



A STUDY ON TALENT SOURCING AND CANDIDATE SCREENING THROUGH ONLINE JOB PORTALS IN LOGISTICS INDUSTRY

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Abstract

Talent sourcing and candidate screening are critical process in modern HR departments. HR departments have been positively impacted by emerging technologies to streamline the recruitment process. Following this trend is the growing use of job boards as useful tools in sourcing and screening potential employees. This paper will investigate the overall effectiveness of using job portals to identify and screen qualified applicants by examining data collected from both primary and secondary sources primarily interviews with HR reps who use such technology as part of their recruitment process and records maintained by these HR professionals in accordance with their use of job portals. The ultimate conclusion drawn from the analysis of the data collected for this research project is

that organizations utilizing job portals reduce their recruitment timeframes, increase their candidate pool, and improve the overall efficiency of their applicant screening procedures. However, HR professionals have also encountered several challenges associated with using these online recruitment tools such as excessive numbers of applicants many of whom may have unqualified resumes and poorly constructed applicant profiles that may negatively affect their recruiting efforts.

1. Introduction

Human Resources is crucial to the accomplishment and development of an organisation. In HR, the major role is to hire employees. The hiring of employees involves locating qualified persons who are interested to fill jobs and encourage them to apply to get the best-qualified candidate hired for that specified work. Many organisations are competing with each other in an ever-changing global market place, it is vital for organisations to be proactive when looking for exceptional talent that has the capability, knowledge and abilities to achieve the organisation's goals.



Talent sourcing is the means by which a company identifies prospective employees; whereas, candidate screening is the means by which an organisation selects the best candidates from the many individuals interested in working with that organisation.

For decades companies have employed different techniques for recruiting employees including posting ads in newspapers, employee referrals, recruiting through traditional recruitment agencies and college campuses but these methods while effective at one time were too slow, too labor-intensive and too costly to be a viable long-term solution to recruiting employees. With significant advances in technology and far greater numbers of people using the Internet now than was available previously, the ways that businesses are recruiting employees have changed dramatically; many organisations now rely on Internet-based recruitment methods (especially through the use of job posting/recruiting portals) to make their recruiting process more efficient and effective.

As an intermediary between job seekers and employers; job posting/recruiting portals

are very effective recruitment tools; they allow companies to advertise open job opportunities and provide applicants with access to job openings via a much greater volume of job applications through a single centralized location. By facilitating access to job postings and creating profiles for applicants, job posting portals not only provide companies with increased numbers of applicants, they also simplify and streamline the recruitment process for companies.

When a recruiter searches for potential applicants on an Internet job site, they have many ways of searching for them, including education level, technical skills, work history, geographical location, and the industry background of applicants. When searching for a candidate, recruiters can use various options to filter their searches to identify candidates who meet the minimum requirements for the position they are trying to fill. By using online information resources to filter through large databases of resumes to quickly identify appropriately qualified candidates for an available position, recruiters can save a great deal of time and money compared to using traditional recruiting practices. Many job boards offer additional features that help



with the recruitment process, such as automated alerts and other forms of tracking e.g., resume tracking software, applicant tracking systems to improve efficiency.

Candidate screening is a key component of the candidate hiring process after you decided you are going to recruit a particular candidate you must also conduct a candidate screening to find out if the given candidate meets the minimum job qualifications and requirements to fill a vacant position with your company or organisation by screening actual candidates' applications using resumes and assessing candidate skills, then selecting whether the candidate is suitable for the job position to hire them for your company. After completing these initial screenings for applicants and assessing their candidate skills and qualifications, the next part of the selection process (such as interviews and assessments) can happen with candidates determined to be the best or most suitable candidates for the job based upon your initial candidate screening procedure.

The growth of the internet, coupled with the rise of online job boards has created a new way to hire and for recruiters and provided

recruitment and selection professionals with much more powerful candidate screening tools to use as part of the candidate screening process. Therefore, using these powerful tools will give you an easier way to reduce the amount of time you would otherwise spend going through resumes and applications manually to find qualified candidates, as well as allow you to conduct an initial candidate screening of all candidates who applied for a specific position on predetermined criteria to help find qualified candidates.

