

RECENT TRENDS IN HR RECRUITMENT

Ms. Gayathri T

Assistant Professor, Department of Business Administration

Lady Doak College, Madurai, Tamil Nadu, India.

<https://doi.org/10.34293/blp.9789395659611.ch005>

Introduction

Recruitment is the backbone of Human Resource Management, and in recent years, significant shifts have occurred in how organizations attract, assess, and hire talent. With digital transformation, changing employee expectations, and increasing competition for skilled workers, companies have embraced innovative strategies to enhance their recruitment process. Five years into the new decade, the world looks markedly different from what we knew in 2020. We have faced one of the greatest global challenges in recent history, battling a pandemic, social unrest, and economic crises.

These events reshaped our lives and habits and affected our predictions for the previous year. As a result, HR trends we thought would be the highlight of 2025 either didn't happen or came in a slightly different form.

The HR industry is revolutionising at a rapid pace due to the advancement of technology. Hence, new HR trends in 2025 are crucial to maintaining the HR industry's workflow.

Recruiters and HR teams want to follow future directions, but several queries are going across in their minds, such as: What are the different upcoming HR trends? How many HR trends are there for 2025-2026?

In addition, Our natural curiosity to think about future HR trends and what will shape the future remains. Having those ideas, insights, and information helps us navigate what's ahead of us and create goals. We analysed what the HR future will look like and which HR trends will dominate the recruitment landscape.

Here, recruiters and HRs will get information on the Top Upcoming HR Trends To Consider In 2025 2026

- Prioritising Employee Experience
- Emphasising Continuous Learning
- Leveraging AI in Recruitment
- Shifting Towards Skills-Based Hiring
- Redefining Leadership with Empathy and Agility
- Embedding DEI into Workplace Culture

To Use - HR Trends

Switch to Online Recruiting Solutions.

Companies and organizations are currently depending on online employment portals, job websites of companies and social media sites such as LinkedIn to find employment.

Example:

Linked In has formed one of the main sourcing tools used by recruiters. This puts a large number of candidates in the reach of employers and they can filter them by skills.

Mini Case:

LinkedIn Recruiter was implemented by Infosys Ltd. to save on time during recruitment. This made them cut their average time-to-fill time down to 60 to 35 days.

Artificial Intelligence (AI) and Automation.

AI is transforming the hiring process with the filters of resume screening, chatbot-based interviewing, and predicting the suitability of candidates.

Example:

Social software such as HireVue and Pymetrics have been used to evaluate applicants on the basis of AI-generated video interviews and gamified tests.

Mini Case:

Unilever substituted CV screening with games and video interviews controlled by machine learning. The outcome: 75% increase in efficiency in hiring, and increased diversity of hiring.

Employer Branding and Candidate experience.

The current applicants will evaluate the culture, values, and social presence of a company prior to application. An effective employer brand will assist in the attraction of the best talent.

Example:

Google is also famous due to the employer branding with its activities, such as Life at Google videos and open reviews at Glassdoor.

Mini Case:

Tata Consultancy Services (TCS) has introduced a platform, Campus Commune to reach out to the new graduates and offer them an easy pre-hiring process that elevated their offer acceptability.

The Virtual Hiring and Remote Recruitment.

Remote hiring is the new reality after the pandemic. Remote jobs, virtual interviews and onboarding is now a common thing.

Example:

Virtual recruitment is widely being done through Zoom, Microsoft Teams and Webex.

Mini Case:

The tech company Zoho Corporation, which is headquartered in Chennai, was able to completely move the process of hires online during the pandemic and maintained it after the pandemic. The company saved on expenses as well as enhanced reach of candidates all over the world.

Data-Driven Recruitment

HR analytics assists recruiters in decision-making by following such indicators as cost-per-hire, time-to-hire and quality-of-hire.

Example:

ATS, such as Workday and Taleo, are used by companies to gather and analyze data on hiring.

