

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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