There are many reasons why companies should use online job boards as a source of candidates when recruiting for job positions. First, by using online job boards to source candidates to fill positions at your company you can access a much larger network of potential candidates than if you were using only traditional filing systems and methods.

2. Background Of The Study

Recruitment and selection are the two primary functions of Human Resource Management that aid an organization in attracting, selecting and retaining quality employees. In today's highly competitive environment, an organization must be



continuously improving their approach to recruitment strategy; that is to locate and employ people with the appropriate skill sets, experience and capabilities.

As the expansion continues, as does the competition for skilled employees. Therefore, the use of effective and efficient sourcing techniques for obtaining talent is essential.

Previously, most organizations did this by utilizing only one or more of the traditional recruitment methods including advertisements in newspapers and/or employee referrals, campus recruiting and recruiters who work on behalf of the employer. These traditional recruitment methods were very helpful in terms of identifying and providing the organisation with potential employees; however, they typically resulted in both a high cost to the organisation, as well as longer time to find a suitable candidate; thus both reduced the ability of an organisation to access a broader candidate pool, thus resulting in longer periods of time to find a suitable individual for any given position.

Recruiting methods have changed through advancements in technology, as new tools help employers recruit employees. The job

bank/job board connectors serve as a bridge between the employers and the applicants.

Employers can post jobs quickly and easily, review resumes, and promptly communicate with candidates through job boards than they did previously. A job seeker creates a profile, uploads their resume, and applies to many different jobs through one job board.

In conclusion, technology and online job banks have led to the use of job boards primarily for recruitment purposes today. By utilizing job boards to find new employees, employers are able to quickly search a large number of candidates who are already listed in job repositories' databases along with their associated information and search parameters such as location, availability, and skill level.

Employees can use information obtained via a job bank to determine quickly and accurately which candidates are qualified for a position that is currently available.

Numerous job boards offer advanced functions and other tools that provide pre-screening capability by creating a guide to evaluating candidates.



The final step in the recruitment process that follows sourcing but occurs before an offer is made to any applicant is candidate screening. Candidate screening is an umbrella term referring to three fundamental types of activities: (a) assessment of applicant profiles; (b) evaluation of applicant qualifications; and (c) determination of whether or not the applicant meets the minimum qualifications necessary for the position being recruited for. The goal of effective candidate screening is to only allow candidates who meet a defined standard to continue through the entire selection process (i.e., interview and testing). Recruiters primarily depend on job board websites to help with candidate screening. Job sites provide an abundance of tools to assist recruiters with filtering, ranking, and managing resumes enabling them to quickly evaluate and narrow the number of applicants to interview.

Companies in the logistics/transportation industry need staff with strong operational capabilities, coordination skills, industry experience, etc. Therefore, efficient hiring processes are critical for allowing businesses to successfully find and select candidates who will help improve company

performance. Online job boards offer logistics organizations the opportunity to access/reach much larger pools of candidates than they may normally have access to; therefore, they also provide a better overall hiring process than many other traditional recruitment avenues. In essence, this paper will look at how online job boards are utilized in sourcing and screening candidates in the logistics sector. The goal is to highlight the role of these online recruitment platforms in increasing both the efficiency/ability of organizations to recruit candidates successfully via the use of these digital recruitment tools.

3. Review Of Literature

The rapid evolution of digital technologies has transformed traditional recruitment practices, giving rise to E-recruitment as a strategic tool in talent acquisition, particularly within the dynamic and competitive Information Technology sector. In a study by Muzammil Md (2025), "E-recruitment, a part of Human Resource Management, driven by technology, is changing the face of Talent Acquisition, particularly in the IT industry." This study aims to explore the strategic influence of e-



recruitment in the discovery, acquisition, and maintenance of skilled workforce in the IT industry.

This article aims to discuss the significant technological shift affecting the manner of talent acquisition in contemporary organizations.

Lucie Tuttle(2024) explore how technological innovations including artificial intelligence, predictive analysis, and digital assessment tools have fundamentally altered recruitment processes from candidate sourcing to final selection.