Mini Case:

Wipro applied data analytics to evaluate employee performance after recruitment, and compared it to the recruitment channels. It also assisted them in determining the most viable recruiting platforms, and it saved 20 percent on the cost of recruiting.

Equity, Inclusion, and Diversity (DEI) of Hiring.

Companies are laying stress on inclusive recruitment in the workforce to advance diversity.

Example:

The global recruitment policy of Accenture involves gender, disability and LGBTQ+ targets.

Mini Case:

The Hindustan Unilever Ltd. (HUL) has started Project Shakti to empower women in the rural areas, by providing them with employment and bringing talent to the company through rural areas.

Social Recruiting and Recruitment Marketing.

Recruiters have moved to digital marketing by employing SEO, social media campaigns and targeted advertisements to appeal to job seekers.

Example:

Instagram and YouTube are the platforms where businesses such as Zomato and Swiggy share employee narratives and job advertisements in an imaginative manner.

Mini Case:

India is home to the most successful ed-tech company, Byju, which implements aggressive adverts in social media, thus leading to a 40 percent increase in the number of candidates in 2023.

Skill Hiring as opposed to Degree Hiring.

There is a trend of increasingly putting emphasis on skills over formal qualification particularly in the IT and creative fields.

Example:

IBM also introduced a program called New Collar Jobs that employed individuals not only according to degrees but also according to skills.

Mini Case:

The National Qualifier Test (NQT) of TCS enables anyone to take an online test to be placed irrespective of an academic background.

In-house Recruitment and Employee per referrals.

Organizations promote in-house mobility and referrals of employees to save time and money.

Example:

HCL Technologies has a robust in-house job portal mobility and the employees are also rewarded on successful referrals.

Mini Case:

Mahindra Group has also applied the Talent Marketplace where employees can look in-house jobs. More than 35 percent of the vacancies were filled internally in the first year.

Case Study - To Use AI Recruitment

- Unilever AI-Powered Recruitment (Under AI and Automation).
- Background: Unilever is a multinational FMCG company that attempted to enhance the efficiency of the hiring process and eliminate bias during the initial stages of recruitment.
- Strategy: They introduced an AI-based approach in which candidates took games, based on neuroscience, which measured such aspects as risk-taking and problem-solving. Successful applicants went to video interviews that have been analyzed by AI.

Results:

- Reduced time-to-hire by 75%
- Greater diversity and satisfaction of the candidates.
- A positive experience was reported by 90% of the candidates.

Recruitment Trends and Today's Generation: Gen Z & Millennials

The current generation of job-seekers (Gen Z (born 1997-2012) and Millennials (born 1981-1996) have specific demands and wants that are transforming the recruitment process. These digital natives have a growing influence on the modern HR strategies through their behaviors, values, and priorities.

1. The Digital and Mobile-Friendly Preference.

The young job seekers have certain expectations regarding the recruitment processes being quick, digital and available on the mobile. They are not attracted to long application forms and walking in. Illustration: Gen Z applicants like to use such platforms as LinkedIn, Naukri App, and even WhatsApp-based employment notifications to apply.

2. Flexible Work Culture is in Demand.

On the first place, there are remote work, hybrid jobs, and flexibility. The younger professionals are more attracted to companies that provide a work anywhere or work anywhere or even flexible timing policies.

Real-life case: An example in this case of companies appealing to Gen Z is using flexible work positions and creating a fun and casual work culture on their social media profiles.

3. Value-Driven Recruitment

Gen Z is concerned about the social values of a company, its relation to the environment and inclusivity. They will mostly apply to organizations that have proven ethical practices and diversity.

Examples: Google, Infosys, and Accenture habitually showcase their social impact efforts and DEI to draw in younger candidates.

4. Quick Response and Open Process

Young applicants want prompt responses of recruiters and effective communication. Lack of prompt feedback usually causes them to give up or take alternative offers.

HR Response: Recruiters in the modern world apply the tools of automation to send instant updates and use chatbots to respond to the questions of the applicants in real time.

