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Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_96285
Title of the Manuscript:	Digital Recruitment Technology Implementation – A study of select companies in Telangana State
Type of the Article	Research

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This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Compulsory REVISION comments</p> <ol style="list-style-type: none"> 1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript) 2. Is the title of the article suitable? (If not please suggest an alternative title) 3. Is the abstract of the article comprehensive? 4. Are subsections and structure of the manuscript appropriate? 5. Do you think the manuscript is scientifically correct? 6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form. <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>NONE</p>	
<p>Minor REVISION comments</p> <ol style="list-style-type: none"> 1. Is language/English quality of the article suitable for scholarly communications? 	<p>Emergence of the digital technology has brought many changes in human's life. From the past two decades, most of the things, entities, businesses, market are been using digital technology in the name of E-business, E-market, and E-recruitment. Now, it's the time to be an evidence for Digital Recruitment by organizations. With the pace of development in telecommunication and digital technology, companies are depending more on technology rather than traditional method for various activities. Most of the companies are using digital technology to implement HR practices and using the digital tools like digital data, chat bot technology, Artificial Intelligence HR, AI recruitment, cloud HR. These tools are helping the companies in identifying the vacant positions and notify the vacant positions, Majority of the IT Companies are adopted the above technologies, but, few companies are resisting in adopting the new technology for recruiting the employees. The core objective of this research paper is to identify the differences in usage of digital technology by organizations in recruiting the employees at rural and urban areas. For this purpose of identified the companies located in rural and urban area of Telangana state.</p> <p>In this research paper we used 5 point Likert scale questionnaire to collect the primary data from HR managers of the select companies that are located in Yadadri Bhuvanagiri Dist of Telangana State. The data has been collected through Google forms. The sample is selected by convenience sample method. The data has been analyzed with the help of SPSS 28.0.0.0, MS-Excel and after all the analysis we came to a conclusion that there is no significant difference in technology usage in Rural and Urban areas, in recruiting the employees.</p> <ul style="list-style-type: none"> - PUNCTUATION IN COMPOUND/COMPLEX SENTENCES - PASSIVE VOICE MISUSE - INCORRECT VERB FORMS - WORDY SENTENCES <p>Many changes had been taken place in recruiting the employees' right from attracting the candidate to placing them in the vacant position. Digital recruitment sounds new but most of the recruiting companies are unknowingly using and habituated to recruit their employees' using digital technology. Most of the present generation is habituated to use social media. People are suing the social dais to mould their career too. In this context many companies that are located in metro cities are started using social media for the recruitment. By the lessons taught by the COVID-19 pandemic, companies struggled a lot to recruit the right candidate and</p>	