Recruiting has always been a laborious and monotonous task. **Atmika Patnaik (2024)** Many businesses, for example have used artificial intelligence to rapidly handle enormous volumes of data to enhance efficiency, accuracy, and production. AI in the hiring process, also known as AI in recruitment, helps talent acquisition teams uncover passive prospects leverage data-driven insights that influence decision-making and improve outcomes such as hiring quality

A modern organization would be negligent without a human resources department.

Gouda, Sanjay Kumar (2024) examined that the HR department is essential to a company's performance. Recruitment is a vital function of the HR department since it emphasizes "integrating individuals into the organization." This study paper aims to analyze the impact of E-Recruitment and recent technological breakthroughs on the recruitment process, highlighting their facilitation of HR managers' tasks in contemporary settings

The purpose of this study is to explore how human resource management can be digitally transformed in the context of the digital economy. **Zhisheng Chen (2024)** examined The drivers, directions, and impacts of human resource management digital transformation constitute the major study content. The study proposes that five factors—internal customer digital needs, industry digital innovation, competitor challenges, digital innovation governance, and digital era needs—drive human resource management digital transformation

Indonesia has a lower employee engagement rate than other nations in Southeast Asia, and this phenomenon applies to all industries, including the



logistics sector. **Harry Suharman (2023)**

The logistics industry generally contributes a critical portion of a nation's economy, so further study of the management effectiveness in logistics companies is essential. Any company requires a reliable workforce to function at its best.

We use a randomized control trial to evaluate whether job portals improve employment outcomes among vocational training graduates in India. **Erin M. Kelley (2022)** uploaded a random subset of graduates to a job portal, and assigned some to receive many text messages about job opportunities. We find evidence of voluntary unemployment: job seekers respond to portal access by increasing their reservation wages, and by working significantly less.

Human resource management

professionals are often overworked, and their job are increasingly complex.

Herman Aguinis (2024) examined that many suffer from job burnout, and only some can allocate the necessary time to strategic issues. We show how generative artificial intelligence particularly ChatGPT, can be a helpful HRM assistant for both strategic and operational tasks. But, for this to happen, we demonstrate the need to create valuable prompts that result in specific, helpful, and actionable HRM recommendations.

3.1 Objectives of the chapter

- To evaluate the effectiveness of talent sourcing and candidate screening through job portals in meeting organizational hiring requirements
- To identify the major job portals used for talent sourcing by the organization.
- To identify challenges faced by recruiters while sourcing and screening candidates through job portals.



- To suggest suitable strategies for improving talent sourcing and candidate screening effectiveness through job portals.
- To evaluate the role of Applicant Tracking Systems (ATS) in simplifying the screening process.

4. Research Questions

1. How do online job portals support the talent sourcing process in organizations?
2. What methods are used by recruiters to screen candidates through online job portals?
3. What are the advantages of using online job portals for talent sourcing and candidate screening?
4. What challenges do recruiters face while using online job portals during the recruitment process?
5. How do online job portals influence the speed and efficiency of the recruitment process?

5. Methodology For This Study

The research methodology adopted for this study provides a systematic approach to examine talent sourcing and candidate

screening through online job portals at Logistics industry. The study follows a descriptive research design to understand the recruitment practices and effectiveness of online job portals in the hiring process. Both qualitative and quantitative approaches are used in the study to obtain a comprehensive understanding of the topic. The research is based on primary and secondary source of data. Primary data is collected through a structured questionnaire distributed to HR professionals and employees who are involved in the recruitment process within the organization. Secondary data is obtained from various sources such as books, academic journals, research papers, company reports, and reliable online resources related to recruitment and online hiring practices. The target population of the study includes recruiters and employees associated with the HR department of the organization. The methodology adopted for the study helps in understanding how online job portals assist organizations in reaching a larger pool of candidates, simplifying the screening process, and improving the overall efficiency of recruitment activities.

6. Issues And Implementation



Online Job portals have improved the recruitment process. Organizations may still face several challenges when using these platforms for talent sourcing, and candidate screening. One of the major issues is the large number of applications received for a single job posting. Many of these applications may not meet the required qualifications or experience, which makes the screening process time-consuming for recruiters, another challenge is the presence of incomplete or inaccurate information in candidate's profiles, which can affect the reliability of the screening process. In some cases, recruiters may also face difficulties in identifying candidates with the exact skills required for the job role.

