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EXPLORING HOW TECHNOLOGY IS TRANSFORMING RECRUITMENT, EMPLOYEE MANAGEMENT, AND PERFORMANCE EVALUATION

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ABSTRACT

In today's world, technology plays a very important role. Recruitment, performance evaluation employee management, and other basic HR functions are being redefined by technology. The IT sector is currently one of the most influential industries and significantly impacts business by raising employee performance effectiveness. Here, we used the snowball survey and random sampling techniques. This is one of the best and most efficient ways to conduct the study because the IT industry continues to adopt a hybrid mode of operation. As a result, conducting the study and discovering the results allowed us to learn more about the actual industry situation, where technology is very helpful for improving performance and aiding in data management but also presents some challenges due to constant technological change and the potential for data loss.

Keywords: Technology, Human Resources, performance evaluation, and employee management

INTRODUCTION

Technology Innovation has a significant impact on how human resource departments operate today. The reality is that with innovation, HR departments are using new methods to get in touch with rivals, representatives, and their clients. In any case, systems for archiving stockpiles, employee efficiency assessments, and exhibits have changed generally reducing manual labor. HR processes are becoming more proficient and sophisticated, thanks to innovation.

RECRUITMENT TECHNOLOGY

Recruitment technology refers to the use of technology to improve the recruitment process, from candidate screening to onboarding. It includes smart technology like software systems and AI, and its goal is to ensure recruitment is time-efficient while ensuring the best candidates get the role. Recruitment technology has significantly transformed the way recruitment is conducted, from manual processes to digital HR. Recruitment technology

offers numerous benefits, including improved efficiency, attracting top talent, improving candidate experiences, and making data-driven decisions.

THE IMPACT OF TECHNOLOGY ON RECRUITMENT:

Revolutionizing the Startup Hiring Process

In a fast-paced and technology-driven world, the impact of technology is felt across various industries, and recruitment is no exception. The traditional methods of hiring have evolved significantly with the advent of new technologies, transforming the way startups recruit talent.

The Evolution of Recruitment

Before delving into the impact of technology, let's briefly understand the evolution of recruitment. Traditionally, the recruitment process involved manual tasks such as advertising job openings in newspapers and conducting in-person interviews.

Increased Efficiency and Reach

One of the most significant impacts of technology on recruitment is the increased efficiency and reach it offers. Online job portals, professional networking platforms, and applicant tracking systems have revolutionized the way startups find and engage with potential candidates.

Automation and Artificial Intelligence

Automation and artificial intelligence (AI) have played a transformative role in recruitment. With the help of AI-powered tools, startups can automate repetitive tasks such as resume screening, candidate sourcing, and interview scheduling. This not only saves time and effort but also improves the accuracy and efficiency of the recruitment process.

Data-Driven Decision Making

Technology has enabled startups to make data-driven decisions throughout the recruitment process. By leveraging applicant tracking systems and recruitment analytics tools, startups can collect and analyze vast amounts of data to gain insights into their hiring practices.

Challenges and Future Trends

While technology has brought numerous benefits to the recruitment process, it also presents certain challenges. The reliance on technology can lead to a lack of personal touch, potentially diluting the human connection between recruiters and candidates. Additionally, there are concerns surrounding bias in AI algorithms and the ethical use of candidate data.

TECHNOLOGY IS TRANSFORMING EMPLOYEE MANAGEMENT

Employee productivity is more important than ever and a focus on employee experience will contribute to the success of a business. Technology has developed increasingly over the years, offering improvements in various business aspects such as communication channels and data analysis.

Hybrid communication

This policy should further encourage flexible working initiatives to be expanded by employers, but companies must have the correct IT infrastructure in place to ensure these schemes work for both the employer and employee.

Tech's role in progression

Increasingly companies are seeking new ways to engage workers, and tech tools that enable activities such as virtual collaboration are continuing to shake things up, creating a new breed of digital workers.

Learning management systems

Employee demands are changing, and individuals now prioritize the opportunity to learn and progress. Workforces are increasingly diverse: no learning needs are the same, so a flexible approach is required.

