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Recent Trends in Recruitment and Selection in India (2019–2024)

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Abstract- Recruitment and selection are fundamental functions of Human Resource Management that play a critical role in ensuring the success and sustainability of organizations. In the rapidly evolving business environment of India, recruitment and selection practices have undergone significant transformation over the last five years due to technological advancements, digitalization, and changing workforce expectations. Traditional hiring methods such as newspaper advertisements, walk-in interviews, and manual screening processes are increasingly being replaced by modern recruitment techniques including e-recruitment, artificial intelligence (AI), data analytics, and social media hiring.

The purpose of this research paper is to analyze the recent trends in recruitment and selection in India during the period from 2019 to 2024. The study primarily relies on secondary data collected from HR journals, research articles, industry reports, and online publications. The research highlights the growing importance of digital recruitment platforms, AI-based resume screening, virtual interviews, and data-driven hiring decisions. Additionally, the paper examines how organizations are focusing more on quality hiring, employer branding, and candidate experience to attract and retain talented employees.

The findings of the study indicate that technology-driven recruitment methods have significantly improved the efficiency, speed, and transparency of the hiring process. However, the increased use of technology also presents challenges such as data privacy concerns, algorithmic bias, and the need for skilled HR professionals to manage advanced recruitment tools. The study concludes that a balanced approach combining technological innovation with human judgment is essential for effective recruitment and selection in modern organizations.

I. INTRODUCTION

Recruitment and selection form the backbone of Human Resource Management. Recruitment refers to the process of attracting potential candidates for employment, whereas selection involves choosing the most suitable candidate based on qualifications, skills, and organizational needs. In today's competitive business environment, organizations require talented and skilled employees to maintain productivity and growth.

In India, recruitment and selection practices have undergone a significant transformation in recent years. Earlier, companies relied mainly on traditional methods such as newspaper advertisements, employment exchanges, campus placements, and referrals. However, with the advancement of information technology, the emergence of digital platforms, and the growth of social media, hiring processes have become more modern and technology-oriented.

The period from 2019 to 2024 has been particularly important because of the impact of the COVID-19 pandemic, digital transformation, and the growth of the gig economy. Virtual interviews, online assessments, and AI-based resume screening have become widely accepted. The emphasis has shifted from quantity hiring to quality hiring, where organizations focus on cultural fit, skills, and long-term performance.

This research paper explores these trends and examines how recruitment and selection in India have evolved over the last five years.

II. REVIEW OF LITERATURE

Various researchers and HR practitioners have studied recruitment and selection practices and their impact on organizational performance.



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Armstrong (2014) stated that recruitment and selection play a strategic role in ensuring the right person is placed in the right job. Dessler (2015) emphasized that technological tools improve efficiency and reduce bias in hiring decisions.

Recent studies highlight that e-recruitment has become the dominant mode of hiring in India. Kothari (2014) discussed the importance of research methodology in analyzing HR trends. Reports from HR journals indicate that organizations increasingly depend on AI and analytics for candidate screening and decision-making.

Several studies conclude that social media recruitment enhances employer branding and increases candidate engagement. However, literature also points out challenges such as data security, fake profiles, and the need for skilled HR professionals to manage digital recruitment systems.

The literature clearly shows that recruitment and selection practices in India are moving toward automation and data-driven approaches

III. OBJECTIVES OF THE STUDY

The objectives of this research are:

1. To study the concept of recruitment and selection.
2. To identify recent trends in recruitment and selection in India (2019–2024).
3. To analyze the role of technology and AI in modern hiring practices.
4. To evaluate the advantages and challenges of new recruitment methods.
5. To suggest improvements for effective recruitment and selection.

IV. RESEARCH METHODOLOGY

This study is based on secondary data collected from:

- HR journals and research papers
- Industry reports
- Books on Human Resource Management
- Online articles and surveys
- Government and corporate publications

The research design is descriptive in nature. Data collected from secondary sources has been analyzed using tables and graphs to identify major trends.

V. CONCEPT OF RECRUITMENT AND SELECTION

5.1 Recruitment

Recruitment is the process of identifying and attracting qualified candidates for job vacancies. The main purpose of recruitment is to create a pool of candidates from which the best individuals can be selected.

5.2 Selection

Selection is the process of choosing the most suitable candidate from the pool of applicants. It involves tests, interviews, background checks, and final appointment.

Both recruitment and selection ensure effective utilization of human resources.

VI. RECENT TRENDS IN RECRUITMENT AND SELECTION IN INDIA

6.1 E-Recruitment

Organisations use online job portals and company websites to attract candidates. E-recruitment saves time and provides access to a larger talent pool.

