DIGITAL TRANSFORMATION IMPACT ON EMPLOYEE RECRUITMENT

These are my hypothesis created based on the objectives and questionnaires; Hypotheses: H1: Recruitment and retention will improve as a result of digital transformation. H2: Using automated recruitment processes helps make candidate selection easier. H3: If I will use online recruitment, then it will be easier to manage large number of applications efficiently. H4: Online recruiting platforms like LinkedIn make it much easier to attract job candidates. Aim - To explore the use of online platforms in the recruitment process. Objectives - To establish how effective and successful the use of online platforms is in the recruitment process. - To investigate what are the digital platforms that organisations (most) use to recruit employees. - To determine the impact of employer advertisement on attracting employees. I attached here the research questions, I can also attached the literature review if it will help