strong KMO score suggests that the data are appropriate for factor analysis, ensuring the trustworthiness of the conclusions derived by analyzing the relationship between recruitment techniques and organizational performance. Similarly, the significant Bartlett's Test underlines the interrelatedness of variables, proving the usability of the dataset for future statistical analysis suitable to the study aims and inquiries.

Correlation Analysis

Table 8. Pearson Correlation Coefficient Statistics

Correlations				
		Organizational Performance	Traditional Methods	E-Recruitment
Organizational Performance	Pearson Correlation	1	-.142	.680**
	Sig. (2-tailed)		.180	.000
Traditional Methods	Pearson Correlation	-.142	1	-.132
	Sig. (2-tailed)	.180		.214
E-Recruitment	Pearson Correlation	.680**	-.132	1
	Sig. (2-tailed)	.000	.214	
**. Correlation is significant at the 0.01 level (2-tailed).				
b. Listwise N=90				

The Pearson correlation coefficient values shown in Table 8 depict the relationships among organizational performance, Traditional Methods, and E-Recruitment in private institutes of Hyderabad.

Organizational performance revealed a weak negative connection with Traditional Methods ($r = -.142$, $p = .180$), although this relationship was not statistically significant. In contrast, a large positive correlation was established between organizational performance and E-Recruitment ($r = .680$, $p < .001$), demonstrating a significant and beneficial link between E-Recruitment procedures and organizational success. Furthermore, Traditional Methods revealed a weak negative association with E-Recruitment ($r = -.132$, $p = .214$), which was not statistically significant. These data imply that whereas Traditional Methods may not significantly influence organizational performance, E-Recruitment methods demonstrate a high positive relationship with organizational success in private institutes of Hyderabad.

Regression Analysis

Table 9. Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.682 ^a	.465	.453	.58977	.465	37.838	2	87	.000
a. Predictors: (Constant), E-Recruitment, Traditional Methods									
b. Dependent Variable: Organizational Performance									

The Model Summary illustrates the overall fitness and explanatory power of the regression model utilized to analyze the association between predictors (E-Recruitment and Traditional Methods) and the dependent variable (Organizational Performance) in private institutes of Hyderabad. The data demonstrates that the variables, E-Recruitment and Traditional Methods, combined explain 46.5% of the variance in Organizational Performance (R Square = .465). The corrected R Square, which adjusts for the number of predictors and sample size, is .453. This shows that about 45.3% of the variance in Organizational Performance is accounted for by the predictors after controlling for the model's complexity.

Table 10. Analysis of Variance (ANOVA)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.322	2	13.161	37.838	.000 ^b
	Residual	30.261	87	.348		
	Total	56.583	89			
a. Dependent Variable: Organizational Performance						
b. Predictors: (Constant), E-Recruitment, Traditional Methods						

The Analysis of Variance (ANOVA) given in Table 10 examines the significance of the regression model utilized to examine the association between predictors (E-Recruitment and Traditional Methods) and the dependent variable (Organizational Performance) in private institutes of Hyderabad. The ANOVA table demonstrates that the regression model used is statistically

significant $F(2, 87) = 37.838, p < .001$, demonstrating that the variables jointly contribute to predicting variance in Organizational Performance. This shows that the predictors significantly influence predicting the variability in Organizational Performance ratings beyond what would be predicted by chance.

Table 11: Coefficients of Variables

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.593	.447		3.565	.001
	Traditional Methods	-.054	.080	-.054	-.677	.500
	E-Recruitment	.641	.075	.673	8.507	.000

a. Dependent Variable: Organizational Performance

The relationship between the factors that predicted (Traditional Methods and E-Recruitment) and the dependent variable (Organizational Performance) in Hyderabad's private colleges is clarified by the coefficients of variables in Table 11.

The constant variable is statistically significant ($B = 1.593, SE = .447, t = 3.565, p = .001$) after adjusting for the effects of Traditional Methods and E-Recruitment. This suggests that there is still a significant impact on Organizational Performance even though Traditional Methods and E-Recruitment are unchanged. Traditional Methods' proportion is not statistically significant ($B = -.054, SE = .080, t = -.677, p = .500$), indicating that they have no meaningful influence on the organizational performance in Hyderabad's private institutes. E-Recruitment has a statistically significant factor ($B = .641, SE = .075, t = 8.507, p < .001, \beta = .673$), demonstrating a positive connection with organizational performance. Specifically, every unit increase in E-Recruitment results in a proportional rise in Organizational Performance.