Company culture

Healthy work culture is continuously being cited as a key factor for retention, with employees and business leaders ranking a “great” culture as the number one factor when looking for organizations to work for. In a work-from-anywhere world where teams are more fragmented than ever, employee well-being must take center stage.

The future of employee management

We live in an ever-changing, unpredictable working world that has evolved over the past few years in unexpected ways. Organizations have had to adapt at pace, and creating an agile, adaptable, and happy workforce is vital for business success.

Employees are at the core of business operations so ensuring they are well looked after should not be undervalued. By investing now in the correct working models and technologies, a well-defined employee experience can be created, which can translate into a superior customer experience.

HOW TECHNOLOGY IS TRANSFORMING PERFORMANCE MANAGEMENT

Formal performance management programs have been around since the Industrial Revolution. In those days, the manager of a manufacturing plant would set a quota and give his subordinates annual goals. On top of that, an effective performance management system should:

- Provide meaningful performance results
- Aid in the growth of training and career development programs
- Help set expectations
- Monitor performance

TECHNOLOGY IS TRANSFORMING PERFORMANCE EVALUATION

Performance evaluation is a crucial aspect of principal-agent dynamics. It involves the systematic collection and analysis of data on job-related behaviors and outcomes to determine the degree to which an employee is meeting the goals and expectations set by the organization. With the rapid advancements in technology, performance evaluation has been significantly transformed. Technology has played a critical role in enhancing the accuracy and efficiency of performance evaluations. Today, there are numerous tools and software programs that organizations can use to evaluate employee performance.

Here are the ways technology has impacted performance evaluation:

- 1. Automation:** Technology has automated the performance evaluation process, making it easier and faster to evaluate employee performance.
- 2. Data Analysis:** Technology has made it easier to collect and analyze data on employee performance. For instance, companies can use HR analytics tools like Vizier and ADP Data Cloud to collect data on employee performance, analyze it, and identify patterns and trends.
- 3. Feedback:** Technology has made it easier for managers to provide feedback to employees. For instance, companies can use tools like 15Five and Lattice to provide continuous feedback to employees, which helps to improve their performance.
- 4. Objectivity:** Technology has helped to eliminate bias in performance evaluations. For instance, companies can use software programs like Textio to analyze job descriptions and make them more gender-neutral, reducing the potential for gender bias in performance evaluations.

STATEMENT OF THE PROBLEM

To evaluate the emerging role of technology in the future of human resource management functions while implementing technology in the recruitment process. This paper identifies recruitment methods and describes how the benefits of online recruitment can influence the recruitment decision-making of the organization. How Technology of Performance management constitutes one of the major management tools employed in this process. The continuous evolution of an organization towards changes creates a great impact in their performance towards their performance evaluation and roles in the organization.

OBJECTIVES OF THE STUDY

- To enhance the quality of hires, and increase the efficiency of recruitment efforts.
- To Evaluate the role and influence of technology on employee performance management and evaluation.
- To access the impact of technology on employee management to training resources and personalized learning experiences
- To improve transparency in performance evaluation, foster continuous improvement

SCOPE OF THE STUDY

- The specific objectives are to describe the performance planning process, assess the effectiveness of the performance evaluation and review process, and identify options or processes that can be improved for the effectiveness of the performance management.
- To improve employee work performance by helping them realize and use their full potential in carrying out their mission
- This study helps to know the level of importance of performance management

LIMITATIONS OF THE STUDY

- The study's sample size and composition are limited potentially affecting the representativeness of the findings.
- The accuracy of the study is based on the information given by the respondents.
- There is insufficient data collection because it is not accurate.
- Regarding sensitive topics such as employee performance evaluation toward technology
- The findings of the study are context-specific and not generalize to other organizational settings, industries, or cultural contexts.

REVIEW OF LITERATURE

Griffin (2020) The findings in this article are that monitoring the activity is appropriate for HR, which is the ethical method for measuring employee activity, but from the employees' perspective, it appears that there is a lack of trust in the employees, which causes them to feel insecure and engage in unethical behaviour. It aids in knowing the productivity of employees at work and monitoring the same for performance management. The study's gap is having a policy for everyone because currently, all new generations know how to gather data without being discovered by the company.

