Role of IT Systems in Corporate Recruitment: Challenges and Constraints

Authors : Brahim Bellali, Fatima Bellali

Abstract : The integration of IT systems into a company's 'human resources processes seems to be the appropriate solution to the problem of evolving and adapting its human resources management practices in order to be both more strategic and more efficient in terms of costs and service quality. In this context, the aim of this work is to study the impact of IT systems on the recruitment process. In this study, we targeted candidates who had recruited using IT tools. The target population consists of 34 candidates based in Casablanca, Morocco. In order to collect the data, a questionnaire had to be drawn up. The survey is based on a data sheet and a questionnaire that is divided into several sections to make it more structured and comprehensible. The results show that the majority of respondents say that companies are making greater use of online CV libraries and social networks as digital solutions during the recruitment process. The results also show that 50% of candidates say that the use of digital tools by companies would not slow them down when applying for a job and that these IT tools improve manual recruitment processes, while 44.1% think that they facilitate recruitment without any human intervention. The majority of respondents (52.9%) think that social networks are the digital solutions most often used by recruiters in the sourcing phase. The constraints of digital recruitment encountered are the dehumanization of human resources (44.1%) and the limited interaction during remote interviews (44.1%), which leaves no room for informal exchanges. Digital recruitment can be a highly effective strategy for finding qualified candidates in a variety of fields. Here are a few recommendations for optimizing your digital recruitment process: (1) Use online recruitment platforms: LinkedIn, Twitter, and Facebook ; (2) Use applicant tracking systems (ATS) ; (3) Develop a content marketing strategy.