

The Synergy Between E-Recruitment and social media: A study on Corporate Selection Strategies

Ms.Ajita Gupta¹, Dr. Surbhi Birla^{2*},

¹Management Studies, Scholar of Management Studies, Sangam University, Bhilwara, India

^{2*}Management Studies, Faculty of Management Studies, Sangam University, Bhilwara, India

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Abstract

The integration of e-recruitment and social media has reshaped corporate selection strategies, offering organizations innovative ways to attract, assess, and hire talent. This study purposes to investigate the role of social media in modern e-recruitment processes, explore the effect of AI-driven tools in social media-based hiring, examine the effectiveness of e-recruitment strategies in improving hiring efficiency and cost-effectiveness, identify challenges associated with social media recruitment, and provide recommendations for optimizing corporate selection strategies. The research adopts a qualitative methodology, utilizing a comprehensive review of existing literature, case studies of companies leveraging social media for hiring, and expert insights to evaluate current trends and challenges. The findings indicate that social media enhances recruitment by expanding access to a diverse talent pool, strengthening employer branding, and enabling AI-driven candidate matching, thereby reducing time-to-hire and operational costs. However, challenges such as privacy concerns, biases in AI selection, and ethical issues in social media-based assessments remain critical considerations. The study concludes that while the synergy between e-recruitment and social media offers significant advantages, organizations must implement transparent, ethical, and data-driven recruitment practices to maximize its benefits and mitigate associated risks.

Keywords: E-recruitment, social media, corporate selection strategies, AI-driven hiring, talent acquisition, hiring efficiency, employer branding.

1. Introduction

The evolution of recruitment in the digital age has been marked by a significant shift from traditional hiring methods to technology-driven solutions. Among these innovations, the integration of e-recruitment with social media has transformed corporate selection strategies, enabling organizations to connect with talent in more dynamic, efficient, and targeted ways (Mallik,2024). Social media platforms, once primarily used for networking and brand engagement, have emerged as powerful recruitment tools, helping companies attract, assess, and hire candidates globally. This study explores how the synergy between e-recruitment and social media enhances corporate hiring strategies, the benefits of this integration, and how leading organizations are successfully leveraging these tools (AbdulKareem, et al., 2024).

E-recruitment, powered by artificial intelligence (AI), data analytics, and automation, enables companies to streamline hiring processes, reduce costs, and improve the quality of candidate selection. When combined with social media, recruitment becomes more interactive and personalized, allowing employers to engage with both active and passive candidates through

professional networking sites such as LinkedIn, Twitter, and Facebook (Headworth, 2015). The ability to analyze candidate profiles, industry engagement, and digital footprints provides recruiters with deeper insights beyond traditional resumes, improving the decision-making process. Additionally, AI-driven recruitment tools integrated with social media platforms enhance candidate matching, automate screening, and refine job targeting for higher efficiency. However, this growing reliance on social media in recruitment also presents challenges, including privacy concerns, ethical considerations, and potential biases in AI-driven hiring decisions. Organizations must navigate these complexities by implementing fair, transparent, and inclusive recruitment practices while ensuring compliance with data protection regulations (Patil, 2025).

1.1 The Synergy Between E-Recruitment and Social Media

The fusion of e-recruitment and social media has redefined the corporate hiring landscape, transforming how organizations attract, assess, and hire talent. Social media platforms, once primarily used for networking and brand promotion, have evolved into powerful recruitment tools that enhance digital hiring strategies (Madia, 2011). In contrast to conventional job boards, social media enables businesses to connect with a wider pool of talent, including passive candidates who are not necessarily looking for a job but are willing to consider new opportunities. By leveraging platforms such as LinkedIn, Facebook, and Twitter, recruiters can interact with potential hires in real time, foster meaningful connections, and personalize the hiring experience. Moreover, AI-driven algorithms on these platforms enable precise candidate matching, ensuring job postings reach the most relevant applicants (Purohit & Banerjee, 2025).

Integrating social media with e-recruitment systems offers numerous advantages. It significantly reduces hiring costs by eliminating expensive job advertisements while maximizing organic reach and engagement. Social media also enhances candidate screening, as recruiters can assess applicants beyond their resumes, analyzing their professional networks, endorsements, and industry interactions. Furthermore, companies can promote diversity and inclusion by reaching talent from various geographical locations and backgrounds, creating a more equitable recruitment process. Automation tools on these platforms further streamline hiring, accelerating candidate selection and reducing time-to-hire (Susanto & Hamzali, 2024).