Gaurang and Vekariya (2021) Changes in work methods and organizational environment as a result of technology adoption, have made virtual meetings more convenient for the interview process and project discussion. This demonstrates how technology has empowered individuals and employees to develop new abilities as needed in a technologically advanced world. Using technology in performance management has consumed a lot of time work by which the adoption time and working time nowadays manipulated with each other people are facing problems because of their dependency on technology, and the work-from-home concept is making it difficult for many organisations to make their employees work from the office concept again.

Suganthiya (2021) Technology provides several methods and tools to utilize for various HR variables in the organization, beginning with recruitment, planning, e-performance management, and so on. The gap in the study applying the unique approaches contains faults that are not pre-determined; this only works from implementation, so if it goes wrong, there will be a waste of time and resources. The purpose is to investigate the influence of technology on performance management and evaluation.

Naik (2022) Technology has changed the job of human resources in firms; currently, HR is concerned not just with employee work but also with other employee factors. The study's goal is to learn how technology has aided human resources in the betterment of the company

and the transfer of processes/operations. However, the study lacks the backup of employees who simply operate from home, making it difficult to measure their procedure without performance. Another article was published on talent and acquisition as one of the primary elements for employee entry into firms, and this study illustrates how this technology assisted in the recruiting process and made it easy and smooth. When the goal is how technology aided the recruitment process by making it easier to locate qualified candidates via an online platform. However, having inaccuracies in the data for the first time or not having updated data causes mistakes and wastes a lot of time in the screening.

Çunaku (2022) This study aided in demonstrating the influence of HR and new changing approaches in HR, as well as the relevance of HR in organizations and changing trends such as HR outsourcing being done globally. The major goal of the study is to learn how technology has affected the working operations and overall department-changing ways of functioning in the organization that are completely different from the conventional way of using technology. The issue is that techniques are prescribed and must be utilized in the format, but all processes are not implemented in the same way, so everyone must mix and match, which does not guarantee the success of the chosen method for the data gathering and recruiting process.

Trivella (2022) This article demonstrates five various approaches to leveraging HR technology to help organizations evolve by utilizing technology and dealing with the modern technology-oriented world. Using technology to introduce change in the organization via HR. Every step has a disadvantage, such as a mistake in recruitment causing a waste of money and time, data loss causing a problem for the analysis of performance and changing things for all, incorrect application or usage of the tool causing the HR to make the wrong decision, which is very harmful for the organization and more for the employees, causing employee dissatisfaction.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problems. Research methodology is understood as a source of the study of how research is done scientifically and systematically. The procedure using, which researchers go about their work of describing, explaining, and predicting phenomena, is called Methodology. Methods comprise the procedures used for generating, collecting, and evaluating data. M

DESCRIPTIVE RESEARCH DESIGN

The Descriptive Design is marked by the prior formulation of the specific research problem. The investigator already knew a substantial amount of the research problem. The investigator should be able to define clearly what is that he/she wants to measure and to set up appropriate and specific means for measuring it.

SOURCES OF DATA

Primary Data

Primary data are those, which are collected for the first time. They are original in character. The data collected by the investigator for the first time for their use is usually classed as primary data.

Secondary Data

Secondary data are those that have already been collected by others. These are usually available in journals, periodicals, dailies, research publication official records, etc., they may either be available in published form or an unpublished form. When it is not possible to collect the data by primary method, the investigator may make use of this method.

Sample Design

A sample design may be defined as a plan for obtaining a sample from a given population. It therefore refers to the technique or procedure the researcher would adopt in selecting an item.

Sampling Techniques

The researcher made use of a stratified sampling technique to collect data.

Tools of Data Collection

There are different tools for data collection one has to make proper planning before deciding on the sources for the collection of data for investigation. They have to decide the purpose of the inquiry. There are some principal sources of collection of data, which are as follows.

TOOLS USED

1. Simple percentage analysis
2. Chi-square analysis
3. Correlation
4. Anova

CHI-SQUARE ANALYSIS

NULL HYPOTHESIS

HO: There is no significance between the quality of hires, an increase in the efficiency of recruitment efforts, and the influence of technology on employee performance management and evaluation.

