

A Comparative Study of Traditional and Digital Recruitment Strategies

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The impact of digital technologies on human resource management's recruitment strategies is the main focus of a study comparing traditional and digital recruitment methods. The study highlights the differences between traditional and digital recruitment approaches, emphasizing their strengths, challenges, and ideal usage contexts. Traditional recruitment methods, such as job fairs, newspaper ads, and employee referrals, have historically provided a personal touch, enabling recruiters to directly interact with candidates, but they are often limited by geography, time, and cost. On the other hand, contrasting these, are digital recruitment strategies-a medium that encompasses social media recruiting, online job portals, and AI-driven tools, offering efficiency and scalability so as to enable organizations quickly and at a low cost to tap into the global talent pool. Digital methods lack personal assessment of cultural fit and may introduce biases if not carefully managed.

While doing this project we have gone through many methods of finding data. Firstly, we have searched for literature review while doing it we have studied various papers which shows that Traditional recruitment strategies are deeply rooted in personal interactions and are often perceived as more reliable due to their established nature however, the rise of digital technologies has revolutionized recruitment, offering new avenues for reaching a broader and more diverse talent pool. And then we have found out two objectives they say that analyzing the effectiveness of traditional recruitment methods compared to

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