Leading organizations have successfully embraced this synergy to optimize their hiring strategies. Dell utilizes LinkedIn and Twitter to connect with candidates and build its employer brand, while Unilever employs AI-powered chatbots for seamless digital recruitment interactions. Google harnesses social media analytics and employee-generated content to attract top-tier talent, and Zappos engages with job seekers through interactive online communities, encouraging cultural alignment before applications (Gupta, et al., 2022). These examples highlight how integrating social media with e-recruitment leads to more efficient, targeted, and innovative hiring practices. As digital transformation continues to evolve, companies that strategically embrace this synergy will remain ahead in the competitive talent acquisition landscape (Sharma & Kohli, 2024).

1.2 Corporate Selection Strategies in the Digital Age

In the digital age, corporate selection strategies have undergone a transformative shift, driven by advancements in data analytics, artificial intelligence (AI), and automation. These technologies have enabled organizations to refine their hiring processes, making candidate selection more

precise, efficient, and data-driven. AI-powered algorithms analyze vast amounts of candidate data, from resumes and application responses to behavioral patterns and skill assessments, helping recruiters identify top talent quickly (Albassam,2023). Automated recruitment tools streamline initial screening processes by filtering applicants based on predefined criteria, reducing manual workload and ensuring a more objective selection. Predictive analytics further enhance decision-making by assessing candidate suitability based on past performance, industry trends, and organizational needs, allowing businesses to make data-backed hiring choices (Alabi, et al., 2024).

Social media has become an vital part of corporate selection, offering valuable insights beyond traditional application materials. Companies assess candidates by analyzing their professional networks, industry engagement, and personal branding on platforms like LinkedIn, Twitter, and even Facebook (Robertson, et al., 2019). Employers look at endorsements, shared content, and participation in industry discussions to gauge expertise and cultural fit. AI-driven sentiment analysis tools can evaluate a candidate's digital footprint, helping recruiters determine alignment with company values and job roles. However, while social media insights add depth to the hiring process, they also introduce potential biases and ethical concerns that organizations must address (Nain, et al., 2024).

The increasing reliance on social media for recruitment raises important ethical considerations and challenges. Privacy concerns arise when employers review personal profiles without explicit consent, blurring the line between professional evaluation and personal intrusion. Additionally, biases in AI-driven hiring tools can inadvertently disadvantage certain groups if not properly monitored and calibrated (Emma,2024). Companies must navigate these challenges by ensuring transparency in their hiring practices, adhering to data protection regulations, and developing ethical AI models that promote fairness and inclusivity. Balancing the benefits of digital selection strategies with responsible hiring practices will be crucial for organizations striving to build diverse, skilled, and future-ready workforces.

2. Literature Review

Adawiah, A., & Putra, A. H. P. K. (2024) conducted a study examining the effects of “e-recruitment implementation on company credibility, candidate selection efficiency, process transparency, and job applicants' perceptions.” These factors were found to be “essential in shaping how organizations establish their reputation, achieve the selection process, and how applicants engage with online recruitment systems.” The study utilized a “mixed-method approach,” incorporating “quantitative data from questionnaires alongside qualitative insights from interviews” with respondents. The findings contributed to conceptual frameworks for future quantitative research. The study concluded that e-recruitment had a substantial impact on enhancing company credibility, improving “the efficiency of candidate selection,” and increasing transparency in the hiring process from the applicants' perspective. The adoption of advanced “technology in e-recruitment allowed companies to attract and hire top talent more effectively while improving the overall candidate experience and optimizing selection procedures.” The study also linked its findings to “the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT),” suggesting that job applicants were more likely to adopt e-recruitment technologies if they perceived them as user-friendly and beneficial in securing employment.

