

N. Madhavan, V. S. Arjun Athithya & B. Velmurugan (2026). HR Recruitment Challenges and Innovative Solutions in Contemporary Organisations. International Journal of Multidisciplinary Research & Reviews, 5(5),157-165.



**INTERNATIONAL JOURNAL OF
MULTIDISCIPLINARY RESEARCH & REVIEWS**

journal homepage: www.ijmrr.online/index.php/home

HR RECRUITMENT CHALLENGES AND INNOVATIVE SOLUTIONS IN CONTEMPORARY ORGANISATIONS

Mr. N. Madhavan¹, Mr. V. S. Arjun Athithya² & Dr. B. Velmurugan³

¹II MBA, Department of Management Studies, NPR College of Engineering and Technology, Natham.

²Assistant Professor, Department of Management Studies, NPR College of Engineering and Technology, Natham.

³Professor & Head, Department of Management Studies, NPR College of Engineering and Technology, Natham.

Email id: madhavannambiappan2002@gmail.com, athithyaarjun@gmail.com, velubvm@gmail.com

How to Cite the Article: N. Madhavan, V. S. Arjun Athithya & B. Velmurugan (2026). HR Recruitment Challenges and Innovative Solutions in Contemporary Organisations. International Journal of Multidisciplinary Research & Reviews, 5(5),157-165.



<https://doi.org/10.56815/ijmrr.v5i5.2026.157-165>

<i>Keywords</i>	<i>Abstract</i>
	Human Resource recruitment has become one of the most important strategic functions in contemporary organisations. Rapid technological advancements, globalization, changing workforce expectations, and increasing competition for skilled talent have created several recruitment challenges for organizations. Traditional recruitment practices are often unable to meet the dynamic requirements of modern business environments, leading to issues such as talent shortages, lengthy hiring processes, rising recruitment costs, skill mismatches, and employee turnover. To overcome these challenges, organisations are increasingly adopting innovative



[The work is licensed under a Creative Commons Attribution
Non Commercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/)

N. Madhavan, V. S. Arjun Athithya & B. Velmurugan (2026). HR Recruitment Challenges and Innovative Solutions in Contemporary Organisations. *International Journal of Multidisciplinary Research & Reviews*, 5(5),157-165.

	<p>recruitment solutions such as Artificial Intelligence (AI), Applicant Tracking Systems (ATS), social media recruitment, virtual interviews, data analytics, and employer branding strategies.</p> <p>The present study focuses on identifying the major HR recruitment challenges faced by contemporary organisations and examining the effectiveness of innovative recruitment solutions in improving recruitment efficiency and organizational performance. The study is based on both primary and secondary data collected from HR professionals and relevant academic sources. Statistical tools such as percentage analysis, charts, and hypothesis testing are used for data interpretation. The findings reveal that innovative recruitment practices significantly improve hiring quality, reduce recruitment time, enhance candidate experience, and support better decision-making. The study concludes that organizations must adopt technology-driven and strategic recruitment approaches to remain competitive in the modern labour market</p>
--	---

I. REVIEW OF LITERATURE

Recruitment plays a significant role in ensuring organizational effectiveness and long-term sustainability. Several researchers have studied recruitment challenges and innovative recruitment practices in contemporary organisations.

- **Peter Cappelli (2008)** identified the growing gap between required skills and available talent in the labour market. He explained that organizations struggle to fill critical positions due to the shortage of skilled employees.
- **James A. Breugh (2013)** stated that traditional recruitment methods are time-consuming and inefficient. Manual screening and outdated hiring practices increase recruitment costs and delay decision-making.
- **Ed Michaels, Helen Handfield-Jones, and Beth Axelrod (2001)** described the concept of the “War for Talent,” emphasizing intense competition among organisations to attract and retain highly skilled employees.
- A **LinkedIn (2022)** study found that poor candidate experience, delayed communication, and lengthy hiring procedures negatively affect employer reputation and candidate engagement.
- **Society for Human Resource Management (2021)** highlighted that unconscious bias and limited outreach strategies create challenges in achieving diversity and inclusion in recruitment.
- **Bernard Marr (2018)** explained that Artificial Intelligence and automation have transformed



N. Madhavan, V. S. Arjun Athithya & B. Velmurugan (2026). HR Recruitment Challenges and Innovative Solutions in Contemporary Organisations. *International Journal of Multidisciplinary Research & Reviews*, 5(5),157-165.

recruitment processes by improving resume screening, candidate matching, and recruitment efficiency.