To overcome these issues organizations, need to implement effective strategies and tools while using online job portals. Recruiters can use advanced search filters and screening tools available on job portals to identify suitable candidates based on qualification, experience, and skill sets. The use of applicant tracking system can also help organizations manage and organize large volumes of applications more efficiently. Proper job descriptions and clear job requirements should be posted on job portals to attract relevant candidates and reduce the number of unsuitable applications.

7.Strategic Role Of Talent Sourcing And Candidate Screening Through Online Job Portals In Logistics Industry

Strategically sourcing talent and screening potential candidates through online job portals is a key aspect of modern Human Resource Management. Organizations today are competing for talent and ensuring that their long-term objectives are achieved and operational efficiency is maintained; Therefore, sourcing and selecting the right talent is critical. Online Job Portals serve as a major strategic recruitment tool, allowing organizations to connect with the largest possible applicant pool and produce better overall results.

Online job portals play an important role in enhancing talent acquisition efficiency. Recruiters use these online job portals to quickly find appropriate candidates by searching for qualified candidates using filters based on the candidate's skills and qualifications. Therefore, hiring processes are expedited due to the ability of recruiters to quickly find candidates using job portals as opposed to having to wait on personal referrals or traditional recruiting practices. When hiring processes are expedited, businesses can carry



out their day-to-day operations uninterrupted due to open positions being filled promptly.

Job portals make effective workforce planning possible by providing recruiters with access to a vast and diverse candidate profile database. Recruiters can use the database of candidates to search through millions of candidate profiles for an individual that will meet their long-term employee needs. By doing this, organizations can build their candidate database and prepare for their future workforce.

8. Role Of Talent Sourcing And Candidate Screening Through Online Job Portals

Companies are increasingly using internet-based resources to recruit candidates and scavenge submissions to their workplace vacancies. Employers now also use a common online recruitment medium to identify and locate candidates who meet the requirements of an open position.

A key advantage of an online recruitment source is that it establishes a common interface for employers and job-seekers to process and match each other based on job openings. The functions of an online recruitment site allow an employer to gain a large amount of exposure through an online recruitment medium, thereby providing a tremendous number of

potential candidates to an employer using online recruitment tools.

Using an online recruitment mechanism provides an employer with countless profile matches of thousands of job-seekers from all over the world, as well as a vast number of job-seeker profiles from many different types of professional experiences. This process can, therefore, provide access to a wider variety of potential candidates, in turn allowing more diversity in terms of the potential job applicants, and in turn, more blending of the typical jobs working to create a unique job type category.

Using online job portals helps to increase the speed and efficiency of recruitment. Recruiters can communicate with candidates much quicker than in traditional processes as well as schedule interviews and track applications from a single platform. Digital processes, like those found on an online job portal, have increased the speed and organization of the recruitment process compared to traditional methods.

Overall, recruiting via online job portals has become a major contributor to increasing both the effectiveness and efficiency of recruiting and the reach of recruiting efforts and being able to attract qualified candidates through the



use of these digital platforms has improved overall talent acquisition strategies by providing an innovative way to streamline and simplify the recruitment process.

9. Talent Acquisition Strategy And Workforce Planning In Organizations

Essential parts of the present-day HRM System in an organisation are Talent Acquisition and Workforce Planning. An organisation's workforce must have the right level of staffing that meets its needs and the skill and ability levels necessary to achieve its goals due to increased competition in the marketplace. An organisation performs workforce planning by performing an analysis on its current workforce, identifying its future workforce needs, and finally developing a plan for staffing through possible skill gaps or a lack of sufficient staff.

The design of a talent acquisition strategy is not just aimed at filling open positions quickly; rather, the process is designed to identify, attract and ultimately hire the right talent to fulfill an organization's ongoing need for growth and development.

In addition to these considerations, there are also many different ways organizations can search for candidates; they include: using online job sites, social networking sites such

as LinkedIn, college and university campuses, employee referrals, and working with recruitment agencies

Workforce planning refers to the estimate of a company's future workforce based on its company goals and needs for operations (Example: How do we estimate the number of workers needed in a department according to what the department needs to meet existing goals). HR professionals need to consider multiple factors (turnover/retirement rates, growth or decline in an industry or company, technology changes) when forecasting for future need (number/type) of employees. Using these forecasting techniques will help the company plan for the future by avoiding any issues related to lack of manpower, productivity, etc., and helps companies meet their goals based upon the estimate from total workforce planning.