Fazlurrahman, H., et al., (2024) showed “a comprehensive and systematic literature review” that examined the integration of various electronic recruitment methodologies with advanced “artificial intelligence (AI)” technologies within the broader scope of “global human resource management (GHRM).” The main focus of the study was to discover how these digital advancements contributed to sustainability initiatives within corporate universities. The study examined to evaluate the effect of e-recruitment and AI on organizational performance and sustainability efforts. It analyzed how these technologies streamlined recruitment processes, improved candidate screening and selection, and facilitated diversity and inclusion in the global workforce. Additionally, the study investigated the role of e-recruitment and AI in enhancing corporate university programs, which played a vital role in developing a skilled and sustainable workforce. The findings highlighted how corporate universities could effectively utilize these digital tools to identify, nurture, and retain top talent, ultimately supporting long-term organizational sustainability. The insights gathered provided a thorough understanding of both the opportunities and challenges connected with the intersection of e-recruitment, AI, and GHRM in fostering corporate university sustainability.

Nana, B., et al., (2024) assessed the effect of electronic recruitment on employee performance, “with a specific focus on Access Bank Plc in Nigeria.” The study was built on “the Resource-Based View (RBV) theory,” which underscored the significance of technological capabilities in sustaining a competitive advantage. The study highlighted the challenges faced by organizations in developing economies like Nigeria, particularly in response to technological disruptions and “the shifts brought about by the COVID-19 pandemic,” which established a “new normal” for business operations. A descriptive research design was employed, targeting a population of 1,058 employees across selected Access Bank branches. Using Yamane’s formula for sample size determination, a sample of 319 respondents was selected. The collected data were analyzed using simple percentages, while multiple regression analysis was conducted with SPSS version 23 to test the study’s hypotheses. The findings specified that electronic recruitment had a “significant and positive effect on employee performance” at Access Bank Plc during the study period (2013–2022). It was concluded that e-recruitment contributed to improvements in key performance indicators such as employee productivity, punctuality, and commitment. Based on these findings, the study recommended that Access Bank should allocate resources to enhance its electronic recruitment platforms, ensuring they remained user-friendly and effective in improving employee punctuality. Additionally, it was suggested that the bank actively engage in social media recruitment strategies to increase visibility and employee commitment while implementing continuous training programs for HR personnel to optimize the use of electronic recruitment tools for enhanced productivity.

Ajaju, H. E., et al., (2024) studied the effect of digital tools on the recruitment and selection process and its effect on organizational performance, focusing on National Research Institutes in South East Nigeria. The study was carried out at PRODA and SEDI in Enugu State and aimed to assess the effect of social media on prospective employee background checks and its impact on organizational performance. Additionally, the study sought to determine the effect of online job boards in selecting the most suitable candidates and how this influenced the overall performance of PRODA and SEDI. “A researcher-designed questionnaire was utilized as the primary data collection instrument.” The data obtained from respondents were analyzed using simple percentage calculations, while chi-square analysis was applied to test the hypotheses at a 0.05 level of significance with two degrees of freedom. The findings indicated that social media

played a significant positive role in conducting background checks on potential employees, which in turn enhanced the performance of PRODA and SEDI. Additionally, online job boards were found to be effective in recruiting top candidates, positively impacting the institutions' overall performance. Based on these findings, the study recommended that National Research Institutes in South East Nigeria should adopt digital tool-enhanced recruitment and selection processes to ensure the recruitment of a highly skilled workforce capable of driving institutional goals and contributing to national and economic development. Furthermore, the study suggested that the government and stakeholders in the telecommunications sector should invest in infrastructure that supports the integration of digital recruitment tools and ICT advancements.

Myint, C. Z. (2024) observed the impact of e-recruitment on human resource management capability and how this, in turn, influenced organizational performance at AEON ORANGE COMPANY LIMITED. The study utilized “a 5-point Likert scale” to measure survey responses and was conducted through an online survey method. In analyzing perceptions of external and internal determinants of human resource management capability, most respondents agreed that strategic planning for e-recruitment was crucial for effective HR management. They also emphasized “the importance of technology quality,” service quality, and security assurance in enhancing e-recruitment effectiveness. Furthermore, the study found that e-recruitment significantly reduced time and effort in the hiring process. Regarding organizational performance, the results indicated that effective e-recruitment strategies contributed to improved labor productivity, enhanced service quality among employees, accelerated recruitment decision-making, and reduced hiring costs. The findings confirmed that e-recruitment had a positive and significant effect on human resource management capability and that HR capability, in turn, positively influenced organizational performance. Based on these insights, the study recommended that the company continue investing in e-recruitment planning, upgrade its technology to maintain high service quality and security, and foster collaboration between HR and IT departments. Additionally, it was advised that a system be implemented for continuous monitoring and stakeholder feedback to ensure ongoing improvements in the e-recruitment process. The study also highlighted the need for management to focus on strengthening both external and internal determinants of e-recruitment for sustained effectiveness.