- **John Boudreau (2010)** emphasized the importance of data-driven recruitment strategies and HR analytics in improving hiring decisions and reducing recruitment risks.
- **Nikolaou Ioannis (2014)** discussed the growing importance of social media recruitment in reaching a wider talent pool and improving employer branding.
- **Kevin Wheeler (2012)** suggested innovative recruitment methods such as gamification, social media recruitment, and employer branding to enhance candidate engagement and hiring outcomes.
- **Jeanne Meister (2017)** highlighted that future recruitment practices would focus on personalization, digital transformation, and integration of technology with human decision-making.

The review of literature indicates that innovative recruitment practices and digital technologies play a crucial role in overcoming recruitment challenges and improving organizational performance.

II. RESEARCH METHODOLOGY

2.1 Research Design

The study adopts a descriptive and analytical research design to understand HR recruitment challenges and evaluate innovative recruitment solutions in contemporary organisations.

2.2 Objectives of the Study

Primary Objective

- To examine HR recruitment challenges and evaluate innovative recruitment solutions in contemporary organisations.

Secondary Objectives

- To identify major recruitment challenges faced by organizations
- To study the impact of technological advancements on recruitment practices
- To evaluate the effectiveness of innovative recruitment tools
- To analyze the relationship between recruitment practices and organizational performance
- To provide suggestions for improving recruitment efficiency



N. Madhavan, V. S. Arjun Athithya & B. Velmurugan (2026). HR Recruitment Challenges and Innovative Solutions in Contemporary Organisations. International Journal of Multidisciplinary Research & Reviews, 5(5),157-165.

2.3 Sources of Data

- **Primary Data** Primary data is collected through structured questionnaires and interviews with HR professionals and recruitment managers.
- **Secondary Data** Secondary data is collected from:
 - Books
 - Journals
 - Research articles
 - Company reports
 - Websites and online resources

2.4 Sampling Design

Particulars	Details
Sampling Method	Convenience / Purposive Sampling
Respondents	HR Professionals and Recruiters
Sample Size	105 Respondents
Population	222 Employees

2.5 Analytical Tools Used

- Percentage Analysis
- Charts and Graphs
- Mean Analysis
- Correlation Analysis
- Hypothesis Testing

III. DATA ANALYTICS

The collected data was analyzed using percentage analysis, tables, and graphical interpretation to understand HR recruitment challenges and innovative recruitment practices.



N. Madhavan, V. S. Arjun Athithya & B. Velmurugan (2026). HR Recruitment Challenges and Innovative Solutions in Contemporary Organisations. International Journal of Multidisciplinary Research & Reviews, 5(5),157-165.

3.1 Satisfaction Level Towards Current Recruitment Process

S. No	Particulars	No. of Respondents	Percentage (%)
1	Highly Satisfied	42	40%
2	Satisfied	33	31%
3	Neutral	15	14%
4	Dissatisfied	10	10%
5	Highly Dissatisfied	5	5%
	Total	105	100%

Interpretation: The analysis shows that 71% of respondents are satisfied with the current recruitment process, indicating that organizations have implemented effective recruitment practices. However, 15% of respondents expressed dissatisfaction, suggesting the need for further improvement.

3.2 Major Recruitment Challenges Faced by Organisations

S. No	Recruitment Challenges	Respondents	Percentage (%)
1	Talent Shortage	30	29%
2	Skill Mismatch	25	24%
3	High Recruitment Cost	20	19%
4	Employee Turnover	18	17%
5	Lengthy Hiring Process	12	11%
	Total	105	100%



N. Madhavan, V. S. Arjun Athithya & B. Velmurugan (2026). HR Recruitment Challenges and Innovative Solutions in Contemporary Organisations. International Journal of Multidisciplinary Research & Reviews, 5(5),157-165.