These findings reinforce the research aims and questions, implying that, whereas traditional approaches may not have significant effects on organizational performance. On the other side, E-Recruitment has a significant impact.

Conclusion

The research presented the topic of recruitment techniques regarding private training centers of Hyderabad, Pakistan. Special attention was given to the evaluation of contemporary and traditional modes of recruitment. It was helpful for me to understand the changing dynamics of employer's selection procedure as well as the attitudes of the employer's department to get the benefit from technology.

The study shows that there is a remarkable switch in the recruitment arena, and there is a clear skewing of online recruitment methods over the traditional practices. Digital hiring process through sites such as social media, job boards, and business networking platforms has been a part of the recruitment procedures of educational institutions nowadays. This exam pointed to the importance of E-Recruitment highlighted in the study, which is its cost-efficiency and its capacity to reshape the selection process in HR departments.

It clearly showed that more than half of the participants, being the employers and the employees, used an E-Recruitment system at work. Social media has become one of the most

frequent ways that businesses acquire new talent, with the centrality of technology in finding and hiring deserving people so obvious. The key components of the efficient online methods were determined to be their convenience, speed, and simplicity.

The study, relied on the comparative approach and descriptive research design, illustrates, in a detailed and comprehensive manner, the effect that the two types of recruitment actions, traditional and modern, have. The statistical analysis revealed that e-recruitment, indeed, had a quantitative effect in influencing performance of organizations.

The research gap emerged because, although in some institutions the conventional methods are still widely used, E-Recruitment has now become increasingly preferred with employers because it is a cheaper way than the traditional methods. The research objectives, which were stated, were covered as we had the study on the effect of Traditional Recruitment methods and E-Recruitment methods on Organizational Performance, later comparing the outcomes of the two approaches from the private Institutes of Hyderabad.

The research adds to the existing knowledge base by giving empirical evidence and statistical evidence for the efficacy of E-Recruitment in private institutes. The reliability tests, factor analysis, and regression models also helped to validate the results.

The systematic research underscores the use of advanced recruitment strategies especially e-recruitment in the private institutes of Hyderabad, Pakistan. The constant influence on the business landscape by technology makes innovative means for recruitment indispensable for the firms aiming at long-run success and sustainability.

Recommendations

The results of our study are noteworthy in leading the way to other research guided towards more holistic understanding of private education in Hyderabad, Pakistan.

1. **Longitudinal Impact on Organizational Performance:** These can also be supplemented by scholars who care to undertake the longitudinal research that will uncover the other implications that these two recruiting methods have on the performance of an organization as an entity. With the help of periods scrutiny's effect of changes of long run and culture of organization can be traced and revealed.
2. **Industry-Specific Recruitment Dynamics:** Such as industry-dependent attributes that determine how recruitment process is made in different workplaces, this study would be able to provide more specific suggestions if it is carried out further. Knowing the strategies for recruiting for different kinds of people helps us to come up with tool which could be helpful for all sectors.
3. **Qualitative Exploration of Recruitment Experiences:** The qualitative research methods, such as interviews and focus groups, can be an effective way to explore what people think of recruitment process more eye-opening. These quantitative results can be given more life and within the qualitative information, as it will allow the audience to better grasp the depth and nature of the study.
4. **Impact of Emerging Technologies:** Due to the pace at which technology is developing, it would be advisable to perform more in-depth assessments of how exactly new technologies, such as artificial intelligence or machine learning, affect recruitment outcome and company performance. The researchers in the future have to disentangle all the encompassing aspects of the advancements and weigh the consequences that might follow.
5. **Role of Employer Branding:** The fact that brand image portrayed by an organization has a major impact on the recruitment outcomes is something essential for employers to know. Additionally, the in-depth study should cover the intricate connections between

employer branding and what recruitment methods work or do not work for different recruitment techniques that bring in the best hires.

These recommendations are ready to further develop the area of human resource management and recruitment strategies, furnishing the researchers with a sturdy basis to continue building and developing on the acquired knowledge from this study.

Limitations & Future Implications

It is crucial to recognize the reach and constraints of this study. The study's conclusions might not apply to public institutions or organizations in other places because it would be exclusively focused on private institutions in Hyderabad. Furthermore, the study's accuracy is reliant on private institutions' readiness to divulge their hiring statistics and experiences. Additionally, certain restrictions in terms of data relevancy and currency may be introduced due to the dynamic nature of hiring methods and the developing technology landscape.

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