Abdillah, M. I. T. (2024) emphasized the significance of the recruitment process in selecting the right candidates for job positions within a company. Traditional recruitment methods, such as newspaper and television advertisements, had been largely replaced by electronic recruitment (e-recruitment) systems due to technological advancements, particularly the rise of the Internet. The study examined how e-recruitment influenced an organization's attractiveness from the perspective of prospective employees using the system to apply for jobs. A quantitative approach was adopted, utilizing a survey design. “A purposive sampling technique” was applied to select 213 fresh graduates based on specific criteria relevant to the study. Data collected through an online questionnaire were evaluated utilizing “the partial least squares (PLS-based) structural equation modeling (SEM) method.” The findings discovered that e-recruitment had a significant effect on fresh graduates' perceptions of an organization's attractiveness and reputation. Key factors such as the quality of e-recruitment content, website design, and communication and feedback mechanisms played a crucial role in shaping these perceptions. The study provided insights into how organizations could enhance their attractiveness through well-structured e-recruitment strategies, offering practical implications for companies in optimizing their recruitment websites.

Ronkoine, P. S., et al., (2024) examined the role of information systems in enhancing organizational competitiveness and success, emphasizing the widespread adoption of technology in various business activities and departments. Despite this technological advancement, the Kajiado County Government in Kenya had been experiencing inadequate service delivery, largely due to personnel performance issues, including failure to meet deadlines and targets. The research examined “the effect of e-recruitment on employee performance in the Kajiado County Government.” The research was informed by the model of technological acceptability and made use of the descriptive research method. Data were collected through questionnaires, with quantitative data analyzed using thematic analysis and qualitative data examined through statistical methods. Descriptive and inferential statistical techniques were utilized to interpret the findings. Regression analysis results specified that e-recruitment had a significant positive effect on employee performance in Kajiado County ($\beta=0.287$, $p=0.000$). Based on these findings, the study concluded that e-recruitment played a crucial role in improving employee performance. It was recommended that the Government of Kenya encourage all counties to adopt e-recruitment systems, as they reduced paperwork and minimized recruitment costs. Additionally, the study suggested that counties implement digital databases for employee records to prevent forgery and facilitate efficient applicant tracking.

CONSOLATA, M. A., & WACHIRA, R. M. (2024) explored how technological advancements had raised job seekers' expectations, simultaneously simplifying and complicating the talent acquisition process for recruiters. Initially designed for communication, social media platforms had gradually evolved into professional networking tools. In the modern digital economy, these platforms played a crucial role in enhancing competitiveness, as digital transformation required organizations to adopt new technological models, where digital marketing contributed significantly to growth and user engagement strategies. The study highlighted how social media provided recruiters with numerous opportunities, serving as an additional source of information for both recruiters and job seekers. The main purpose of the study was to observe the importance and capabilities of social media in the recruitment process, identifying the most commonly used social media tools and digital channels utilized by recruiters to screen applicants.

3. The Objectives of the Study

- To analyze the role of social media in modern e-recruitment processes.
- To explore the impact of AI-driven tools in social media-based e-recruitment processes.
- To examine the impact of e-recruitment strategies on hiring efficiency and cost-effectiveness.
- To identify the challenges and risks associated with using social media for recruitment.
- To provide recommendations for optimizing corporate selection strategies using social media and e-recruitment tools.

4. Research Methodology

This study employs a “descriptive and explanatory research design” to explore the Synergy Between E-Recruitment and social media: A study on Corporate Selection Strategies. The research design includes survey data collection and statistical analysis to address the research objectives and test the hypotheses. The study's participants consist of 268 HR professionals across various industries from India. Participants were selected using a Stratified sampling

approach. Informed consent was obtained from all participants to ensure ethical research practices. The Primary data collection using “a structured questionnaire” was developed to collect data on HR professionals across various industries from India to explore the Synergy Between E-Recruitment and social media: A study on Corporate Selection Strategies. The questionnaire included validated scales and questions related to the research objectives. Data analysis was accomplished utilizing “MS-Excel and IBM SPSS (the Statistical Package for the Social Sciences) 25.0 software.” Descriptive statistics, including “means and standard deviations,” were intended to summarize the data. The relationships between variables were assessed utilizing the Regression analysis.