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	<p>companies are realized that social media can also be used for recruiting the employees'. The Digital Recruitment technology helped many organizations to complete their recruitment process with less effort.</p> <ul style="list-style-type: none">- CORRECT SPELLING- FIX THE VERB AGREEMENT- PUNCTUATION IN COMPOUND/COMPLEX SENTENCES- PASSIVE VOICE MISUSE- CORRECT ARTICLE USAGE <p>Digital Recruitment is that which uses the digital technologies like Digital Data, AI HR, Machine Learning and Cloud HR technologies to catch the attention of choose and take the right candidate for the positions that are unoccupied. The organizations are searching for the technologies suitable for recruiting the candidate.</p> <p>Digital Recruitment process:</p> <p>The Digital Recruitment process is different from the traditional Recruitment process. It alters the way of recruiting the candidates where as the manual recruitment process mainly consist of posting for job advertisements, searching for the candidate and contacting him, manually taking resumes and reviewing resumes, contacting the candidates and scheduling interview and verifying the relevant document everything is manual in traditional recruitment process. But, the digital recruitment process alters most of the steps and changes the way of attracting the candidates. Right from receiving the application from the aspirant to the hiring everything is automated.</p> <ul style="list-style-type: none">- WORDY SENTENCES- PUNCTUATION IN COMPOUND/COMPLEX SENTENCES- PASSIVE VOICE MISUSE- INCORRECT VERB FORMS <p>Adam Vaccaro 2014 said that the recent recruiting technology works by collecting a bunch of potential recruits and chopping off those who don't meet certain qualifications, or don't use certain buzzwords in their resumes and cover letters of the applicants (Adam Vaccaro 2014). The automation of HR enhances the professional development of HR professionals in the organization (Nishad Nawaz and Anjali 2012). Automating the Recruitment Processes acquiring the best talent involves the planning, sourcing, assessing, hiring and on-boarding of top talent and helps companies in implementing the best practices of recruitment and hiring the best talent available in the market (Tyagi 2012).</p> <p>"Digitalization is the process of converting analogue signals or information in any form into a digital format that can be understood by computer systems or electronic devices". (Murphy 2018).</p> <p>Mosca Marta, said that after all several characteristics seem to be important to be best define digitalization when the authors talk about the topic digitalization is fast moving, flexible, easy to use, customer focused, data driven, collaborative process and strategically important for the success of Organizations.</p> <p>Geetha R and Bhanu Sri Reddy D - In the paper entitled Recruitment through Artificial Intelligence: A conceptual study, Artificial Intelligence is a technology which can work smartly and equal to human brain in different situations. AI mainly aims at the automating recruitment process when compared to traditional recruitment methods. This paper also stated that Recruitment is the central activity of all organizations. It has been identified that recruitment industry growing up by implementing smart way to recruit using artificial intelligence. Many industries are observed that they are focusing on the changes taking place in recruitment process. AI technology has the great impact in Recruitment activity that enables recruiter align some unstructured candidate bio-data, construct profile into uniformity, identify and match skill sets required for the industry. This paper further concludes that AI is human built software to make the work at ease while the process is carried on. This paper also concluded that AI is the combination of humans and AI that leads to data maintenance, save the cost and time to the organizations with more accuracy and access in total recruitment process.</p> <p>Deotima Saha and Deepika pandita in their research differentiated the employees of industrial Revolution and employees of information age as the employees of industrial revolution are known to be manual workers and the employees in the information age are called as employees of knowledge and the employees in today's technological era are known as native Digital (2017).</p>	
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	<p>Eric Premnath and Arun Antony chilly (2019) - In the paper titled AI in HRM: A Quality study in the Indian Context, detailed the benefits of Artificial Intelligence in HR. And according to this paper 6 out of 8 respondents, Artificial Intelligence has proven to be a major supporting tools for recruiting ideal candidates for their companies and also found that AI is used in recruiting the employees. AI will support the company more efficiently and effectively in recruiting the employees. The paper identifies the benefits of using AI in HR like cost reduction, better man power utilization, Time Efficient and job satisfaction. The paper also pointed the limitations of using AI in HR like Accommodating anomalies in the resumes of the candidates applying for the job. The paper further stated that AI is not perfect as it is still going through the learning curve with regards to HR practices.</p> <p>N. Bhanu Prakash, Dr G. Sri Rama Krishna , G Samuel have concluded in their article that there is a tremendous growth in IT and the organizations who reduce costs and emphasized the urgency of linking HR with digitalization for instant solution.</p> <ul style="list-style-type: none"> - WORD CHOICE - PUNCTUATION IN COMPOUND/COMPLEX SENTENCES - UNCLEAR SENTENCES - PASSIVE VOICE MISUSE - TEXT INCONSISTENCIES <p>The data collected were analyzed carefully and the following findings were drawn:</p> <p>(i) The results found that job location does not have a significant impact on digital recruitment. T-Test results show that there is no significant difference in using digital recruitment technology in terms of location. In other words, digital recruitment usage doesn't vary with different location groups.</p> <p>(ii) From the study, it is administered that almost all the respondents including male and female are aware about the digital recruitment technologies.</p> <p>(iii) From the study, source of awareness of the digital recruitment is mostly social media, followed by friends and new paper.</p> <p>(iv) From the study, it is found that the companies geographically located in rural area are also adapting to the digital technology in recruiting the personnel.</p> <ul style="list-style-type: none"> - WORD CHOICE - PUNCTUATION IN COMPOUND/COMPLEX SENTENCES - UNCLEAR SENTENCES - PASSIVE VOICE MISUSE - TEXT INCONSISTENCIES <p>In the present scenario of covid there is an increase in usage of smart phones by different cross sections of the society and developments in information technology. Digital recruitment technology and tools helped a lot both the job aspirants and the recruiters to find the best for their career and organization respectively. The companies so far that are stuck with traditional recruitment process are using digital recruitment process. Technology usage in present scenario will definitely help both the organization and the job aspirants.</p> <ul style="list-style-type: none"> - CORRECT ARTICLE USAGE - FIX AGREEMENT MISTAKE 	
<p>Optional/General comments</p>	<p>NONE</p>	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

Reviewer Details:

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