10. Employee Performance Management And Productivity Improvement In Organizations

Workplace performance management includes a wide variety of functions all related to human resources. Performance management is an ongoing process for measuring the effectiveness of individual employees through a method called



continuous performance evaluation. Performance management requires setting performance objectives for your employees, measuring their performance against these goals, giving them feedback on their performance, and using tools to assist with individual and organization-wide growth/development. Performance management helps employees become better aware of their place in relation to the organization's overall objectives, as well as aids them in determining their own performance objectives.

As a result, Organizations invest time and money into training & development programmes, through investement of both financial & time toward developing skills required for an employee at the job, creating performance incentives to increase productivity from the employee. All of these programmes will help create the employee with a better skill set by increasing their efficiency and ability to work in today's rapidly changing workplace.

Effective employee performance management plays a critical role in enhancing both individual employee output as well as the overall success of the organization. By providing continuous

performance feedback, coaching, and employee development, an organization can develop a workforce that is motivated and positively contributes to the accomplishment of an organization's long-term business objectives.

11. Role Of Talent Sourcing And Candidate Screening Through Online Job Portals In Logistics Industry

The logistical recruitment process heavily relies on talent sourcing and candidate screening from online job boards. The logistics industry will continue to see significant growth as a result of increased globalization, e-commerce, and an increase in the demand for supply chain-related services, so companies must increasingly recruit an adequately skilled and competent workforce to meet the demands of their operations. As a result of this, job boards are quickly becoming a significant source for attracting and identifying potential applicants for logistics positions.

The primary way job boards provide assistance to the logistics industry in filling open positions is by broadening the recruitment target area of logistics employers. Job boards create an ongoing opportunity for organizations to access a



searchable database of job seekers within many different geographic areas and many different professions. This creates a convenient and quick way for organizations to advertise positions and to collect hundreds or thousands of resumes/applications from high-quality logistics and supply chain job seekers.

Talent sourcing and candidate screening through online job portals significantly enhance the recruitment process within the logistics sector. By providing organizations with access to a larger pool of candidates while allowing for a simplified screening process, and faster hiring decisions; these sites improve the development of an effective and skilled workforce that aids in growing the competitiveness of logistics organizations.

12. Digital Recruitment Technologies In Talent Sourcing

With these technological advances, logistics companies are utilizing digital recruitment technologies, such as online job listings, applicant tracking systems (ATS) and many other types of recruitment software to find talent. Recruiters can use the extensive databases of candidate information available to filter candidates according to pre-defined

qualifications e.g., experience, education/specific qualifications, skills, etc. and quickly identify and evaluate them as they meet organization standards. Automated online recruitment solutions allow for the automation of many aspects of recruitment processes, including the screening of applications, the creation of candidate short-lists, and the communication with applicants, thereby greatly reducing the time it takes to conduct the recruitment cycle and accurately select candidates for hire. Ultimately, digital recruitment technology allows HR professionals to create a positive and sustainable talent supply chain for their organizations, while enhancing their ability to provide timely vacancy fill responses to current and potential job seekers.

13. Data Driven Candidate Screening And Recruitment Decisions

With Data increasingly being a key asset in how candidates are evaluated through Data-Driven Hiring. Online Job Boards provide Recruiter's with the ability to access information about candidates including their Qualifications, Employment History, Skills, and Job Preferences. Organizations can leverage this Candidate Data to help them analyze qualification data and compare it to



their specific definable Attribute Criteria used to hire in the Logistics Industry so that they will be able to identify which candidates will best meet the specific needs of each Job. Additionally, many Data Analysis Tools help to track hiring results, analyze trends in hiring and assist in making hiring decisions. Organizations are able to make more informed hiring decision(s) pertaining to Candidates using standardized Data obtained from Online Job Boards therefore; reducing the likelihood of hiring an employee who does not meet the organization's standards while increasing the number of qualified employees who will support both the organization's operational effectiveness and/or support the organization's growth and evolution.