5. Results and Analysis

- Demographic Profile of the Respondents

Table 1: Demographic Profile of the Respondents

S No.	Demographic Characteristics	Category	N	%
1	Gender	Female	96	35.8%
		Male	172	64.2%
2	Age	18-25 years	95	35.4%
		26-35 years	103	38.4%
		36-45 years	40	14.9%
		46-55 years	18	6.7%
		Above 55 years	12	4.5%
3	Employment Status	Full type Employees	170	62.7%
		Part time Employees	94	35.1%
		Others	6	2.2%
4	Income (Per Month)	Less than 25,000	72	26.9%
		25,001-50,000	100	37.3%
		50,001-75,000	72	26.9%
		75,001 - 1,00,000	17	6.3%
		More than 1,00,000	7	2.6%

5	Year of Experience	Less than a year	42	15.7%
		1-5 years	124	43.6%
		6-10 years	81	30.2%
		More than 10 years	21	7.8%
6	Educational Background	Graduation	168	62.7%
		Post-Graduation	94	35.1%
		Others	6	2.2%
6	Marital Status	Single	118	44.0%
		Married	120	44.8%
		Others	30	11.2%
7	Geographic Location	Rural	101	37.7%
		Semi-Urban	26	9.7%
		Urban	141	52.6%

The population description of the participants, comprising HR specialists, indicated a diversified group of employees engaged in corporate recruitment strategies through e-recruitment and social media. The greatest percentage of respondents (64.2%) is composed of men, while 35.8% are women, reflecting a substantial presence of both sexes among the recruitment professions. The age breakdown indicates that most professionals (38.4%) fall in the 26 to 35 age range, “followed by the 18 to 25 age range at 35.4%,” suggesting a youthful and vibrant workforce. Job status-wise, a large percentage (62.7%) are full-time workers, with 35.1% working part-time, suggesting flexible work schedules in the hiring industry. Income distribution per month reveals 37.3% of the respondents fall within the bracket of ₹25,001-₹50,000, and 26.9% fall under ₹25,000, demonstrating a varied pay system. 43.6% of the respondents fall within 1-5 years, whereas 30.2% fall between 6-10 years, showing that a considerable percentage of professionals are in their early-to-mid-career stages. Educational certifications reveal that 62.7% possess a graduate degree and 35.1% a postgraduate degree, “emphasizing the significance of higher education in opportunities for recruitment.” The marriage status is practically balanced, at 44.8% being married and 44.0% unmarried. Region-wise, over half (52.6%) reside in urban centers, and 37.7% in rural settings, establishing a spread across various geographies. This demographic breakdown provides significant insights into the dynamics of the workforce in corporate selection strategies, proving the significance of experience, education, and geographical diversity in influencing e-recruitment strategies.

- **Hypothesis Testing**

H1: Social media platforms play a significant role in enhancing employer branding and attracting a larger pool of job applicants in modern e-recruitment.

Table 2: Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R2	F	t-value	p-value	Hypotheses Supported
H1	Social Media Platforms → Employer Branding	.897	.805	1100.585	33.175	0.000	Supported
	Social Media Platforms → Attracting Job Applicants	.368	.136	41.768	6.463	0.000	

The regression in Table 2 reveals the significance of social media sites in business selection strategies, particularly for employer branding and job seeker attraction. The initial hypothesis (H1) examines “the correlation between social media sites and employer branding.” The outcome reflects “a beta coefficient of 0.897 at high and a value of $R^2 = 0.805$,” indicating that social media sites significantly contribute towards shaping employer branding. F-value (1100.585) and t-value (33.175) both being extremely significant ($p = 0.000$) suggest the strong positive relationship. The result indicates that social media sites have “a beta coefficient of 0.368 and R^2 value of 0.136” in receiving job applications. While not as low as the employer branding effect, this result does reflect a statistically significant relationship, as supported by F-value (41.768), t-value (6.463), and p-value (0.000). The statistics show that, although social media sites have a significant function in employer branding, their effect on directly attracting candidates is weaker but still significant. These results highlight that HR professionals need to utilize social media not only for branding, but also for focused recruitment strategies to drive applicant interest.

