

A STUDY ON THE ROLE OF APPLICANT TRACKING SYSTEMS (ATS) IN IMPROVING RECRUITMENT EFFICIENCY

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ABSTRACT

Recruitment is a vital function in human resource management, and organizations are increasingly adopting digital tools to improve efficiency. Applicant Tracking Systems (ATS) have emerged as an essential solution for streamlining recruitment processes. This study aims to analyse the role of ATS in improving recruitment efficiency with special reference to Regami Solutions. Both primary and secondary data were used for the study. The primary data were collected from HR professionals and employees using a structured questionnaire with a sample size of 150. Analytical tools such as descriptive statistics and correlation analysis were used. The findings indicate that ATS significantly reduces time-to-hire, enhances candidate tracking, and improves communication efficiency. However, certain challenges such as system complexity and keyword dependency were also identified.

KEYWORDS: Applicant Tracking System, Recruitment Efficiency, HR Technology, Candidate Tracking, Automation

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INTRODUCTION

Recruitment plays a crucial role in organizational success by ensuring the right talent is hired at the right time. Traditional recruitment methods are often manual, time-consuming, and inefficient when handling large volumes of applications. With the advancement of technology, organizations have adopted Applicant Tracking Systems (ATS) to enhance recruitment processes.

ATS is a software application designed to automate and streamline hiring activities such as job posting, resume screening, candidate tracking, and communication. It helps organizations reduce administrative burden and improve decision-making accuracy. In companies like Regami Solutions, ATS plays a key role in managing recruitment workflows efficiently.

REVIEW OF LITERATURE

Previous research highlights the importance of ATS in modern recruitment. Smith (2020) found that ATS reduces recruitment time significantly by automating repetitive tasks. Johnson & Lee (2021) reported that ATS improves candidate quality through efficient filtering mechanisms. Brown (2019) emphasized that ATS enhances candidate experience by ensuring timely communication.

However, studies also indicate limitations such as over-reliance on keyword matching and system costs. Therefore, a balanced approach combining ATS and human judgment is essential.

OBJECTIVES OF THE STUDY

- To study the existing recruitment process at Regami Solutions.
- To understand the role of ATS in recruitment activities.
- To analyze the impact of ATS on recruitment efficiency.
- To evaluate candidate tracking and communication through ATS.
- To identify challenges in using ATS.

RESEARCH METHODOLOGY

The study adopts a descriptive research design to examine the role of ATS in recruitment efficiency.

Sampling Design

The sampling design involves selecting respondents from HR departments and employees involved in recruitment processes at Regami Solutions.

Sample Size

The sample size for the study is **100 respondents**.

Sampling Technique

Convenience sampling method is used for data collection.

Data Collection

- **Primary Data:** Structured questionnaire
- **Secondary Data:** Journals, articles, company reports

DATA ANALYSIS AND INTERPRETATION

Existing Recruitment Process at Regami Solutions

Table 1

Recruitment Method	Frequency	Percentage
Manual Process	20	20%
Partially Automated	33	33%
Fully ATS-Based	47	47%

Interpretation

The majority of recruitment activities at Regami Solutions are supported by ATS, indicating a strong shift towards automation.

Role of ATS in Recruitment Activities

Table 2

Activity	Frequency	Percentage
Resume Screening	57	57%
Job Posting	47	47%
Interview Scheduling	40	40%
Candidate Tracking	60	60%

Interpretation

ATS is widely used for candidate tracking and resume screening, highlighting its importance in managing recruitment activities.

Impact of ATS on Recruitment Efficiency

Table 3

Category	Frequency	Percentage
High Improvement	53	53%
Moderate Improvement	33	33%
Low Improvement	14	14%

Interpretation

The findings show that ATS significantly improves recruitment efficiency, with more than half of the respondents reporting high improvement.

Candidate Tracking and Communication

Table 4

Category	Frequency	Percentage
Highly Effective	50	50%
Moderately Effective	30	30%
Less Effective	20	20%

Interpretation

ATS enhances candidate tracking and communication, although there is still scope for improvement.

Challenges in Using ATS

Table 5

Challenge	Frequency	Percentage
Keyword Filtering Issues	40	40%
High Cost	23	23%
Complexity	20	20%
Lack of Training	17	17%

Interpretation

Keyword filtering issues are the most significant challenge faced while using ATS, followed by cost and system complexity.

Correlation between ATS Usage and Recruitment Efficiency

The correlation coefficient ($r = 0.68$) indicates a **moderate positive relationship** between ATS usage and recruitment efficiency. This suggests that as the use of ATS increases, recruitment efficiency also improves.

FINDINGS

- ATS reduces recruitment time and administrative workload
- Improves candidate tracking and communication
- Enhances accuracy in resume screening
- Increases overall recruitment efficiency
- Challenges include system complexity and keyword dependency

SUGGESTIONS

- Provide training to HR professionals on ATS usage
- Combine ATS with manual screening for better results
- Regularly update ATS software
- Customize ATS features based on company needs

CONCLUSION

The study concludes that Applicant Tracking Systems play a significant role in improving recruitment efficiency at Regami Solutions. ATS helps automate hiring processes, reduce time-to-hire, and enhance candidate management. Despite some challenges, effective implementation of ATS can lead to better hiring decisions and improved organizational performance.

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