ALTERNATIVE HYPOTHESIS

H1: There is significance between the quality of hires, an increase in the efficiency of recruitment efforts, and the influence of technology on employee performance management and evaluation.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.006E2 ^a	9	.000
Likelihood Ratio	205.787	9	.000
Linear-by-Linear Association	99.397	1	.000
N of Valid Cases	123		

a. 4 cells (25.0%) have an expected count of less than 5. The minimum expected count is 2.85.

RESULT

The calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between the quality of hires, an increase in the efficiency of recruitment efforts, and the influence of technology on employee performance management and evaluation.

CORRELATION

The table shows that the relationship between employee management to training resources and personalized learning experiences improves transparency in performance evaluation, fosters continuous improvement

Correlations

		Employee management to training resources and personalized learning experiences	Improve transparency in performance evaluation, foster continuous improvement
Employee management to training resources and personalized learning experiences	Pearson Correlation	1	.835**
	Sig. (2-tailed)		.000
	N	123	123
Improve transparency in performance evaluation, foster continuous improvement	Pearson Correlation	.835**	1
	Sig. (2-tailed)	.000	
	N	123	123

** . Correlation is significant at the 0.01 level (2-tailed).

RESULT

This is a positive correlation. There are relationships between employee management training resources and personalized learning experiences that improve transparency in performance evaluation, foster continuous improvement

CHI-SQUARE ANALYSIS

NULL HYPOTHESIS

Ho – There is no significant relationship between technologies improving employee performance and technology being useful in performance evaluation

ALTERNATIVE HYPOTHESIS

Ha –There is a significant relationship between technologies improving employee performance and technology being useful in performance evaluation

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.899E2 ^a	12	.000
Likelihood Ratio	250.481	12	.000
Linear-by-Linear Association	105.707	1	.000
N of Valid Cases	120		

a. 11 cells (55.0%) have an expected count of less than 5. The minimum expected count is .99.

RESULT

The calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between technology improving employee performance and technology being useful in performance evaluation

ANOVA

NULL HYPOTHESIS

Ho: There is no significant relationship between technology help in amending performance management and technologies can be utilized to improve employee evaluation

ALTERNATIVE HYPOTHESIS

H₁: There is a significant relationship between technology help in amending performance management and technologies can be utilized to improve employee evaluation

ANOVA

Technologies can be utilized to improve employee evaluation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	120.402	4	30.100	140.772	.000
Linear Term	77.390	1	77.390	361.931	.000
Unweighted	116.165	1	116.165	543.276	.000
Weighted	4.237	3	1.412	6.605	.000
Deviation					
Within Groups	24.590	115	.214		
Total	144.992	119			

RESULT

From the above analysis, we find that the calculated value of the F-value is a positive 140.772 value, so H₁ is accepted. Since the P value 0.000 is less than < 0.05 there is a significant relationship between technology help in amending performance management and technologies that can be utilized to improve employee evaluation. The results are significant at the 4% level.

SUGGESTIONS

- HR recruiters should prioritize acquiring technological skills to effectively utilize emerging technologies in HR practices.
- Organizations should proactively address challenges related to technology implementation, such as resistance to change, integration issues, and data security concerns. Regular updates and training sessions should be provided to keep them abreast of advancements in HR technology and best practices in employee performance management and evaluation.
- Technology should not overrule Human Performance measuring only by technological tools. Technology should be designed according to business objectives and opportunities. It should be user-friendly and easy to adapt.

CONCLUSION

- The integration of technology into talent management practices has ushered in a new era of efficiency, innovation, and strategic alignment within organizations. Through the adoption of various technological solutions, such as AI-driven recruitment tools, digital learning platforms, remote work enablement technologies, and data analytics systems, businesses have transformed how they attract, develop, and retain talent. One of the most significant impacts of technology on talent management lies in its ability to optimize the recruitment process.
- The impact of technology on recruitment cannot be overstated. It has revolutionized the hiring process, offering increased efficiency, expanded reach, automation, data-

driven decision-making, and enhanced experiences of performance evaluation. While there are challenges to overcome, the future of recruitment is undoubtedly intertwined with technology.

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