H2: AI-driven tools in social media-based e-recruitment significantly improve the accuracy and efficiency of candidate screening and selection.

Table 3: Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R2	F	t-value	p-value	Hypotheses Supported
H2	AI-driven tools → accuracy of candidate screening and selection	.594	.527	10.067	1.698	0.000	Supported
	AI-driven tools → efficiency of candidate screening and selection	.472	.421	33.473	2.316	0.004	

The regression analysis of Table 3 provides strong empirical support for the hypothesis (H2) that AI-based tools in social media-based e-recruitment enhance the accuracy and efficiency of candidate screening and selection. The initial regression model depicts a positive association

between AI-based tools and accurate candidate screening and selection, having a Beta coefficient of 0.594, “a R² value of 0.527, and an F-statistic of 10.067.” The t-value of 1.698 and highly significant p-value of 0.000 establish the strength of this relationship. The second model indicates that AI-based tools enhance candidate screening and selection effectiveness (Beta coefficient = 0.472, R² = 0.421, F-statistic = 33.473). The t-value of 2.316 and statistically significant p-value of 0.004 validate this relationship. These results suggest that HR professionals utilizing AI-based tools within social media-based e-recruitment procedures can significantly enhance their selection methods by improving both the accuracy and efficiency of candidate assessments, rendering recruitment more efficient and evidence-based.

H3: The reliance on social media for recruitment increases the risks of privacy breaches, hiring biases, and misinformation.

Table 4: Regression Analysis

Hypothesis	Regression Weights	Beta Coefficient	R2	F	t-value	p-value	Hypotheses Supported
H3	Social Media Platforms →Privacy Breaches	.480	.231	79.740	8.930	0.000	Supported
	Social Media Platforms →Hiring Biases	.247	.161	17.233	4.151	0.000	
	Social Media Platforms →Misinformation	.727	.529	298.954	17.290	0.000	

The regression results in Table 4 confirm the hypothesis (H3) that the use of social media for recruitment enhances risks associated with privacy violations, biases in hiring, and disinformation. The findings show a positive significant “correlation between social media and these risks,” as reflected in the high beta coefficients and statistically significant p-values ($p = 0.000$ for all correlations). The highest impact is seen for misinformation ($\beta = 0.727$, $R^2 = 0.529$, $F = 298.954$, $t = 17.290$), which indicates that social media recruitment is most vulnerable to the propagation of false or erroneous information. Privacy violations also exhibit significant influence ($\beta = 0.480$, $R^2 = 0.231$, $F = 79.740$, $t = 8.930$), with implications from data security and unauthorized disclosure. Moreover, recruitment biases, although relatively smaller in scale ($\beta = 0.247$, $R^2 = 0.161$, $F = 17.233$, $t = 4.151$), are still a cause of concern, suggesting that social media-based recruitment might unknowingly favor or discriminate against particular groups. On the whole, these results suggest that corporate HR professionals need to adopt strict policies and ethical frameworks to counteract these risks while using social media for recruitment.

6. Conclusion

The integration of e-recruitment and social media has transformed corporate selection strategies, making the hiring process more dynamic, efficient, and data-driven. Organizations are increasingly leveraging social media platforms to identify, engage, and recruit top talent, moving beyond traditional job boards to a more interactive and targeted approach. By combining

artificial intelligence, data analytics, and automation, companies can streamline candidate screening, enhance employer branding, and improve decision-making in recruitment. This synergy has allowed businesses to access a wider talent pool, reduce hiring costs, and personalize the recruitment experience for both employers and job seekers.

However, while the advantages of social media-based e-recruitment are evident, there are also challenges that organizations must address. Ethical concerns, including privacy issues, biases in AI-driven selection processes, and the risk of discrimination, need careful consideration. Companies must implement fair, transparent, and inclusive recruitment practices while ensuring compliance with data protection regulations. Additionally, maintaining a balance between automation and human judgment is essential to foster a recruitment process that values both efficiency and human potential.

This study highlights the significant effect of social media on modern recruitment strategies, with case examples demonstrating how global organizations successfully integrate these tools into their hiring processes. As digital transformation continues to evolve, businesses that embrace the synergy between e-recruitment and social media will gain a competitive advantage in talent acquisition. Moving forward, further research on emerging technologies, ethical implications, and best practices in digital hiring will be crucial to shaping the future of corporate recruitment in the digital age.

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