6.2 Artificial Intelligence (AI)

AI tools are used for resume screening, chatbots, and predictive hiring. These tools improve accuracy and reduce human bias.

6.3 Social Media Recruitment

Platforms like LinkedIn, Facebook, and Instagram are used to attract talent and promote employer branding.

6.4 Virtual Interviews

Video interviews and online assessments have become common after COVID-19.

6.5 Data Analytics

Data-driven hiring helps in predicting candidate performance and reducing hiring risks.

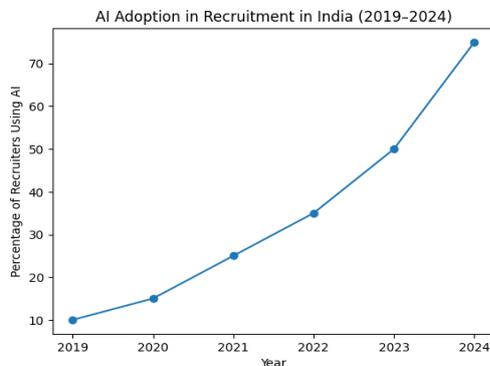
6.6 Gig and Contract Hiring

There has been a significant rise in gig and freelance hiring in India.

VII. DATA ANALYSIS (SECONDARY DATA WITH GRAPHS)

Table 1: AI Adoption in Recruitment (2019–2024)

Channel	Percentage
Job Portals	40%
Social Media	25%
Employee Referrals	20%
Walk-ins	10%
Others	5%



Graph 1: Line graph showing growth in AI adoption from 2019 to 2024.

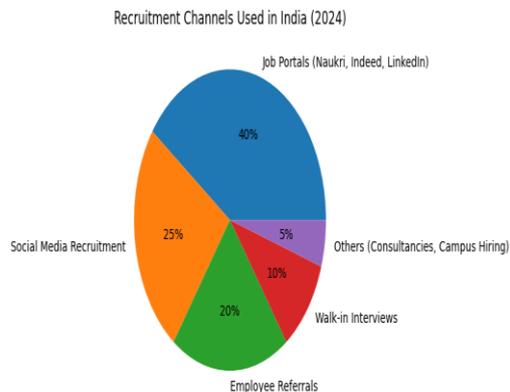
Interpretation:

The data shows a steady increase in AI adoption in recruitment. From only 10% in 2019, the usage of AI reached about 75% in 2024, indicating the rapid digital transformation of HR practices in India.

Table 2: Recruitment Channels Used in India (2024)

Channel	Percentage
Job Portals	40%
Social Media	25%
Employee Referrals	20%
Walk-ins	10%
Others	5%

Graph 2: Pie chart showing distribution of



recruitment channels.

Interpretation:

The pie chart illustrates the distribution of recruitment sources used by organizations in India. Job portals represent the largest share at 40%, followed by social media recruitment at 25%. Employee referrals contribute 20% of hiring, while walk-in interviews account for 10%. Other methods such as consultancies and campus hiring represent 5%. The data indicates that digital platforms have become the dominant recruitment channels in India.

VIII. FINDINGS OF THE STUDY

1. Recruitment and selection in India have become technology driven.
2. AI and digital tools significantly reduce hiring time and cost.
3. Social media recruitment improves employer branding.
4. Virtual interviews are now widely accepted.



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5. Organizations emphasize quality hiring rather than quantity hiring.

IX. DISCUSSION

The findings reveal that recruitment and selection processes are becoming more efficient, transparent, and data-driven. However, challenges such as digital skill gaps among HR professionals and concerns about data privacy need to be addressed. A balance between human judgment and technological tools is necessary.

X. CHALLENGES

1. Over-dependence on technology
2. Data privacy and security issues
3. Fake online profiles
4. Lack of personal interaction
5. Need for trained HR professionals

XI. SUGGESTIONS

1. Combine human decision-making with AI tools.
2. Train HR professionals in digital recruitment techniques.
3. Improve data security systems.
4. Maintain fairness and transparency in hiring.
5. Regularly update recruitment strategies.

XII. CONCLUSION

Recruitment and selection practices in India have undergone a major transformation during the last five years. The shift from traditional methods to digital platforms, AI tools, and virtual interviews has improved efficiency and quality of hiring. While modern recruitment trends offer numerous benefits, organizations must also address challenges related to technology dependence and data security. The future of recruitment in India lies in a balanced approach that integrates technology with human expertise.

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