3.3 Use of Innovative Recruitment Tools

S. No	Recruitment Tool	Respondents	Percentage (%)
1	Artificial Intelligence	28	27%
2	Social Media Recruitment	30	29%
3	Applicant Tracking System	22	21%
4	Virtual Interviews	15	14%
5	HR Analytics	10	9%
	Total	105	100%

Interpretation: Social media recruitment and Artificial Intelligence are the most commonly used innovative recruitment tools. These technologies help organizations improve recruitment speed and candidate engagement.

3.4 Key Analytical Findings

- Organisations face significant challenges in attracting skilled employees
- Traditional recruitment methods are becoming less effective
- Technology-driven recruitment improves efficiency and reduces hiring time
- Employer branding positively influences talent attraction
- AI and social media recruitment improve candidate sourcing and engagement

IV. FINDINGS AND SUGGESTIONS

4.1 Findings

- Talent shortage is the most significant recruitment challenge faced by organizations
- Skill mismatch affects hiring quality and operational performance
- Most organisations are adopting digital recruitment platforms and AI tools
- Social media recruitment improves access to a wider talent pool
- Employer branding enhances organizational reputation and candidate attraction
- Traditional recruitment methods increase recruitment time and cost



N. Madhavan, V. S. Arjun Athithya & B. Velmurugan (2026). HR Recruitment Challenges and Innovative Solutions in Contemporary Organisations. *International Journal of Multidisciplinary Research & Reviews*, 5(5),157-165.

- Data-driven recruitment practices improve decision-making and hiring efficiency

4.2 Suggestions

- Organisations should adopt AI-based recruitment systems to improve screening efficiency
- HR departments should strengthen employer branding strategies through social media platforms
- Recruitment processes should be simplified to reduce hiring delays
- Companies should use HR analytics and predictive tools for better hiring decisions
- Diversity and inclusion policies should be implemented to reduce recruitment bias
- Continuous training should be provided for HR professionals on modern recruitment technologies
- Organizations should improve candidate communication and feedback mechanisms

V. CONCLUSION

Human Resource recruitment has become a strategic function that directly influences organizational growth, competitiveness, and long-term sustainability. The present study highlights the major recruitment challenges faced by contemporary organisations, including talent shortages, skill mismatches, high recruitment costs, lengthy hiring processes, and changing workforce expectations. These challenges have increased the complexity of recruitment and forced organizations to rethink traditional hiring practices.

The study reveals that innovative recruitment solutions such as Artificial Intelligence, Applicant Tracking Systems, social media recruitment, virtual interviews, and HR analytics significantly improve recruitment efficiency and effectiveness. These technologies help organizations reduce recruitment time, improve candidate quality, minimize bias, and enhance overall hiring decisions. Furthermore, employer branding and digital recruitment platforms play a vital role in attracting and retaining skilled talent in a competitive labour market.

The findings also indicate that organizations adopting technology-driven recruitment practices are better positioned to meet modern workforce demands and improve organizational performance. However, successful implementation of innovative recruitment solutions requires proper planning, employee training, technological infrastructure, and ethical considerations related to data privacy and fairness.

In conclusion, contemporary organisations must move beyond traditional recruitment approaches and embrace innovative, data-driven, and technology-enabled recruitment strategies. Effective recruitment practices not only help organizations attract talented employees but also contribute to operational efficiency, employee satisfaction, and long-term organizational success. Therefore, continuous innovation and strategic HR planning are essential for overcoming recruitment challenges and maintaining competitiveness in the evolving business environment.



N. Madhavan, V. S. Arjun Athithya & B. Velmurugan (2026). HR Recruitment Challenges and Innovative Solutions in Contemporary Organisations. *International Journal of Multidisciplinary Research & Reviews*, 5(5),157-165.

AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

PLAGIARISM POLICY

All authors declare that any kind of violation of plagiarism, copyright and ethical matters will take care by all authors. Journal and editors are not liable for aforesaid matters.

SOURCES OF FUNDING

The authors received no financial aid to support for the research.

REFERENCES

- Armstrong, M. (2020). *Human Resource Management Practice*. Kogan Page
- Bernard Marr (2018). *Artificial Intelligence in Practice*. Wiley
- Breugh, J. A. (2013). *Employee Recruitment*. SHRM Foundation
- Cappelli, P. (2008). *Talent on Demand*. Harvard Business Press
- Kevin Wheeler (2012). *Innovative Recruitment Strategies*. Business Expert Press
- LinkedIn Talent Solutions Report (2022)
- Nikolaou, I. (2014). *Social Media in Recruitment*. *International Journal of Selection and Assessment Society for Human Resource Management* (2021)
- Ulrich, D. (2015). *HR Transformation*. McGraw Hill
- Various company reports, journals, and online HR resources
- Nivethigha, R. P., Divyabharathi, S., &Velmurugan, B. (2017). Business ethics, values and social responsibility to an entrepreneur. *International Journal of Research in Management & Business Studies*, 4(1), 18-21.
- B. Velmurugan, S. Saranya, R. Vetricarthick, S. D, N. Asha and G. K, "AI-Driven Predictive Analytics for Financial Risk Assessment and Smart Investment Decision-Making in Global Markets," 2025 IEEE 3rd Global Conference on Wireless Computing and Networking (GCWCN), Lonawala, Maharashtra, India, 2025, pp. 1-7, doi: 10.1109/GCWCN66157.2025.11448515. keywords: {Accuracy; Biological system



N. Madhavan, V. S. Arjun Athithya & B. Velmurugan (2026). HR Recruitment Challenges and Innovative Solutions in Contemporary Organisations. *International Journal of Multidisciplinary Research & Reviews*, 5(5),157-165.

modeling; Decision making; Globalization; Finance; Predictive models; Risk management; Predictive analytics; Sustainable development; Investment; Predictive analytics; financial risk assessment; artificial intelligence; sustainable investment; machine learning; behavioural finance; ESG; global markets},

Velmurugan, B. (2018). Aishwarya. Lignocaine effect on the sevoflurane requirements monitored by the bispectral index. *Indian J Appl Res*, 7, 48-50.

Sangeetha, M. M., Tamilselvi, M. V., &Velmurugan, B. (2023). A Study on Employee Absenteeism: Study at Sri Vinayaga Containers.

Guruvikram, J., &Velmurugan, B. (2024). Employee Satisfaction In The Organization In Anaamalais Toyota Coimbatore. *International Journal of Advances in Social Science and Humanities*, 09-15.

B. Velmurugan, S. Dharmalingam, B. Jayanthi, V. Kaveri, G. S. Reddy and S. Arulraj, "Deep Reinforcement Learning for Optimizing Multi-Stage Framing Operations in Large-scale Agricultural Environment," 2025 IEEE 6th Global Conference for Advancement in Technology (GCAT), Bangalore, India, 2025, pp. 1-7, doi: 10.1109/GCAT66372.2025.11368456. keywords: {Training; Irrigation; Adaptation models; Biological system modeling; Transfer learning; Crops; Transforms; Deep reinforcement learning; Optimization; Farming; Deep Reinforcement Learning; Multi-stage farming; Agricultural optimization; Resource management; Large-scale agriculture; Autonomous farming systems},

Velmurugan, B., &Chitra, M. M. (2025, July). Ai-Driven Hiring: Transforming Modern Recruitment Strategies. In *International e-Conference Proceeding* (p. 54).

Murugeswari, S., Jambulingam, S., Velmurugan, B., &Binith Muthukrishnan, K. (2022). Challenges of women leaders and managerial effectiveness in it industry in Coimbatore. *Ann. For. Res*, 65(1), 6725-6731.