Focus on Learning and Growth

Gen Z wants to work in a place that provides training, mentorship, and career progression. The best way of recruiting this demographic would be through recruitment campaigns emphasizing on learning opportunities.

Examples TCS Ignite program and Wipro school of IT infrastructure management (SIM) are examples of early-career training programs that are appealing to Gen Z.

Challenges in Modern HR Recruitment

Though the recruitment process has been revolutionized by new trends in the recent past, there are a number of practical challenges encountered by organizations. These barriers have the potential to influence quality, speed and cost of recruitment unless they are dealt with in a strategic manner.

1. High Competition for Talent

The high demand jobs, particularly in the IT, AI and digital marketing are those with tough competition among the firms. The issue with talented candidates is that they will have several offers, and companies may not be able to quickly hire and onboard them.

Ex: Startups will usually lose out on the best candidates to large brands such as Google or Infosys because of higher salaries or brand reputation.

2. Resume Fraud and Skill Mismatch

Online applications have made applicants inflate their skills or create resumes with the help of AI, complicating the evaluation of actual competencies.

HR Concern: Recruiters are making more time to verify skills by use of tests and background checks and this costs and adds delays.

3. Overreliance on Technology

Although AI and automation are useful in accelerating the recruitment process, they tend to be biased in some cases and to miss out on good candidates because they are shortlisted using a selected keyword.

Example: ATS (Applicant Tracking Systems) can automatically filter out some applicants who may be potentially useful to the company simply because their resume did not include some keywords.

4. Lack of Human Connection

Online interviews and virtual hiring procedures may seem depersonalized, making the engagement and the experience of the candidate less meaningful, in particular, in those jobs that involve emotional intelligence or interpersonal communication.

Candidate Feedback: A majority of Gen Z candidates say that they would prefer greater personalization in their recruitment process.

5. Diversity and Inclusion Obstacles

In spite of the DEI, there is still unconscious bias in employment. The candidates of rural origins, underrepresented groups or with non-conventional qualifications usually have a hard time securing short listing.

6. Adapting to the evolving expectations

Today the candidates do not only require the salary, but the work-life balance, mental health support, the career growth, and ethical work culture. The satisfaction of all these needs may overwork HR in small firms.

Conclusion

The recruitment environment is shifting fast due to changes in technology, shifting employee needs, and a new emphasis on diversity and inclusion. Artificial intelligence, automation, and data analytics are being used more by organizations in order to streamline the hiring process and improve decision-making. Concurrently, the role of candidate experience has been elevated to the fore, and employers have attempted to design effectively engaging, transparent, conversational recruitment experiences. Remote and hybrid employment has increased talent pools beyond geographical boundaries, necessitating companies change their hiring procedures to a more global and flexible workforce.

Another major trend is the movement towards skill-based recruitment, in which practical skills are being considered the more important factor than conventional credentials like degrees or previous job titles. This is very similar to the growing trend of the importance of diversity, equity, and inclusion, as organizations seek to create more representative and dynamic workforces. In addition, prospective employees are no longer looking at potential employees based on their salary, but by the general employee value proposition, encompassing culture, benefits, flexibility, and career development opportunities. As the recruitment process gains a more data-oriented and strategy-oriented approach towards business objectives, the HR professionals need to remain responsive and updated to acquire and retain the best talent in an ever-competitive environment.

References

1. Marr, B. (2024, December 10). *Essential HR and recruitment trends for 2025*. Forbes.
2. LinkedIn Talent Solutions. (2024). *10 recruiting trends shaping 2025*. LinkedIn Pulse.
3. Society for Human Resource Management. (2024). *2025 talent trends and recruiting challenges*. SHRM
4. Recruitee. (2024). *HR trends and predictions for 2025*.
5. Al-Sibai, N. (2025, June 28). *Meta is developing AI to overhaul its hiring process*. Business Insider
6. Economic Times. (2025, July 5). *Indian recruiters pivot to 'quality hiring' as AI tools take hold*. The Economic Times.