

EFFECTIVENESS OF ONLINE RECRUITMENT PROCESS OF SELECTED BUSINESS PROCESS OUTSOURCING COMPANIES IN QUEZON CITY

ABSTRACT

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This study examined the effectiveness of online recruitment practices among selected BPO companies in Quezon City, focusing on key dimensions such as cost-efficiency, time optimization, accessibility to a wider talent pool, quality of applicants, and overall recruitment efficiency. It also explored company-related variables, including workforce size, number of recruitment personnel, years of operation, average monthly hires, and the specific online recruitment platforms used. Additionally, the study identified common recruitment challenges and analyzed whether organizational profile variables significantly influenced the perceived effectiveness of online recruitment methods. The study employed a descriptive quantitative research design, targeting 30 recruitment personnel from various BPO companies in Quezon City through purposive sampling. Respondents were selected based on their direct involvement in online recruitment processes and familiarity with digital hiring platforms. Data were collected using structured survey questionnaires distributed via Google Forms, allowing the researchers to gather diverse insights into the efficiency, effectiveness, and overall satisfaction with online recruitment practices. The findings indicated that the majority of BPO firms in Quezon City have a workforce ranging from 1 to 500 employees, supported by recruitment teams typically composed of 3 to 5 personnel. Notably, 40% of respondents had 0 to 5 years of service, suggesting a relatively young and emerging talent pool within recruitment departments. On average, 33.3% of the surveyed firms hire between 11 to 20 employees per month, with job boards cited as the most frequently used online recruitment platform (50%). Overall, participants expressed a strong perception of online recruitment effectiveness, with the following weighted mean scores: wider access (3.63), cost-efficiency (3.61), time optimization (3.60), quality of applicants (3.60), and workplace efficiency (3.56). The adoption of AI-driven tools and automated systems was also recognized as a critical factor in streamlining recruitment processes and improving overall efficiency. The study revealed that while online recruitment offers numerous benefits, it also presents notable challenges such as applicant oversaturation, difficulty in filtering high-potential candidates, technological disruptions, and potential algorithmic bias in AI-driven tools. Statistical analysis showed that company size and the number of recruitment personnel significantly influenced the perceived effectiveness of online recruitment, particularly in terms of cost-efficiency, time management, and applicant quality. Conversely, variables such as years of service and average monthly hires had no significant effect. Moreover, the type of online recruitment platform employed demonstrated a strong correlation with perceptions of time efficiency and the quality of applicants, emphasizing the critical need for strategic platform optimization to enhance recruitment performance.

RECOMMENDED CITATION

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