14. Skill Requirements And Talent Demand In The Logistics Industry

Logistics professionals are required to have technical and operational skills in order to conduct logistics activities including transportation and warehouse operations, inventory management, and supply chain coordination. As a result of globalization and e-commerce growth, the demand for skilled workers capable of performing complex logistics duties has continued to increase, and

companies will require qualified workers to fulfil this demand. Many logistics organizations utilize online job boards and other electronic sourcing methods to identify candidates with relevant credentials, skill sets, technical knowledge, and experience in logistics functions. Recruiters can search through multiple job matching tools to locate candidates based on certain skills such as supply chain management, data analysis, transportation planning, warehousing, etc. Additionally, online recruiting websites allow companies to reach a more diverse audience for recruitment by making it easier for candidates from different geographic regions to apply for positions. When companies effectively identify qualified workers with necessary competencies, they will improve operational efficiency and achieve consistently smooth supply chain processes. Therefore, understanding skills requirements and demand for talent in the logistics industry is an important component of successful recruitment and workforce development.

15. Impact Of Online Job Portals On Recruitment Efficiency In Logistics Companies



The recruitment process within logistics has improved due to the implementation of online job portals - they have greatly increased speed, accessibility, and efficiency in hiring. Recruiters can now utilize these tools for posting job openings, searching for candidates, and corresponding with them all through one online tool. Previously, traditional methods for recruitment, like hiring through newspapers or reviewing resumes manually, were very time consuming and could incur a high cost. However with use of an online job portal these earlier mentioned processes are completed much more quickly and at a much lower cost.

Along with saving time and money, online job portals provide recruiters with the ability to filter applicants based upon their qualifications, work experience and skill sets pertinent to the logistics industry. This allows HR professionals the ability to identify suitable candidates very quickly and allows for easier applicant screening.

There are an abundance of features available on online job portals which enhance the recruitment process such as resume databases, applicant tracking tools, and automated notifications. With these features

available, logistics companies are able to recruit faster, hire qualified individuals to fill their operational needs, thus making the use of online job portals a key component to improving recruitment efficiency and enhancing overall talent acquisition strategies.

16. Challenges In Talent Sourcing And Candidate Screening Through Online Job Portals

Despite increased access to online recruitment tools by most Logistics employers, many still encounter difficulties sourcing and screening candidates effectively. The overwhelming number of applications received per posted job is one of the primary barriers faced by Recruiters in quickly identifying qualified candidates for open positions. A large percentage of applicants do not possess the requisite skills and/or experience needed for Logistics operations; therefore, Recruiters are forced to expend significant time to identify qualified applicants. In addition, many resumes include incomplete or inaccurate data, thereby negatively impacting the strength of each candidate profile. Evaluating candidate practical skills, communication skills, and overall fit for an open position only from an



online profile is another challenge faced by Recruiters. Furthermore, in many cases, applicable prior work experience is often lacking among the candidates who apply for Logistics sector positions where there are specific technical competencies needed (e.g., supply chain management, warehousing, transportation planning). Numerous technical issues, lack of filtering capabilities, and the level of competitive recruiting for qualified applicants by other companies are barriers that limit Recruiter ability to find and hire qualified applicants using online recruiting methods. Therefore, companies need to implement sound recruiting policies in order to screen applicants and utilize superior recruiting tools.

17. Conclusion

The logistics sector have increasingly turned to job portals as a means of sourcing and screening potential candidates. Because they offer an online method of creating a large pool of potential candidates for each new hire, job portals enable companies to expedite the hiring process and enhance the recruiting experience through the application of more advanced technology. Recruiters can utilise features such as filtering by available skill set and reviewing the candidate's resume

to find individuals who meet the required qualifications, experiences and proficiencies necessary for successful performance within the logistics operations function. Furthermore, companies that utilise online job boards will also be able to streamline the recruiting process by improving their ability to process applications, identify applicants for further consideration, and maintain communication with applicants during all phases of the recruitment cycle. However, due to the volume of applications received by many companies, limited available applicant profiles and the challenges involved in assessing the practical application of an applicant's skills, the demand for effective screening methods has greatly increased. Accordingly, the impact of job portals on the development of improved talent acquisition strategies and operational efficiencies within logistics organisations must not be overlooked.

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